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A GREATER PLAINFIELD

PLAINFIELD

NEW JERSEY

THE CITY OF OPPORTUNITY

Where a Hearty Welcome awaits the Stranger. Her Multifarious Advantages as a Locality Richly Endowed by Nature as a place of Residence and Manufacturing Centre. One of the State's most Progressive Communities. Twenty-four Miles from New York City. 125 Trains daily. Commutation \$7.85 Monthly. Population 32,000. More Beautiful Homes than any place in the State.



PLAINFIELD.

Plainfield occupies the rather unique position of being at the same time one of the most beautiful residential cities about New York, and an industrial centre of growing importance. While it is the home of thousands of commuters, who go to the Metropolis every day, returning in the afternoon to enjoy the pleasures of suburban life, it is in no sense a suburb, but a modern city, that has within a comparatively short time been evolved from what was little more than a typical Jersey country town. An attempt has been made in this special edition of the Daily Press to convey a comprehensive idea to the reader of what Plainfield is today, its attractions, advantages and resources, what has been accomplished in the past by its progressive people and their hopes of the future. No attempt has been made to overdraw the picture, that is unnecessary even if it were desirable, but one has been earnestly made to set things down as they are. Accuracy has been the aim; the most reliable sources of information have been sought, and it is believed that every statement made in this sketch can be verified. The idea of any city can be gained by a study of the individual activities of its citizens, and the attention of the reader is directed to the numerous articles descriptive of the industries of the city, that are found in the columns of this issue. They will give a better idea of the city than a general sketch could possibly convey. Under appropriate sub-heads the various activities of the municipality have been set into at length and it is hoped that a desire to see Plainfield may be stimulated in the minds of everyone into whose hands this edition may chance to fall. For the benefit of those who would like to get some idea of Plainfield in a nutshell, a few salient facts are succinctly set forth in a small space.

FACTS ABOUT PLAINFIELD.

Plainfield is located at the foot of the Watchung Mountains on the Central Railroad of New Jersey, twenty-four miles from New York, which is also reached by the Reading and Baltimore and Ohio Railroad trains. The population of the city, includ-

ing North Plainfield and its environs, is conservatively estimated at 30,000 souls. The trip to New York can be made in 45 minutes, the commutation fare each way being 13 cents daily, including the ferry. The regular fare is 55 cents one way and \$1.05 the round trip. By trolley to Jersey City or Hoboken the fare is only 25 cents. There are over 100 trains daily to New York and also frequent trains to Philadelphia, Baltimore, Washington and other points South and West. The city has two national banks, two trust companies and a savings bank, several building and loan associations, a Chamber of Commerce and Board of Trade, two high schools and 11 grammar and primary schools, several colleges, thirty churches and religious societies, Young Men's and Women's Christian Associations, numerous fraternal societies, one of the best fire departments in the country and an unsurpassed water supply. It has excellent hotels, a public library and art gallery, a famous hospital, musical literary and social clubs of various kinds, two theatres, where Broadway stars frequently appear, two new moving picture theatres and fine golf and tennis grounds. Its side walks and streets are unusually well paved and are bordered with beautiful shade trees, giving the city a park like appearance that is most attractive. There are 30 miles of sanitary sewers, the streets are lighted by electricity and a trolley system of six lines, radiating from the central station, makes all parts of the city easily accessible. The main line of the Public Service Company passes through the city providing quick and cheap transportation, the rate being a little over a cent a mile to Newark, Elizabeth, the Oranges, Westfield, Somerville, New Brunswick, Rahway, Asbury Park, Red Bank, Long Branch, Atlantic Highlands, Hoboken, Jersey City and other points. Numerous industries are located in Plainfield and the city has some of the most beautiful and attractive residential sections to be found anywhere.

PLAINFIELD IN THE PAST.

It is not intended in this sketch to deal with the Plainfield of the years gone by, except incidentally, and to show the wonderful progress that has been made. The people of the city are

essentially modern, living in the present, but with their minds fixed upon a bigger and a better future. History, however, is always interesting and instructive; it carries with it a lesson, just as experience does to every thoughtful and progressive man. As a city Plainfield dates from April 2, 1869, when a charter, ratified by the people April 21, of the same year, was granted by the Legislature. At the election 683 votes were polled, 427 in favor, and 256 against, the measure. At that time the population is estimated to have been about 5,100. For many years Plainfield, at one time known as "Millton," had been quite a flourishing country town, and the fact of its becoming a city did not naturally change its status. The place was for many years a part of Westfield Township, and the first official mention made of it was on October 11, 1707, when the records of the Friends' Society show that a daughter was born to John and Elizabeth Laing, in Plainfield on that date. The post office was established here April 1, 1800, before which time the people received their mail at Scotch Plains, letters being received irregularly, once or twice a week. At the time the post office was established there were about 20 houses in the village, 150 people, and a store conducted by Thomas Nesbet, at the corner of what is now Park avenue and Front street. These and the old Friends' Meeting House, on Watchung avenue, still standing in an excellent state of preservation comprised the town. Plainfield Township was organized in 1847. At this time the principal industry was the manufacture of hats and clothing. There was strong opposition from Westfield to the incorporation of the new township, but it was accomplished and a strong impetus given to its growth. From this time on the progress of the town was steady and has continued so, for the place has never experienced the doubtful benefits of what is known as a "boom."

FINE RAILROAD SERVICE.

No one force has exercised such a potent influence over the destinies of Plainfield, and has contributed so much to its development, as the railroads. They have as a matter of fact been really the power that has trans-

formed it from a country town—a mere way station—into the beautiful city it has become, for without their aid and co-operation the efforts of the most progressive and enterprising of its citizens would have come to naught. Much of this credit is due to John Taylor Johnson, for a number of years president of the Central Railroad of New Jersey, who when he came here to live, realized that if Plainfield was to become of any importance as a community, the tracks running through the city must be elevated. He proposed the elevation, eliminating thirteen railroad crossings within the confines of the city, a proposition that met with much opposition at the time, but it was eventually carried out and an impetus given to the growth of the place, that in a few years transformed it. Before the great work of elevating the tracks was begun the railroad station was a frame building, standing on the present site, with a saloon in one section of it, and but little accommodation for the traveling public. There were but few trains running in those days and the schedule was very irregular. A bell in the cupola of the station was rung by the agent to notify the inhabitants when a train arrived or was about to leave. He acted as ticket and freight agent, express agent, porter and for a time as telegraph operator. At the present time twenty-five men and often more are employed, there are 47 passenger trains stopping at Plainfield going west every 24 hours, and 44 going east, exclusive of special, relief and freight trains, and it would be a fair estimate that an average of 140 trains of all descriptions pass through the city every day. With the elevation of the tracks the people of the city became imbued with the spirit of progress, a number of wealthy New Yorkers were induced to locate here, and since then it has grown continuously from a population of about 4,000 to the more than 30,000 it has today. Mr. Johnson's plan of making the train service equal to the needs of the community is still carried out by the officials of the Central, the Reading and the Baltimore and Ohio, the three roads passing through the city. Plainfield now has four stations, about equal distances apart; Netherwood, the North avenue, the Grant avenue and the Clinton avenue stations. One of the chief industries of the city

is "going to New York." And this is not an unpleasant occupation for the trains running over the tracks of the Central of New Jersey are finely equipped and speed over the perfectly ballasted, four-tracked road bed from Plainfield to Jersey City, many of them without a stop. Though the distance from New York to Plainfield is 24 miles, express time to Broadway is but 45 minutes, including a delightful trip of 10 minutes on the North River, with its attendant exhilaration of atmosphere and glorious panorama of land and water. The Central Railroad of New Jersey is remarkable for the cleanliness of its cars—only anthracite coal being burned—and the desirable class of people who are its patrons. The more exclusively inclined, however, ride in palatial club cars, where the short trip can be most enjoyably spent. The promptness to schedule is also a feature of this road which commends itself to business men.

PASSING THROUGH THE TUBES

From time to time the question has been agitated as to the feasibility of using the tunnels under North River into New York, by arrangement with other roads and there is hardly a doubt in the minds of thoughtful men that this will eventually be consummated. It would undoubtedly be a big thing for Plainfield, she would receive another impetus such as that which resulted from the elevation of the tracks, the time to the city would be materially shortened and Plainfield would experience a boom such as it has never had. The project is feasible, though costly, but that it will be carried out in time optimistic men have not the slightest doubt. It is a big idea, but Plainfield is full of big men who are accustomed to conceive and carry out big things.

INDUSTRIAL PLAINFIELD.

Comparatively few of the 30,000 people who live in Plainfield and its environs, fully realize the extent of its manufacturing interests. Many of them have become so accustomed to look upon it purely as a home town, a sort of suburb of New York, that they have given but little attention to its industrial growth, a part of the life of every community that is its backbone, and without which no city can expand and prosper. It is well to have a city of beautiful homes, even if those who occupy them spend most of their time in New York, but without the industrial element it cannot grow as it should, or what growth it does have, must be essentially artificial to a great extent. Plainfield industries are of a character that bring to the city workmen and women of unusual intelligence and character, many of them skilled mechanics, who earn good wages and spend their money with the home merchants. They make the best kind of citizens, stimulating trade in a healthy direction and building up the city as no other agency could. The day when the location of industries here was discouraged has passed, the property holders and merchants realize that the factories, with their hundreds of wage-earners, are the best asset a city can have, and without them Plainfield would indeed become simply one of the many environs of the great metropolis, 24 miles away. The industrial growth of the city has not been what might be called phenomenal, but it has been steady and healthy, and every year it increases more rapidly. Its industries are high-class, diversified and backed by ample capital as will be seen by referring to other pages of this edition in which many of them are described at length. It has two big printing press plants, two new and splendidly equipped silk mills, an automobile factory, employing hundreds of men, a factory for the manufacture of talking machines, four factories employing several hundred girls, making ladies' undermuslins and boys' garments, a great mill, one of the largest dynamo works in the State, several ice cream factories and manufacturing confectioners, one of the largest

tool works in the country, an automobile tire manufacturing plant, a factory for the manufacture of wrist bands and finger bandages, one for making druggists' supplies and surgical implements, large marble and stone works, a factory making patent automobile joints, employing 500 men or more; brass and bronze works and other industries. These are all in a flourishing condition and their weekly payrolls, amounting to thousands of dollars, are a stimulus to trade that hundreds of beautiful homes would never give. Both the Chamber of Commerce and the Board of Trade are doing splendid service in attracting the attention of investors to Plainfield, and anyone interested in locating a plant of any desirable kind would do well in communicating with either or both of these wide-awake commercial organizations.

MILLION A YEAR FOR BUILDING.

In the neighborhood of a million dollars is spent every year in building operations in Plainfield, most of it in beautiful residences, for the city, although growing as a business centre,

village to what is admittedly the most beautiful residential city about New York, that the Watchung Mountains are one of its most valuable undeveloped assets. Hitherto, with a few exceptions, its handsomest and most costly residences have been built on the level plain at the foot of the hills, but as these latter become more accessible, because of the building of modern roads, they must in the near future be the site of hundreds of magnificent country homes, cosy bungalows and pretty cottages. There is a superb chance for the building of summer homes in the Watchung Mountains, unsurpassed by anything South of the Catskills and Adirondacks, and in many respects superior to them. From Scotch Plains to the "Notch," Johnson's Drive, stretches across the hills, well graded and macadamized. This drive is one of the most beautiful in the country, and makes possible some lively and enchanting views. It runs along the front ridge of the mountain at an average height of about 400 feet above sea level, and 250 above the plain. At some future time trolley lines will be built along this drive and connect with the Somerset



HON. PERCY H. STEWART, MAYOR OF PLAINFIELD.

is still essentially a home town, drawing largely for its population from the commuters who go every morning to New York, returning in the evening. Every year the residential section grows more beautiful and the class of houses erected larger, more substantial and artistic. During the last five years, with the single exception of 1910, there has been an increase in the amount of money expended on building. The books of Building Inspector Doane show that in 1908 the amount spent was \$860,000; in 1909, \$990,000; in 1910, \$863,000; in 1911, \$1,000,000, and in 1912 the amount grew to \$1,843,000. The present year promises to make an excellent showing, many new buildings having been contracted for. Nothing better and more accurately shows the growth of a city than the records of the Building Inspector's Office, and these show that while the growth has not been remarkably rapid it has been steady and substantial. Few cities of its size have a better record of building operations, if we except the large manufacturing towns.

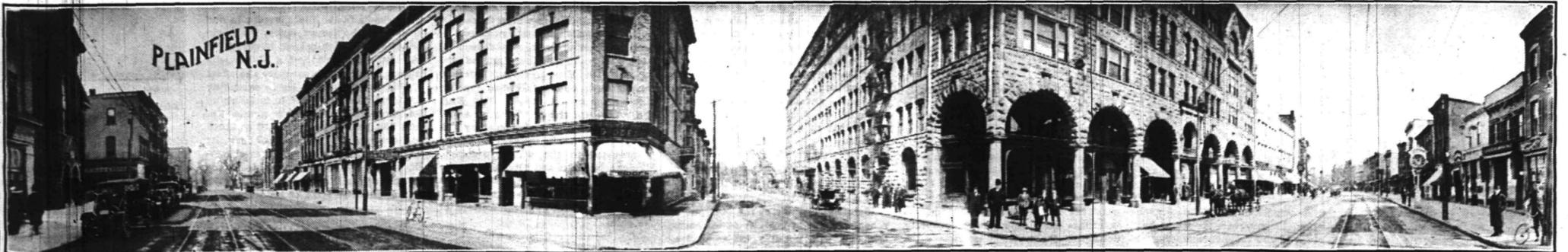
IN THE WATCHUNG MOUNTAINS.

There is no doubt in the minds of those who have carefully studied the evolution of Plainfield from a country

street line, which now extends to the foot of the mountains. This will make still more accessible miles of desirable building sites along the brow of the mountains. These will be protected on the north and west by a crest of the ridge, which rises back of the drive. Every site through all this distance will command a fine view of the park-like city below; the valley for many miles to the south and east; Netherwood to the southeast, and the hills and dales beyond stretching away to Amboy Bay and the seacoast. It will be comparatively easy to continue the trolley line southwest to Washington Rock, from which the American commander was accustomed to watch the British fleet in Amboy Bay during those dark days that tired men's souls, and saw the beginning of the greatest Republic the world has ever known.

NEW YORK EASILY VISABLE.

From this and other points, one could sit on his piazza and on a clear day, without the aid of a glass, sweep the horizon, bringing into view the Highlands of Navasink, Staten Island, New York harbor, the bridges and the skyscrapers of the metropolis. It is not a dream of fancy when one sees in the near future the slopes from Scotch Plains to Washington's Rock covered



SOME PLAINFIELD STREET VIEWS.

with the residences of the mountain dwellers of Plainfield. And since science has tamed and harnessed that unknown force which we call electricity, these mountain dwellers can come and go in its fireless currents as quietly as a mother carries her child, and as swiftly as the eagle glides over the crest of the mountains along the unmarked pathway of the circumambient air.



LEIGHTEN CALKINS, PRESIDENT OF THE COUNTRY CLUB. NATURAL BEAUTIES OF PLAINFIELD.

The evidence that the people appreciate the natural advantages of climate, soil, water, plain, hill and mountain, is seen on every hand. The fall "Indian summer" days is one of the best times to see Plainfield, although it is an all-the-year-round city, every month having charms all its own. But October and November are ideal out-door months here. The streets are wide, regular and tree-embowered. One may drive, ride or walk for hours about the city and its environs, enchanted by far-reaching vistas, under interlacing branches of elm and maple, oak and chestnut, meeting fresh surprises and new delights at every turn. And when autumn glides in with her brushes and palette, painting and tinting every leaf on tree and shrub, over park and well-kept grounds, and the long stretches of mountain side, where gold and purple, scarlet and green, in all the countless shades and combinations, while the unseen artist alone knows how to combine, Plainfield is a fairy land, indeed. Then beauty riots in glory through the long, soft, soothing days, when Nature puts the earth to sleep, and covers her with a varicolored blanket, whose slowly fading beauty is full of the promise of spring-time awakening. As a city ordinance requires flag or concrete sidewalks, the pedestrian is cared for, as well as the man in the coach or automobile. Another distinctive feature to which attention should be called, while on the subject of streets, is the absence of back alleys, which are usually unsightly and unsanitary nuisances. To tell of the beautiful natural parks, the rippling streams, the cool and placid lakes; especially along the famous and historic Wetumka and Buttermilk Falls would tax the most gifted pen and then the story would be incompletely told. Wandering through the wide streets of the city, lined on either side with palatial homes, nearly all of them surrounded with spacious grounds, where the robin, the red bird, the wren, build their nests unmolested, and squirrels are laying up their winter stores, it is difficult to believe that Broadway, is only 45 minutes away.

SPLENDID WATER SUPPLY. Without the purest and most plentiful supply of water any community must naturally be greatly handicapped. It is one of the first things required after by the home-seeker and investor, and the better the supply the greater the asset. The water supply of Plain-

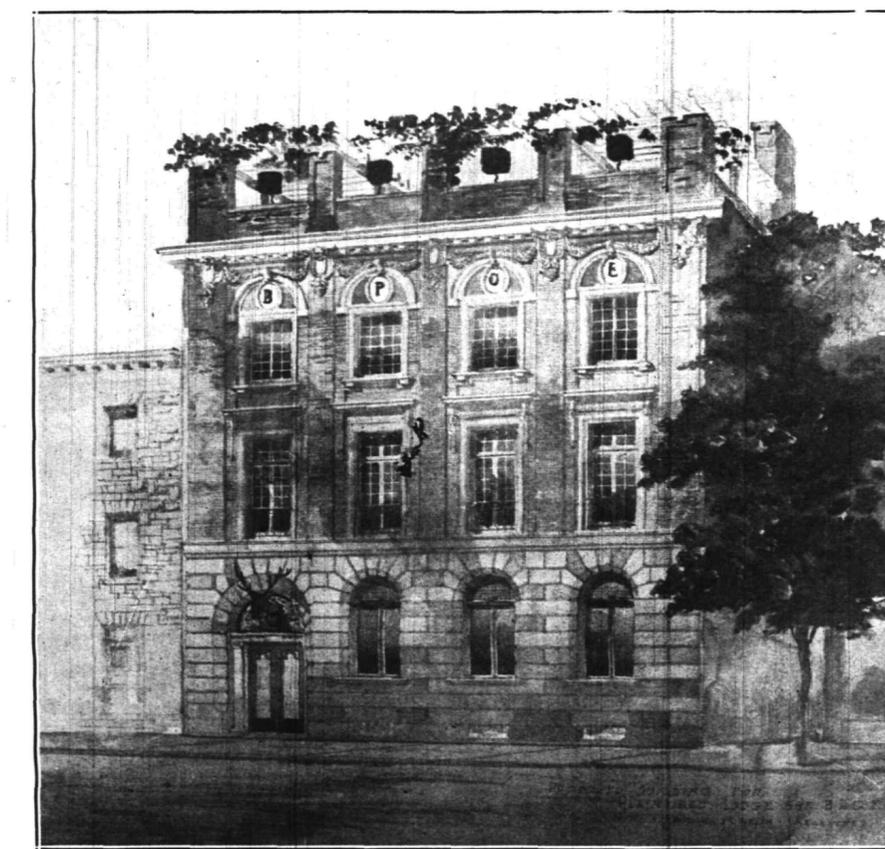
twice the size of the one on North avenue is to be built, and this will overcome any difficulty that may exist in the lack of water pressure in any part of the city, although the water company has always delivered a pressure of 75 pounds at all fire mains. The water is drawn from subterranean springs and is pumped up through over 30 wells sunk 50 feet apart, for a distance of 1,000 feet just east of Netherwood. In boring these wells shale and clay were found for a depth of about 25 feet, and then a stratum of gravel was reached, which contained but little sand. Much of this gravel, of the size of walnuts and larger, had been worn round and smooth by currents of water moving through it. Investigation made indicated that the current at this point descends at least nine feet to the mile. Its progress through the coarse gravel must therefore be quite rapid. The water undoubtedly comes from springs in the mountains, but its exact source remains a matter of conjecture. The fact is certain, however, that the reservoir left by the glaciers of long ago is now filled with a practically inexhaustible supply of pure water which is safe from the possibility of pollution from sewerage or refuse, and which is unaffected either by drought or freshet. By means of the old and new towers a uniform pressure is maintained throughout the city at all times, no matter how heavy the draft of water may be. The ordinary pressure is sufficient to throw water over any building in the city, and water can be drawn from half a dozen hydrants in the house at the same time without materially affecting this pressure. The supply has been analyzed a number of times by eminent chemists, among them Allen Hazen, a leading hydraulic expert of New York, and pronounced by him to be water of "great organic purity." In a letter to a prominent resident of Plainfield, he adds, "You are to be congratulated upon having so good a supply and you may have no anxiety whatever about its wholesomeness." Herbert B. Baldwin, chemist in the department of health, of Newark, made an analysis on September 22, of samples of water taken from the mains in three different places in the city, and states: "Both chemical and bacteriological data on these samples show the water to be of an unusually good quality from a sanitary point of view." The water rates are reasonable and the service is of the best.

IDEAL HEALTH CONDITIONS. Plainfield is one of the healthiest communities in the world all the year round. Located at the foot of the Watchung Mountains and protected by them from the cold blasts of winter, it is built on a loamy soil into which water easily disappears, and the absence of swamps and standing water, gives it a freedom from mosquitoes and malaria, enjoyed by but few cities. It has a comparatively new sewerage system, built along the most modern lines, extending for thirty miles under the main thoroughfares and North Plainfield and Dunellen are also about to install a system for which a bond issue was recently voted upon and carried. The city has an efficient and progressive Board of Health, which has been in existence since 1887.

INSPECTION OF FOOD AND MILK. In connection with the dairy inspection instituted by the Board about nine years ago, a laboratory was established for the analysis of milk and water. In addition to a thorough supervision of the milk supply to which particular attention is paid and the analysis of milk at regular intervals, nearly all branches of preventive work within the jurisdiction of the Board has been taken up, such as nuisances, garbage disposal, contagious diseases, disinfections, house to house inspections,

field, can be measured only inadequately by the results obtained. By its prompt and thorough action the Board has several times prevented the spread of contagious diseases from becoming epidemic. Undoubtedly infant mortality has been much lowered because of the greater purity of the milk supply and the general health of the public prevented by better sanitation. The present members of the Board are: Dr. T. S. Davis, president; Dr. H. D. Corbusier, secretary; S. H. Voorhees, treasurer; E. T. Barrows and Hugh Reilly, the officers are: N. J. Randolph Chandler, health officer; Harriet O. Mattison, assistant health officer and registrar vital statistics; William Addis, Sr., inspector; Collis H. Case, inspector; Elizabeth Rosenson, stenographer; Mrs. Howard W. Boise, bacteriologist; Dr. John H. Carman, physician.

PLAINFIELDS FIRE FIGHTERS. That Plainfield has one of the best fire departments of any city of its size in the country no one can doubt who is at all familiar with the subject. Its equipment is thoroughly modern, the business men of the city take the greatest interest in the department and the taxpayers are never backward in giving the municipal authorities their earnest support in the purchase of the latest improved apparatus. There are four engine houses located in various parts of the city. No. 1, Capt. George Peirce, on West Second street, has as its equipment a modern steamer and hose wagon; No. 2, Capt. Jas. H. Dalley (headquarters), an auto-combination chemical and hose wagon and a Hayes' truck with 65-foot extension aerial ladder; No. 3, Capt. George Mehl, West



MAGNIFICENT NEW HOME OF THE ELKS. Fourth street, opposite Darrow avenue, a combination chemical and hose wagon, and No. 4, Capt. William F. Townley, South avenue, adjoining Netherwood station, a chemical horse-drawn truck and hose wagon. The entire city is equipped with the Gamewell Fire Alarm System with 86 fire

the efficient chief engineer and A. D. Jennings, assistant engineer, both veteran firemen with splendid records—both as volunteers and regulars. The city supplies the chief, who is also building inspector, with an automobile, housed at No. 2 building. The department has fully kept pace with the rapid growth of the city along the most modern lines and Plainfield has had, thanks to its efficiency, but few disastrous fires. The municipality is just about to add to the equipment one of the latest combination auto engines ever built at a cost of from \$8,000 to \$10,000. Plainfield has always had a department of some kind, dating from 1827, when its equipment consisted of a quantity of tin buckets. When a fire occurred these buckets were passed from hand to hand from the water supply to the conflagration, the women and children carrying the buckets back to be refilled. During the same year a hand engine was purchased for \$219, and the first engine house was a one-story structure on Front street. This company passed out of existence in 1832 and soon afterwards the Harmony Engine Company was organized with 12 members. Then came Gazelle Engine Company No. 1, which occupied a brick building on Park avenue. In the tower was a bell from an old ship, purchased in New York, which was the only alarm the city had for many years. During the war between the States most of the members went to the front and the organization declined, many being exempt. Two years later a new volunteer company, known as Plainfield Fire Engine Company No. 2, was formed and Plainfield's first steamer was purchased. In 1868 the city was threatened with its first disastrous fire and this resulted in the purchase by a num-

ber of property holders of a second steamer. The Zephyr Hook and Ladder Company No. 1 was organized in 1877, and two years later, Alert Hose Company No. 1. These were all volunteer companies and many of the most prominent citizens of the community were members. The Alert was known as "the millionaires company," being composed of many of the wealthiest men living in Plainfield. They possessed what is said to have been the finest parade carriage ever made; having formerly been the property of the Amity Hose Company of New York, who paid \$10,000 for the machine. It is now stored in the Mono-Storage Warehouse. Gradually the volunteer department had been accumulating an indebtedness, and in 1887 the city took charge of it, assuming debts amounting to \$8,000. A year later an entirely new department was formed, with T. O. Doane as its chief, six horses were purchased and from this time on the officers and drivers were paid. The department was controlled by a Board of Fire Commissioners, elected by the people and supported by a fire tax, levied upon property owners within a certain radius in Plainfield and North Plainfield. Eventually, however, this plan was abandoned, the city reorganized the department, placing the control in the hands of the Mayor and City Council and taking in the entire corporation. The people of Plainfield take particular pride in their splendid band of fire fighters and the "boys" reciprocate by giving the best that is in them.

HIGH GRADE PUBLIC SCHOOLS. Plainfield has one of the best public school systems of any city in the country, and, with possibly one exception, it was the first township in New Jersey to recognize the fact that free education

was one of the greatest assets any community could possess. Last year its expenditures for schools amounted to \$213,590.51, exclusive of the laboratory and library disbursements, and at the beginning of the present school year there was an enrollment of 4,017 pupils, taught by 128 teachers. On the splendid addition to the High School, \$270-

000 is now being expended and, when completed, this will be the most modern and beautiful building used for public school purposes in the State. Today the school fits pupils regularly for any college or technical school, it affords four years course in history,

NEW METHODS IN VOGUE. Twenty years ago little thought was given to ventilation. It was for the most part atmospheric. Drinking water was obtained from a well in the yard, the toilets were outside, at no great distance from the well. The new buildings now have ample ventilation.



CHILDREN'S HOME.

air being forced into the rooms by fans driven by a motor. The drinking water all comes from the city mains and is provided by bubbling hygienic fountains. Toilets are all high-class, inside of the school buildings. The old double desks have been removed and all school rooms are now equipped with single desks, adjustable to the height of the pupil. Medical examiners test the eyesight and hearing and examine the physical condition of every pupil each year, notifying the parents of any attention which they may require. Dental inspectors in similar manner inspect the teeth of every pupil each year, giving advice as to their care. The work of the medical and dental inspectors is followed up by a nurse, who visits the homes and shows the parents how to do things that can be done in the home. The work is supplemented by the Supervisor of Physical Training, who also examines each pupil and gives prescriptions for special exercises to meet individual needs. As a matter of protection against fire, the various buildings have been examined repeatedly by inspectors. The buildings that need them have been supplied with fire escapes, outside doors have been supplied with self-acting panic bolts to open them by simple pressure from inside, and the boilers have been shut in, by brick walls and iron doors, and other precautions taken to eliminate any danger from fire. The last building erected was of fireproof construction from cellar to roof, and so thoroughly has this work of improvement been done in the other buildings that the State inspector declares that, as far as danger to the children is concerned, it has been reduced to a minimum. The buildings are always kept in thorough repair; the old ones have been brought up to modern requirements in their fittings and equipment, and all are models in their convenience and adaptation to the work of the schools. Plainfield's educational system is constantly progressing along the best lines, the men at the head of it are men of ideas and there is no institution connected with the municipal life of the city in which the people take greater pride. "The use of the school buildings evenings," says Superintendent Henry M. Maxson in this connection, "is a field in which school systems will undoubtedly make a great advance in the next decade or so. The buildings are owned by the people, it is their money that has built them. It seems a pity that they should be used only five hours in a day, five days in the week. It is my conviction that in time we shall find more ways to use them for the profit and improvement and entertainment of the people of adult age than is now done. It seems as if the High School might provide opportunities for evening study along vocational lines for large numbers of young people who were not able to do high school work before beginning to earn their own living." As has been said, Plainfield, with possibly a single exception, was the first township in New Jersey to introduce public education and this leadership it has retained. Years before the State law was passed that made free education universal in this commonwealth Plainfield taxed itself to build a house in which the elements of an education should be furnished to all its children free of charge. Twenty years later, when there were no free schools in the State, except in one or two of the larger cities, Plainfield established a high school, in which its children might also get a higher education. No one can measure the effect of this enlightened policy in extending the fame of the city and in building up its prosperity. No other single feature has, perhaps, contributed so much to increase its population, rent its houses and create an enlightened public spirit; and each year adds to the number of families drawn here to make a home, by the fame of its schools.

Plainfield—God's country.
Shout for good old Plainfield.

THE PLAINFIELD DAILY PRESS. (By Thomas M. Muir.) The Industrial edition of the Daily Press, as it is placed in the hands of the public today, not only carries conclusive evidence of the progressive methods in vogue under the present

management, but marks another step in the upward flight of a newspaper that for more than twenty-five years has been persistently ascending the journalistic ladder. By adopting a policy of truthfully presenting the news of the day in a clean, unbiased manner and acting as a precursor in municipal matters for the common good of all, it has grown from an infantile publication of four under-sized pages to a twentieth century daily, second to no contemporary in the State. It enjoys the absolute confidence of the people to whom it caters and if the success of the past can be taken as a criterion, its development in the future will be unprecedented. The Daily Press of 1913 in reality dates back to its progenitor, The Constitutionalist, founded in 1867, by the firm of Force Brothers; the owners were Albert L. and the late William L. Force, who had been conducting a printing business in Cherry street, since renamed Park avenue. The paper appeared once a week, chronicling the town events in the breezy personal style now obsolete. It carried the Jeffersonian banner of Democracy as its political standard, hurling editorial bombshells in the enemy's camp at the least provocation. Such influential men of the day as Hon. James E. Martine, the late Nathan Harper, the late Job Male and many other political authorities were frequent contributors to its columns. The original quarters soon became too cramped for the paper, necessitating increased facilities. In consequence, the late Andrew Vanderbeek erected the present Vanderbeek Building, at North and Park avenues, from plans suggested by the publishing firm to make an ideal home for a growing weekly. It answered the needs for more than two decades, changes being made at the expiration of that time. It is now the home of the concern which succeeded the original firm. The late James A. Demarest was editing The Constitutionalist in the middle '80's when he realized that the city needed a daily to further the work of the weekly. The first paper to be issued six days a week in Plainfield, The Daily Bulletin, had come and gone, the field being occupied exclusively by The Evening News, established in 1884 by the late Thomas W. Morrison. The latter was Republican in its politics. The Daily Press was accordingly started, at first in the nature of an experiment. The first issue appeared May 10, 1887, a modest little affair printed on pink paper. Just what it was, and to what extent the paper has grown in the intervening twenty-six years, may be seen by a perusal of the facsimile number of the initial issue printed



ALEX GILBERT, FORMER MAYOR OF PLAINFIELD AND PRESIDENT OF NEW YORK CLEARING HOUSE.



THE HIGH SCHOOL, NOW BEING ENLARGED. field is most abundant in quantity and in quality. It is of unrivaled purity. The company owning the plant is constantly making improvements and only recently purchased a large tract of land near Scotch Plains, in the vicinity of what is known as Little Jerusalem, and has erected a new pumping station at that point. A stand pipe plumbing, barber shops, bakeries, ice, water, ice cream and other food supplies. Careful records of marriages, births and deaths are also kept and statistics compiled. Just how much time, thought and earnest work has been given by the various members and employes of the Board, to the improvement of the sanitary condition of Plain-

The stinging editorials from the forensic pen of James A. Demerest are remembered today by many beside those who invited the volley. It was he who first suggested Grover Cleveland's nomination for a second term in 1892, and when the late president re-entered the White House in 1893, after his defeat of Harrison, one of his first acts was to appoint the Plainfield editor United States Consul to Brockville, Ontario. But

pany. The latter came to Plainfield from Bristol, Pa., three years before as a "cub" reporter. Mr. Morrow had graduated from the University of Pennsylvania and had been admitted to practice law in Philadelphia, but he preferred newspaper work, and wanted to learn the business from the ground up. Shortly before becoming editor of the paper he established a news bureau and advertising agency, representing almost all the New York

Competition of the keenest character demanded the revolutionizing of the mechanical equipment at almost prohibitive expense for an individual, and the fact that he was approaching the allotted three-score and ten of life were cardinal arguments in prompting his intention. Accordingly he withdrew in favor of the Plainfield Press Company, of which former Governor John Franklin Fort is president; Ralph L. Morrow, vice-president and secretary and Leslie R. Fort, treasurer and registered agent. Mr. Morrow and Leslie Fort are the managers of the publication, the former devoting his entire attention to the editorial desk, and the latter to the business department. Prior to coming to Plainfield Mr. Fort had represented various Metropolitan newspapers at different places in New Jersey, and had been the publisher of the Lakewood Times and Journal for seven years. He also served three years as secretary to the Governor of New Jersey. Since the new concern assumed control, it has been an absolutely new Daily Press that has been placed in the hands of the readers; to paraphrase a familiar saying, the only thing old is the name and the place of publication. A modern Duplex press of great capacity, additional linotype machines and a complete change of typographical dress were immediately added in the mechanical department, involving an outlay of many thousands of dollars. The reporting staff was strengthened to cover every district of the city, and borough, while the chain of suburban correspondents girdles the surrounding territory for twenty miles. Still determined to leave no loophole for the escape of news, the firm introduced the telegraphic ticker with a costly service, tapping the entire world for its latest happenings, an innovation that excited public comment and was quickly copied by rivals. The Press now furnishes its patrons with foreign, national, State and local events up to the hour of going to press, conducts a sporting page second to none in the State; direct legislative correspondence from Trenton and Washington; humorous cartoons and magazine supplements. The present occupant of the editor's chair has introduced the anti-spineless editorial, the contributed Saturday editorial, which permits influential citizens to express their opinions on civic matters; the "Votes for Women," Mothers' Association, Parent Teachers' Association and Anti-Suffrage columns, all of which have their editorial boards. It was the first paper in Plainfield to institute a circulation contest, which sent six young women to Europe for a two months' trip, a stroke of business enterprise of such magnitude that produced State-wide commendation. It gave away three high-grade automobiles in another contest and two pianos in a third, and the latest original feature is the present Industrial Edition of today. Continuing the resume of Daily Press originality and enterprise, it is in order to recount that it was the first to advocate the use of the public schools' auditoriums for educational and political meetings; introduced locally the idea of flashing the election returns by the use of a powerful searchlight, and of giving the results by stereopticon. It introduced locally the posting of big league baseball scores and other athletic results by wire service. The Plainfield fans know only too well that it was the Daily Press that first used the megaphone to report the progress of World's Series Baseball as the plays were wired from the field. On all five days of the 1913 struggle for supremacy between the Giants and Athletics, the crowd of delighted rooters numbered as high as 1,000 a game. Nine minutes after each final score, the paper appeared on the street with a box score and every move made by the players. This feat hung up a new record in the city's journalistic accomplishments, at the same time putting the Daily Press' high, excellent and authoritative sporting page in the limelight of superiority. With such energetic leadership as has always been paramount in the Daily Press departmental heads, it was only a natural course of events, that the editorial end should develop a coterie of splendid newspapermen. Many of its "cubs," as the reportorial novitiates are known in the vernacular of "the city room," have graduated to a front rank in the profession. Fully a score have been drafted to the staffs of metropolitan dailies, while others have become editors or writers in other fields. A retrospective view recalls beside those previously mentioned in the editorial list, Paul Ackerly, who left Plainfield for a Congressional secretaryship and afterward edited various New England papers; Walter Chamberlain, for many years a feature writer on the New York World; Harry Knowles, now on the editing board of the Newark Sunday Call; Allen E. Beals, until recently New Jersey editor on the New York Tribune; Francis K. Anderson, at present editing and publishing his own enterprise, the Five and Ten Cent Trade Magazine; Roland Williams, with the Hardware Journal; Archibald Hacquer, recently made night city editor of the El Paso, Texas, Times, and previously telegraph editor of the Philadelphia Bulletin; John J. McGowan, at present with the Newark Evening News; George E. Firstbrook, with the Newark Star; Richard M. Larned, with the Dramatic News; Alden E. Moore, now Canadian circulation manager of the Saturday

Evening Post, and Ferdinand Titsworth, promoted within the last month to circulation manager of Scribner's magazine. This record shows for itself the calibre of the men employed by the management to gather and report the local news. In concluding this brief history of the Daily Press, it would be an unpardonable omission not to mention the names of employees in all departments, who have materially aided the executive in making the paper

resources, as a progressive commercial association made up of active business and professional men who are willing to give generously of their ability, time and means for the benefit of the entire community in which they live. Most cities have commercial associations of some kind, but comparatively few of them count as a great force, for there is much truth in the old adage, "What is everybody's business is nobody's business." Thou-

Borough of North Plainfield, has been the means of establishing an auxiliary to the Chamber, composed of local merchants for the purpose of establishing a better credit system, has identified itself with the passage of a commission form of government law, the better equalization of taxes, better street lighting, the bringing of high class factories here to provide work for the young men and women of the city at good wages, and in fact has been connected with every movement inaugurated for the progress of Plainfield. Connected with the organization are ward auxiliaries, composed of merchants living in each of the city's wards, who suggest measures for the benefit of their particular sections. Probably the greatest and most far-reaching work that has been done, however, has been in advertising the city's many advantages by means of handsome illustrated booklets, circulars and letters. Three prizes of \$100, \$50 and \$25 were offered this spring for the best plan of advertising the city, and a number of valuable suggestions resulted. These are only a few of the many things the members of this healthy "live wire" organization have accomplished in less than three years.

HON. PERCY H. STEWART.
MAYOR OF PLAINFIELD.

There is no asset of greater value to a city than a clean, progressive government, conducted along modern lines by men who have the best interests of the entire community at heart. Without such a government no municipality can hope to grow and the fact that Plainfield is fortunate in this respect has had much to do with its remarkable progress along every line of endeavor. The Mayor, as the head of the city government, has much to do with bringing about this state of affairs, and a great deal depends upon the character and calibre of the man who occupies this position. It is an office that is too often handed over by political managers in many cities to some incompetent as a reward for political services rendered. Such incumbents rarely take an intelligent interest in the performance of their duties, they do absolutely nothing for the progress of the city and indeed, more often, by their mistakes and lack of ability retard its development. Plainfield, for years, has elected to the position some of her most substantial and progressive business and professional men and at the election last November kept the record clean by electing

in public affairs he has measured up to the mark and to the high standard set by his predecessors. Mayor Stewart is by profession a lawyer with an office in New York, going into the city every morning and returning in the afternoon, unless his official duties require his presence in Plainfield. He is a man of liberal education and wide culture, which has been broadened by extended travel both at home and abroad. After attending John Leals School For Boys on Front street, he entered Yale, graduating in the class of '90. He afterward attended the Law School of Columbia University and upon his admission to the bar began practice in New York. Mr. Stewart has always taken a great interest in athletics, especially baseball, and as a student gained considerable reputation as a pitcher. He has always retained an interest in out-of-door sports and horses. At the last Horse Show given in Plainfield, he was a member of the committee, and is a member of the Country Club. Mayor Stewart is married, Mrs. Stewart having been Miss Eleanor Cochran of Yonkers and lives in one of the handsomest residences in the city, located at 563 West Eighth street, to which a large addition has recently been made. Mrs. Stewart goes much into society and is also interested in social work. She takes especial interest in the work that is being done by the Young Woman's Christian Association of this city. Mayor Stewart also takes great interest in public institutions and is vice-president of the Board of Governors of Muhlenberg Hospital. He is public spirited and optimistic, and has the greatest confidence in the future of the city of which he is the progressive chief executive.

PLAINFIELD'S MANY CHURCHES.

Plainfield has always been noted for the number and beauty of its churches, many of them comparing favorably with the great edifices of New York and other large cities. It is distinctly a city of church goers and on the Sabbath there are few vacant places to be found in any of the buildings. There are nine Baptist, four Methodist Episcopal, two Protestant Episcopal, three Episcopal, five Presbyterian, three Reformed, a Congregational, a Friends' Meeting House, two Roman Catholic, a Unitarian, three Lutheran, a Hebrew Synagogue, Seventh Day Adventists, First Church of Christ, Scientists, and a number of missions.



REV. E. VICARS STEVENSON
RECTOR GRACE P. E. CHURCH

Mayor Percy H. Stewart, by a handsome majority. Politics played but little part in the election, for Mayor Stewart is a Democrat and the city is normally Republican. Before his election Mayor Stewart had never before held, or aspired, to public office. He had always, like every other good citizen, taken an interest in the public affairs of the city, but never an active part in politics and his nomination came in the nature of a surprise to many. But though he had no political experience

In all there is a total of 48 buildings devoted to religious worship, besides the Young Men's Christian Association, Young Women's Christian Association, Woman's Christian Temperance Union, the Young Men's Hebrew Association, the Salvation Army and the Rescue Mission. All of these are well supported and are doing a fine work along the best and most advanced lines. Plainfield is, and has a right to be, proud of its churches, and there is nothing that does more to add to its charm and attractiveness.



FARMER GOV. J. FRANKLIN FORT, PRESIDENT PLAINFIELD PRESS CO.

while presiding over the sanctum sanctorum of the Press, "Demmy" as he was known to his friends, directed his efforts to other things beside politics. It was he who urged the erection of a Young Men's Christian Association building that would be a credit to the city and his cry in type every day of "Oh, for a Y. M. C. A!" was directly responsible for the activity that ended when the present handsome structure at Front street and Watchung avenue was completed. At that time also the Daily Press led the progressive people who brought about changes in the fire department that culminated in the efficient corps of the present time. Both W. L. and A. L. Force were members of the old volunteer companies and anything tending to give the city better protection, had their undivided support. In accepting the consulate position, Demerest handed over the editorial reins to Walter Irving Clark, a young New Brunswicker, who had served under him as reporter. He was a born

dailies as well as the Newark Evening News. At no time in the history of the Daily Press since the days of its infancy has it relaxed its vigilance in behalf of the people or failed to stimulate healthy agitation for community improvements. In this respect it brought about the removal of the unsightly old freight house and yards opposite the North Avenue Depot, and the erection of the present eastbound station; the present block system of house numbering, the splendid designation of public thoroughfares by the erection of signs at intersections; permanent pavements in the business section; improvements in street railway service and the company's rolling stock; concessions from the Jersey Central Railroad in station and train service during the Warren-Wentz regime, and many other betterments of a like nature. The Daily Press has also persistently and consistently urged a public system of garbage collection and disposal; improvements in street



TRINITY REFORMED CHURCH

what it is. Long service has been the rule with more than fifty per cent. of those now on the pay roll. Corra Ryno, the present advertising manager, has been with the plant for thirty-one years. He entered the employ of Force Brothers as an office boy and by attention to business and aptness for the work, rose to his responsible position of today. Edward C. Searing, foreman of the composing room, is a close second to Mr. Ryno, having a record of thirty years. Walter C. Dobbins has been in the composing and editorial departments in turn for twenty-eight years, while Charles Hewitt has spent the same period of time in press room, as assistant pressman. Thomas Lynch has been foreman of the press room for twenty-seven years and Chauncey F. Colhar has been in various ends of the plant for twenty years, now being bookkeeper.



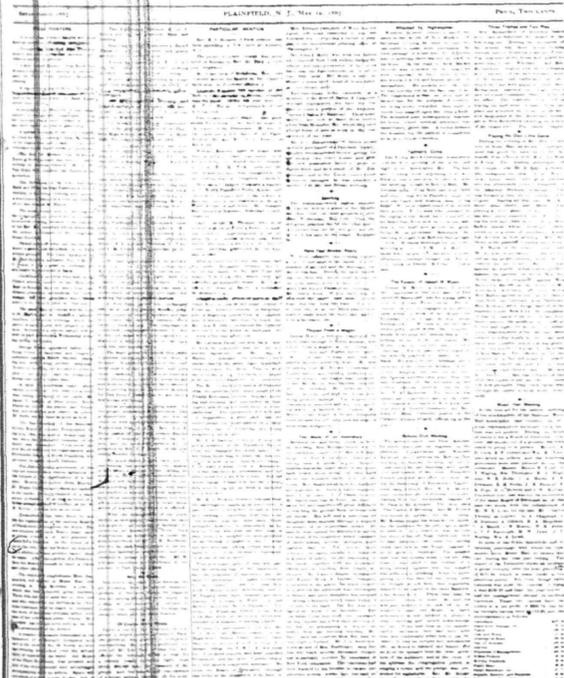
GEORGE L. BABCOCK,
PRESIDENT CHAMBER OF COMMERCE

Other "veterans" are Henry Dresselt, linotype operator, eighteen years; Robert Scott, assistant foreman of the composing room, sixteen years, and the writer, who has been with the paper in various capacities since 1890. Joseph S. Hurlbert, who recently resigned the foremanship of the job printing department to take up fruit farming in Colorado, completed forty years of service before leaving. Two former employees, Michael DeCourcy and Gilbert Martin, were in the composing room thirty-five and thirty years respectively, while Charles S. Cook, known to everyone in the city as "Cookie," at the time of his death in 1904, was completing his thirty-seventh year. At present the efficient staff producing the Daily Press, aside from the officers of the corporation are in the business office, Corra Ryno, advertising manager; Chauncey F. Colhar, bookkeeper; Robert E. McDonagh, circulation manager; Miss Ida M. Conover, clerk; H. B. Berse, collector; Joseph H. Mitchell, messenger. The reportorial staff consists of Walter C. Dobbins, James J. McNamee and William H. Schooley, while the composing room force is Edward C. Searing, foreman, Robert Scott and Thomas Heron, ad. compositor; Winford C. Cram, machinist operator, Henry Dresselt and Frederick Moecker, linotype operators; Herbert Schinkel, "devil"; in the press room Thomas J. Lynch and Charles Hewitt hold forth.

CHAMBER OF COMMERCE.
GEORGE L. BABCOCK PRESIDENT.

There is no single civic institution that does so much toward advancing the growth of a city, by calling attention to its various advantages and aiding in the development of its

THE DAILY PRESS.



FIRST ISSUE OF THE DAILY PRESS, MAY 10TH, 1887.

newspaperman and filled every prediction of the wisecracks that he would continue to build up the Press. He introduced many new features, keenly appreciated by the readers; as indicated by increased circulation, and when he resigned in 1895, the little daily had doubled in size and influence. Mr. Clark is now night editor of the Omaha (Neb.) "BEE." His place in Plainfield was taken by William W. St. John, whose unfortunate and untimely death occurred at Bath, New York, last May. What he did for the Press and the city, is still fresh in the minds of thousands. He was in the local editorial chair for five years, originating and carrying out many newspaper enterprises that are still held as standards by the members of the Fourth Estate. He was succeeded by Charles Burdette Morse, now holding a responsible position with a New York printing concern, who had been on the reportorial staff for five years. He in turn gave way in 1903, to the present editorial incumbent, Ralph L. Morrow, now a member of the Plainfield Press Com-

lighting and modern fire fighting apparatus to meet the rapid increase in business and residential building. It has never failed to extend the use of its columns in behalf of the hospital, the Children's Home and other public institutions; raised thousands of dollars for national and local relief funds and exploited scores of worthy charities. In short it has been in the strictest sense of the phrase "The people's paper, and a paper for the people." William L. Force, the senior member of the firm of Force Brothers, died in 1895. The business of the concern was taken over in its entirety by Albert L. Force, who maintained the enterprising business methods of the paper, but changed its political faith from the ranks of the Democrats to that of an independent. In 1911, after forty-four years of untiring regularity in business management, he decided to retire, an action prompted by the knowledge that younger blood and graduates of the modern school of journalism were needed to carry on the work he had fostered from juvenility to maturity.

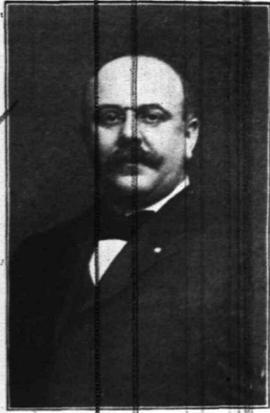


CROWD WATCHING PRESS BASEBALL BULLETINS.

THE BOARD OF TRADE.

WILLIAM JEFFERY, PRESIDENT.

What a young, aggressive business organization, with modern ideals and methods can do for a city is being demonstrated in Plainfield by the Board of Trade, which was organized here in April of this year. Although the city has had a Board of Trade for



WILLIAM JEFFERY, PRESIDENT OF BOARD OF TRADE.

a quarter of a century the present organization is practically an entirely new one, having been brought into existence as the result of a fall of over 100 business men last spring. As yet, but five regular meetings have been held, the membership has been doubled, however, and is now over 200, is growing rapidly and the business men who have already joined expect it to reach 500 in a year. The campaign to accomplish this laudable objective on and the prospects are most encouraging. The rooms of the Board are at Fremont's Hall, 109 Park avenue, and are conveniently arranged. The officers of the organization are: President, William Jeffery; first vice-president, Herman Schwed; second vice-president, Louis K. Hyde; third vice-president, William C. Saunders; fourth vice-president, A. Stehman Herr; treasurer, Eugene M. Laing; secretary, Lamar Van Syckel. There is also a board of trustees consisting of Messrs. Herman Schwed, Arthur E. Force, A. S. Herr, Edmund Rushmore and J. V. E. Vanderhoof, of which President Jeffery is chairman, ex officio, as he is of all the other committees. About the best idea of the objects of this live wire organization can be derived from an editorial written by President Jeffery and published in the "Daily Press" of August 5, in part: "A Board of Trade," he wrote, "made out of old planks would be on a par with the old wooden bridges which up-to-date freholders are discarding for new structures of steel and concrete. The Plainfield Board of Trade is a concrete organization brought into existence by the irony of fate; it has a membership of two hundred men. Our officers are men of experience in civic work and most important of all, they do their work with the wholesome impulse, light and courage of true civic spirit—and they are 'on the job.' The least I can do is to thank them, publicly, for their active interest, thoroughness and loyalty to the organization. It is through the efforts and support of such men only that the Board of Trade or any other civic organization can be made a success." Here are some of the new features in the program of this organization which will not be found in many others, if indeed in any. The purpose of the Board is stated by President Jeffery to be: "To give to the public pointed and accurate information as to what is doing touching their interests in city affairs; to formulate public opinion on subjects and problems that are sorely trying to the city and borough officials; to provide our Mayors and Councils with a public support

ences. That much of this is rampant at present is not to be denied—it will be cut out through fear of exposure." There are many other things the new Board intends to do. Among these is a public park about Tier's Pond, better sidewalks of concrete, the improvement of the streets about the railway stations and reducing the cost of living by encouraging the farmers to bring their produce to the city.

THE VITAPHONE CO.

MANUFACTURERS OF TALKING MACHINES AND RECORDS.

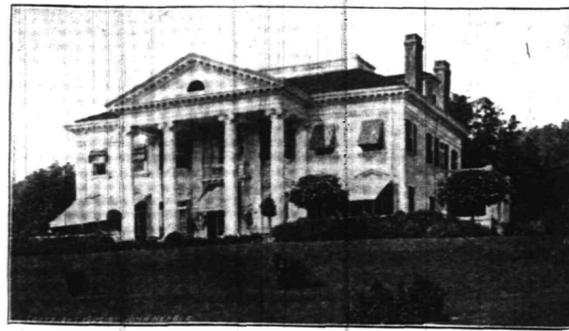
One of the flourishing industries of Plainfield, and one that promises to play a most important part in its development is the Vitaphone Company, makers of talking machines and records. Its factory here is already one of the largest units in the industrial life of the city and the business is rapidly growing. One of Plainfield's comparatively new enterprises, having only been established here in the latter part of June, 1912. The plant where the Vitaphone is manufactured is located within a stone's throw of the Netherwood Station of the New Jersey Central and is splendidly equipped for making all parts of the wonderful machine, which has been pronounced by hundreds of music lovers to be superior to any talking machine ever placed on the market. Although the talking machine during the past 20 years has been more or less familiar in the musical world, the main attraction was the supreme novelty of hearing the human voice issue from an inanimate combination of wood and metal. However, intensely interesting, because of this seeming reversal of natural laws, the strident nasal twang and various weird voices imposed upon the sweet strains of the songster and instrument alike, have rendered the reproduction so lacking in true harmony and so distressing to the sensitive ear that no talking machine ever attained its proper place as the one musical instrument, combining every form of music, until the introduction of the Vitaphone. In this machine many important problems have been solved and a perfection has been reached attained by no other instrument. It renders with marvellous fidelity the soft vibrations of the violin, the sweet cadence of the cello, the full string melody of the orchestra and every voice modulation of the great artists in the realm of music. No other instrument unites such a pleasing variety of entertainment. The Vitaphone reproduces the original tone in purity, strength and detail and no metallic parts hamper, diminish or partly destroy the skill of the artist. When the company established itself in Plainfield, less than 18 months ago, it was upon a comparatively modest scale, the original plant being only 36x150 feet, but the merits of its product was immediately recognized and since then a new addition, 40x175 feet, has been erected, providing much greater facilities. The demand is such that other buildings will in the near future have to be erected for which there is ample space, the company owning a large plot of land, 207x560 feet, adjoining its plant. The officers of the Vitaphone Company are all men of wide experience in talking machine production. Mr. C. B. Repp, president of the company, and inventor of the Vitaphone has for the past 18 years been one of the leading figures in talking machine circles in the world and has, during that time, invented many improvements. He was for a number of years connected with the Columbia Graphophone Company, and is an acknowledged authority. Unlike most inventors, Mr. Repp is also a successful business man. He is a native of Maryland. Mr. Archie H. London, the vice-president, is president of the Elmira Foundry Co. and has long been one of the leading men in his field of endeavor in the United States. Mr. J. H. Greene, Jr., the treasurer, is a resident of Plainfield, where he has lived for 20 years, and is a business man of New York, where he has large finan-

and then with the Victor, being connected with the latter company a number of years, occupying a responsible position. About five years ago he began the manufacture of horns, cabinets and accessories in Philadelphia, continuing the business successfully until February, 1912, when he came to Plainfield to take the active management of the Vitaphone Co. Since making his home here Mr. McMenimen has been actively identified with the business life of the city. His confidence in the future of Plainfield is unbounded and he belongs to that type of citizen who believes in doing his individual share to bring about a practical realization of his confidence. Mr. McMenimen is a director of the Chamber of Commerce and secretary of the Civic Organizations of Plainfield. The officers of the Vitaphone Company are all progressive and public spirited men who have shown their faith in the city's future in the most substantial way by making investments here.

THE BOY SCOUT AND HIS RELATION TO HIS CITY.

BY ALLEN E. BEALS, BOY SCOUT COMMISSIONER.

There was a resounding crash, followed by a half-suppressed moan in the rear of the Widow Blank's house before dawn one morning recently. The startled woman jumped up quickly and looked out upon the slowly rising form of her fourteen-year-old son, John, painfully extricating himself from a broken gutter leader. "What in the world are you up to now?" she screamed in a half frenzy, recalling sub-consciously the numerous scrapes her boy had been in since his father died. "You come right in here, d'y'hear?" John came. Shamefacedly he stood before his perplexed parent, whose patience during a hard struggle for a livelihood for herself and four children, of whom John was the oldest, was about strained to the breaking point. When John began to show signs of incorrigibility the heroic little woman's heart was made heavier than usual. Stories of how he used to hide behind bushes and spatter mud over the freshly washed clothes of Mrs. Jones, as they hung on the line to dry were still fresh in her memory. Had her boy taken to night mauling unbeknown to her? She proposed to find out. The year that had passed since her boy had joined the Scouts singularly free from worry. She had rejoiced, and it had made her burden far lighter, in the knowledge that John had reformed. Was it all a cruel deception? John was at first inclined to be secretive. His mother recalled the time when he was studying to pass his Tenderfoot examination that she had reviewed his recitation of his Scout law. "John," she said, changing her tone



HYDE-MAN HALL.

as herself. Pride prevented her from calling upon them for help. One morning the boy who had been the bane of her already hard life appeared at her door a little after dawn, with an armful of wood all cut for range use. He said he wanted to square past accounts. Could he help by making her fire. He had dressed his own little brother and thought he could dress one or two of the oldest children. He thought he could cook some cereal, because he had to cook to pass his second class exams as a Scout, and he might as well practice if she'd let him. He was sure he could heat water for the day's washing and he'd build a trough so that the hot water could run from the kettle on the stove so she would not have to carry it to the tubs just outside the kitchen door in the yard. He knew where he could find some kindling, too. And when he got through school in the afternoon he would take the biggest boy out in his wood wagon to give her a chance to do her washing undisturbed. "And do you know," said the grateful Mrs. Jones to the surprised Mrs. Blank, "he's kept it up for two weeks now. This was to be his last day because the children are all well now. I thought you knew about it." There are more than a hundred boys in this city between the ages of twelve and eighteen years who are trained to this sense of helpfulness. Gettysburg demonstrated the Scout spirit for a whole world, but the good turns that every Scout does secretly every day tells even a greater story for better citizenship. The Great Master said that even though a good deed is done to the least of His children, it is nevertheless done to Him. The Boy Scout knows no caste in doing his good turn. Neither does he take any reward. A Scout does not take tips. A Scout's honor is his stock in trade. He will not allow it to be sullied. It is not honorable for him to swear. It is not honorable for him to gamble on baseball results nor on any other kind of a contest. It is not honorable for him to smoke unless he has first obtained his father's consent. He is

Boy Scout is an unofficial policeman, a non-commissioned fireman, a guide to the stranger, a help to the meek. If he sees corruption he is in honor bound to take the proper action to check it. In case of fire he has been instructed in advance to know just what is the right thing to do at the right time. In the time of emergency



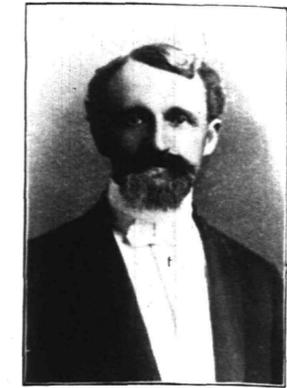
ONE OF STONE & LUCKEY'S PRODUCTIONS.

the Scout will not be found among those who grope and wonder what to do when precious moments are fleeting. He is trained in civic pride. He is taught to stand for what he believes to be right regardless of what the crowd does. The full exercise of this prerogative in every Scout is what makes him as brave to dare to do right as other instructions help him to be physically brave in the emergency. Recognizing the tremendous influence for good that a Boy Scout can exercise over a community of boys the State Fish and Game Commission has recently designated picked Boy Scouts to act as members of a fish and game patrol, one for each community and district in the State and the Department at Trenton has issued to such boys as the Commissioner in each city designates, official badges, the holders of which have power to bring about the apprehension of offenders against the fish and game laws of New Jersey. The Boy Scout Movement does not represent merely a good time for its members. True, they have hikes and bully good times, but there is a serious side to Scoutercraft, and that serious side might be summed up in the keynote of this edition: "Do it for Plainfield."

STONE & LUCKEY, PHOTOGRAPHERS.

Photography has fairly earned its right to be classed with the fine arts, for the successful photographer of today must have the artistic sense highly developed, or he cannot keep pace with the tremendous progress that has been made of recent years. The art has reached a perfection not dreamed of by the genius Daguerre, its inventor, and every year shows greater progress. The leading photographers of Plainfield is the firm of Stone & Luckey, whose studio is located at 125 East Front street. Its equipment is thoroughly modern in every particular, there is nothing old or out-of-date about the place, and it has been pronounced by people in a position to know, the best appointed gallery in New Jersey. This, and the fact that its proprietors thoroughly understand every detail of their art, produces results in every department of photography, of the highest class. Besides the fine portraits produced at the studio which are as good as any made in New York, the firm has built up a large business in out-of-door and commercial photography, and the excellent pictures in this special historical and trade edition of THE DAILY PRESS are good examples of its work along this line. Stone & Luckey's establishment occupies two floors, covering 2,400 square feet of the building

125 East Front street, the first being given up to amateur work, the developing work and framing, while on the floor above is the well-lighted and handsomely equipped studio and general reception room. Nothing has been forgotten or left undone to make the establishment a model home of modern photography of the highest class, and that the efforts of the young gentlemen who comprise the firm are appreciated, is shown by the fact that its business is constantly increasing among the discriminating people of Plainfield and all this section. A specialty is made of children's portraits, of which the accompanying portrait is an example. The partners are Messrs. P. F. Stone and H. L. Luckey, both of whom are thoroughly practical men who give their personal attention to all work entrusted to them. Mr. Stone, who was born near Boston, came to Plainfield about 16 years ago from Newark, and established himself in business. His fine work soon attracted attention, and in a short time he had a clientele of lovers of good pictures composed of many of the most prominent people of this part of Jersey.



WM. A. WOODRUFF.

largest and most important real estate transactions in this city and numbers among his patrons some of its largest property owners. Mr. Woodruff does a general real estate business in all its branches, buying, selling and leasing city, suburban and country property, managing estates, collecting rents, negotiating loans on bonds and mortgages. He also carries on one of the largest insurance agencies in Plainfield, writing all kinds of policies in the best and safest companies. He represents here such standard insurance companies as the Atlas, American Commercial Union, Providence, Washington, Springfield, the West Chester, Fidelity and Deposit, the Metropolitan Casualty Co., the American Casualty Co., and the Ocean. These companies, with assets amounting to hundreds of millions, stand at the very head of the list. Mr. Woodruff was born in Rahway, but has lived here nearly all his life and is assisted in the conduct of his business by his son, Mr. F. E. Woodruff. They are public spirited and progressive citizens who are always ready and willing to lend a helping hand to any cause that is for the welfare of old Plainfield. They are among the progressive and public spirited citizens of Plainfield and are ever ready to do anything in their power for its advancement.

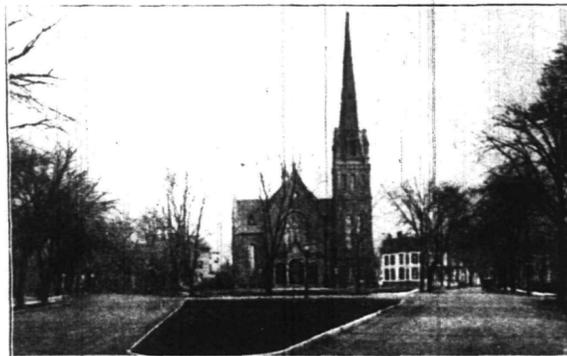
C. THORP.

ANTIQUÉ FURNITURE OF THE VERY BEST KIND.

There is no diminution in the demand for genuine antique furniture and for years it has been far greater than the supply, so much so, in fact, that the market has been flooded with clever imitations, that would deceive any one but an expert. In purchasing antiques the man or woman who is not an expert, and few of us are, the only safety lies in dealing with an acknowledged authority on antiques, one who has made the subject a study for years and also one who has made a reputation for square and straightforward dealing. Such a dealer is Mr. Christopher Thorp, whose attractive and splendidly stocked warehouses are located at 321 West Front street. Mr. Thorp has by far the finest stock of antique furniture, pictures and bric-a-brac in this city and section, and his place has long been headquarters for collectors. His trade is by no means confined to Plainfield, many of his customers coming here from distant points to select fine pieces from his stock, knowing by experience that bargains are always to be found at his establishment. Mr. Thorp is now 82 years old, a remarkably well preserved man, and could readily pass for 60

WILLIAM A. WOODRUFF, INSURANCE AND REAL ESTATE.

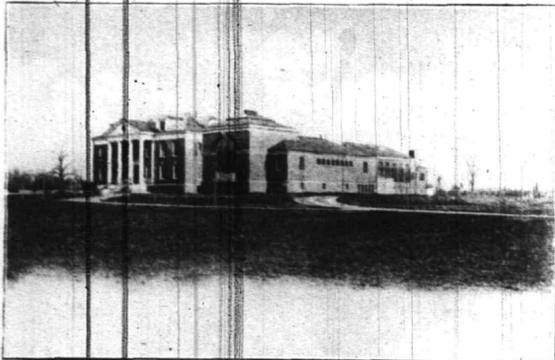
There could be no better guarantee of reliability and straightforward dealing than the fact that a concern has successfully carried on business in the same city for over 40 years, retaining its old patrons and constantly adding new ones. It is a record few business men possess, and those who do have a right to be proud of it. One of the



CRESCENT AVE. PRESBYTERIAN CHURCH.

from one of anger to one of persuasiveness, and looking him right in the eye, "a scout is truthful and he is also trustworthy. Are you a good enough scout to come out in a manly way and tell me what you were doing with all your clothes on at 4 o'clock in the morning when I thought you were safely in bed?" "I was on my way to help Mrs. Jones. Mother, I'm not only a good enough scout to tell the truth, but I'm man enough to take my medicine if I have done wrong. I was only trying to do my good turn that I am expected to do every day. Mrs. Jones may tell you whether I am speaking the truth. I'm sorry if I deceived you. I did not intend to. I did not want you or anybody else to know what I was doing. The other people would not have understood because of the trouble I had gotten into before and I would have been kidded to death. I didn't want to be mollycoddled, just because I tried to square myself with Mrs. Jones." The rest of the confession was lost in tears. What Mrs. Blank learned from Mrs. Jones was not only a revelation to her, but it meant more to her than a golden fortune. It was as a shaft of sunshine let into a darkened place. It made her proud of her boy and a strange inward happiness was borne of that pride. Briefly, this is what Mrs. Blank learned: Mrs. Jones' children had all been ill. Her weekly work of doing family washing was her only source of income. Four sick children, the youngest, a baby born after her husband had deserted her, required much attention, but the washing had to be done in order that body and soul of her family be kept together. Her neighbors were as poor

brave enough to do the right thing even though his companions chide him. A fellow who is brave enough to stand unafraid for that which is good is brave enough to be a hero under any circumstances. A Scout cannot be a moral coward. If he errs he is honorable enough to take his medicine; not to shift the blame on innocent shoulders. He is loyal, hence he will not countenance coarse expressions that reflect upon his parentage, his church or his God. Scoutercraft is a very practical application of the theory brotherly love. Once a Scout, always a Scout. There are 300,000 in America. In the world there are more than a million. The Scout badge is a passport to the fellowship of any Scout troop in the world. The stranger who bears the badge of a Scout is never without friends in time of need anywhere and the National Headquarters in New York, is a clearing house through which the standing of any visiting Scout can at once be determined. It is a citizen-builder for every town in the country. Its application to Plainfield is found in that Scout law which bespeaks loyalty. Every Plainfield Scout is a booster for Plainfield. His constant effort is so to live that he, for one, will be a credit to his city. By the very oath that he subscribes to before he can become a Scout, he promises to "do my duty to God, my country and to obey the Scout law." He also promises to keep himself physically strong, mentally awake and morally straight, three pledges that alone will make, not only for a better citizen, but for a better community because there is strength in numbers and there are more than a hundred Scouts in Plainfield. The



MUHLBERG HOSPITAL.

upon which they can confidently base needed improvements without having to fear, immoderately, the wolf cry, "Look out for the taxes"; to give officials such support in the proper execution of their work that they may be actually relieved from the fear of silent, mischievous, punitive, political influence and intrigue; last, but not least, it will, through publicity, secure to every fair official who is doing his duty, freedom from molestation, and eradicate the convincing influ-

cial interests. Mr. I. L. Cochrane, the assistant treasurer, has charge of the export business and advertising and recently returned from Europe where he went in the interest of the company. Mr. H. N. McMenimen, the secretary and general manager, is a pioneer in the disc talking machine business, having been connected with it for the last 20 years and there are few men more familiar with its every detail. He began when almost a boy, first with the Graphophone Company



NURSES HOME.

few in Plainfield is Mr. William A. Woodruff, one of the leading real estate and insurance men of this section, whose office is located at the corner of Park avenue and Front street. Mr. Woodruff began business in Plainfield in 1872 when the place was little more than a typical Jersey country town. Few of its inhabitants had the remotest idea that it would become the beautiful and prosperous city it is today. Mr. Woodruff was one of the few, and his confidence was not misplaced. He has been identified with the growth

He is a native of England, but came to this country as a young man. For 18 years he lived in Philadelphia before coming to Plainfield with the business life of which he has been identified for the past 43 years. For many years Mr. Thorp was the leading builder of this section, and some of the most substantial structures in the city are monuments to his skill. He is also the owner of the Thorp Disinfectant Manufacturing Co., manufacturers of Thorp's Instantaneous Disinfectant and Detergent, a standard

article that has been on the market for forty years, and has a wide sale. Mr. Thorp went into the antique business about 16 years ago, and his success is largely due to the fact that he is himself a lover of antiques and has always been a student and collector of them. He is the last remaining member of the Orthodox Society of Friends in Plainfield, who at one time were numerous here and worshiped on Front street near Washington, where the meeting house, now converted into a residence, still stands in a fine state of preservation. Mr. Thorp is one of the best known citizens of Plainfield and has been active in every movement that has been inaugurated for its advancement.

HON. JAMES EDGAR MARTINE.
UNITED STATES SENATOR
FROM NEW JERSEY.

Plainfield is the home of United States Senator James Edgar Martine and there are few men, women and children in the city who do not know him either personally or when they meet him on the street. He is a likable man, a true Democrat, both in his principles and his manner of life. Senatorial dignity sits lightly on his shoulders at least when he is in his



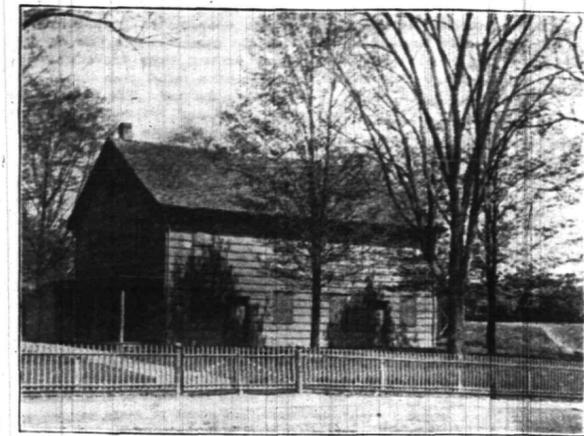
HON. JAMES E. MARTINE.
U. S. SENATOR.

home city and his progress down Front street or Park avenue is in the nature of an ovation, for he speaks to almost everyone he meets and never seems to forget a name. Small instances sometimes give an inkling to a man's character that big ones rarely do. In the Senatorial Office Building at Washington every Senator has a room and on the door is his name plate. On that of Senator Martine is the sign "Walk Right In." This goes to show what manner of man he is. He recognizes the fact that he is sent to Washington to represent the people and he wants them to tell him what they want, without having to fight a door-keeper or await the pleasure of a private secretary. Senator Martine is a farmer and lives at 1500 Watchung avenue on the outskirts of the city. He has always been a Democrat and never made any concealment of the fact that he always wanted to go to the United States Senate. He is a fighting Democrat, has always been active during the campaigns and no matter how dark the prospects were for the party his faith never wavered and he always saw ultimate success, when even the most optimistic leaders lost hope. His success in getting what he wanted by hard work and dogged perseverance should be an inspiration to every young man in the country. Senator Martine has made an excellent representative at Washington as everybody knew he would. He is a working Senator and gives all of his time to the performance of his duties, so his old friends in Plainfield do not see him as much as they would like, but they never fail to call upon him when they go to the Capital, and he is always glad to see them. Senator Martine is a native of New York city, where he was born in August, 1850, and has therefore just passed his sixty-third year. He was educated at the public schools, but owing to the death of his father, was compelled to leave when he was thirteen years old. He came to Plainfield as a young man and is one of its most successful citizens. At the primary election for the choice for the United States Senate, he received 44,488 votes. Senator Martine's term expires in March 3, 1917, but he may always be depended upon to be in the thick of the fight for Democratic principles whether he is returned to the Senate or not.

FRIENDS' MEETING HOUSE.
ERECTED 1787-8.

The one hundred and twenty-fifth anniversary of the Religious Society of Friends were recently celebrated in their quaint old meeting-house on Watchung avenue. R. D. Williams, chairman for the day, read the Scriptures, followed by an address by Mayor Stewart. Margaret F. Vail read the historical sketch. From the annals of their meetings and the public records of old Essex and Middlesex counties, the names of the following Quaker families are shown among those who, over a hundred years ago, bought land in this vicinity, cleared the forest, built homes and peopled the country with men and women who lived here, and wrought and died and left worthy descendants to transmit their names to posterity.

These are the family names of the founders of the Plainfield Society of Friends: Shotwells, Moores, Laings, Thorns, Wilsons, Fitz-Randolphs, Kinseys, Valls, Fields, Smiths, Marshes, Websters, Pounds, Robinsons and others.



MEETING HOUSE OF THE SOCIETY OF FRIENDS—ERECTED, 1788.

PLAINFIELD'S NEWSPAPERS.

The press of Plainfield is clean, up-to-date and enterprising and is doing its full share toward bringing to the attention of the investor and home-seeker the attractions and advantages of this city and section. There are two daily afternoon papers, The Press and the Courier-News, a weekly, the North Plainfield Review, edited by David J. Carney, known to his intimates as "Uncle Dave," the New Jersey farmer, the Royal Craftsman, the Sabbath Recorder and the Plainfield Business Collegian.

F. C. LANGHORNE.
PHOTOGRAPHER.

For the last thirty-six years Mr. F. C. Langhorne has been taking the pictures of the people of Plainfield and this section of New Jersey, and that his work has been most satisfactory is shown by the fact that he has retained his old customers and is constantly adding new ones. In no other field has there been greater changes during this time than in photography, and he has kept pace with them all. His studio at 105-107 East Front street is fitted up with all the latest appliances, and his customers are among the most discriminating in this section. Mr. Langhorne has nearly 40,000 negatives in his collection, by far the most complete of any photographer in the United States. He also copies and enlarges old pictures and does crayons, water colors and oil work. A specialty is made of instantaneous pictures of children. Mr. Langhorne is a native of New York City, but has been identified with the business and social life of Plainfield for many years. He is the only survivor of the Original Jolly Corks, from which the Elks sprang, and his picture was among those placed in the corner stone of the beautiful Elks Hall, recently completed in this city. Mr. Langhorne is one of the progressive and substantial citizens of Plainfield, and has always done his share towards its advancement along the best lines.

STANDARD AUTOMOBILE & TIRE CO., INC.
BUICK AND FORD MOTOR CARS.

Every season an immense advance is made in the manufacture of automobiles, and the general use of the machine for both business and pleasure is rapidly becoming an accomplished fact. The history of the bicycle is being repeated on a larger scale, and prices are rapidly becoming more reasonable, as manufacturing problems are solved and new inventions made. The leader in bringing about a reduction in price for high-class cars is the Ford Motor Company, represented in Plainfield by the Standard Automobile & Tire Company, whose garage, sales-rooms and repair shops are located at



BUILDING OF THE STANDARD AUTOMOBILE & TIRE CO.

42, 44 and 46 Somerset street. This is by far the handsomest garage and also one of the best equipped in this section. Most garages are gloomy, ill-lighted and badly ventilated, but that of the Standard Automobile & Tire Company is a distinct exception, being

HUGH REILLY.
PRACTICAL PLUMBER.

Sanitary plumbing has probably made a greater advance during the last decade than almost any other line of the building trades, although the progress of all of them has been remarkable. The house today not equipped with sanitary plumbing is rare indeed and it would be exceedingly difficult for the owner to find a tenant. The same thing may be said of heating. The day of the open fireplace long since passed, that of the heating stove is rapidly passing and no modern house is now considered complete unless furnaces, steam or hot air heating has been installed. These systems have, though the first cost is considerable, been found much more economical in the end. One of the leading plumbers and heating experts in Plainfield is Mr. Hugh Reilly, whose establishment is located at 148 East Fifth street. Although he has been in business on his own account but a comparatively short time, having been started about five years ago, Mr. Reilly has succeeded by industry and enterprise in getting as patrons some of the most prominent property holders, builders and contractors in this section. There has never been keener competition than there is at the present time in the plumbing, heating and tinning business, and success means the hardest kind of work. Mr. Reilly is a thoroughly practical man, he understands every detail of his business and gives all work entrusted to his care his personal attention. There is no job too large or too small that he is not prepared to do it in the most workman-like manner. Mr. Reilly is a public spirited and progressive gentleman, who is always ready and willing to lend a helping hand to any cause that is for Plainfield's benefit. He is a member of the Board of Health.

PROCTOR'S AND THE PLAINFIELD THEATRE.

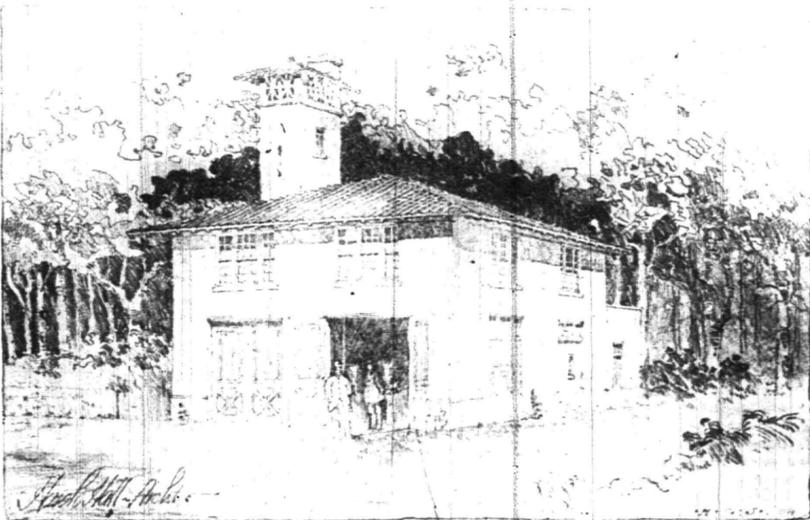
It is a peculiar and significant fact that strangers visiting a city for the first time frequently gauge the moral, social and industrial standards of the community by its theatres and the

moral recreation. Much of the credit for the elevated tone of Plainfield's theatre is due Harry S. Sanderson, of the firm of Proctor and Sanderson, lessees of the two local playhouses, the Plainfield and Proctor's. Mr. Sanderson came here five years ago, a short period of time in itself but long enough for him to demonstrate that he is a theatrical man in every respect. For thirty-five years he personally conducted Tony Pastor's theatre on 14th street, New York, the best known vaudeville house in America, previous to which he acquainted himself with every phase of the theatrical game. He makes his home in Cranford, and being such a close neighbor was able, to study conditions locally. He believed that Plainfield wanted good entertainment at nominal cost and accordingly on December 2nd, 1908, re-opened the former Stillman Music Hall, which had been closed for seven years. Under the new name of "Proctor's," personally managed by Mr. Sanderson, and presenting vaudeville and moving pictures, it quickly became an important factor in the city's amusements. Less than a year later—or to be exact, on August 15th, 1909, Proctor and Sanderson took over the Plainfield Theatre, then owned and conducted by William J. Counihan, on a five year lease. The same policy of the best that could be secured being none too good, practiced in managing the Proctor house was continued although the class of attractions was purely the legitimate. Mr. Sanderson has remained in constant personal attendance, studying the wants of the local amusement lovers and supplying them to the best of his ability. Today the two houses are enjoying a successful career and are regarded by other cities as the acme of playhouse perfection.

STRAUSMAN-KRAUTHAMER CO.

MANUFACTURERS OF CHILDREN'S AND MISSES' CLOAKS.

Industrially Plainfield is probably growing faster as a centre for the manufacture of women's, misses' and children's garments than in any other direction, and of recent years a number of factories have been started here



THE NETHERWOOD FIRE HOUSE.

Messrs. J. J. Slevin, president; H. P. Voseller, vice-president and treasurer, and John Pedeflows, secretary. Mr. Slevin does not take any active part in the business having other interests that claim his attention, but Messrs. Voseller and Pedeflows are both experienced automobile men, and devote their entire time to building up this flourishing concern. The officers are among the most substantial and progressive men of Plainfield and there is no movement for its advancement but what has their earnest and generous support.

Four passenger stations within city limits of Plainfield.

A splendid place to live is North Plainfield.

class of entertainment they provide. A population of intelligent, independent and law-abiding people will neither tolerate or patronize inferior and suggestive amusements, insisting upon nothing else but wholesome and educating diversions for themselves and children. A glance about a playhouse suffices to show what sort of people constitute the backbone of the town. If any visitors have been judging Plainfield through this medium, it is safe to say the city has benefited by it. It has been particularly fortunate in possessing theatres second to none in the State, furnishing only the leading, legitimate plays, the pick of vaudeville acts and photo plays passed with by the American Board of Censors. Nothing cheap or tawdry is offered with the result that all classes meet daily on the common ground of

giving employment to hundreds of men and women, who make good wages, are industrious and intelligent. One of the most successful of these concerns is the Strausman-Krauthamer Co., manufacturers of children's and misses' cloaks at 400-402 Watchung avenue. The factory, located on the third floor of the new Marshall Laundry Building, is unusually bright, well-lighted and sanitary and every comfort and convenience is supplied to the employees, who average about 35 at all seasons. The room fronts 50 feet on Watchung avenue, extending along Fourth street 110 feet, providing a large floor space which is equipped with the latest improved machinery. About 25 machines are in constant service and the product, medium and fine cloaks, is sold for the most part through the well-known house of Kitter Bros., of New York, and at the present time they are giving the public the benefit of their wholesale prices at retail. Especial attention is called to the unusually good, sanitary surroundings, under which Strausman-Krauthamer clothing is made, no sweat shop methods are in vogue; that leaves it will bear the closest inspection both as to workmanship and sanitation. Like nearly all successful concerns the Strausman-Krauthamer Co. was started on a modest scale and has won recognition by the fine quality of its output, its reliability and fair dealing. Established on East Front street, about four years ago, only half-a-dozen people were at first employed. The superiority of the work, however, soon attracted attention and the demand increased so rapidly that larger quarters were required. The firm is composed of S. Strausman and S. Krauthamer, both of whom are thoroughly practical men and give their entire time to the business.

SMITH & HAFF.
LEADING FLORISTS.

Plainfield is a city of flower lovers, and there is scarcely a home, whether a palatial residence or the most modest cottage, but what has its flower beds



THE KENSINGTON RIDING ACADEMY.

and beautifully laid out grounds. Nothing has done more to give the city the title of "Beautiful Plainfield" and each resident seems to have entered into a friendly rivalry with his or her neighbor to make the city still more attractive. In this splendid work the firm of Smith & Haff, whose greenhouses and nurseries are at 356 Somerset street, have, since they located six years ago, taken a most active part. These experienced florists have one of the largest and best stocked establishments in this section of New Jersey, and have as their patrons many of the most prominent people in this city and section. They are both thoroughly practical men, who have all their lives lived and worked among flowers and plants, and are past masters in their art. Their greenhouses and nurseries are headquarters for flower lovers, and every year the patronage they receive is greater, showing that their efforts to give Plainfield a high-class establishment is generously appreciated. There are six greenhouses, each about 22x100, and containing a total of more than 12,000 feet of glass. The grounds are about 35x500 feet, and the location, just at the foot of the Watchung Mountains, is ideal. Everything is flowers. Trees and shrubs can be supplied by this firm promptly and at reasonable prices, and those who have not visited their place have yet a pleasure in store for them. The business was founded many years ago, and was conducted for 20 years by Frank Miles, who was succeeded by the present firm, which consisted of Messrs. James Smith and T. D. Haff. Mr. Smith is a native of Scotland, the home of so many famous gardeners, while Mr. Haff comes from Long Island. They are both thoroughly practical men, progressive and energetic, and it is a pleasure to chronicle their success—reflecting credit as it does both on them and their patrons.

JOSEPH T. VAIL.

REAL ESTATE, FIRE AND LIFE INSURANCE.

There is no class of citizens that do more for the growth and advancement of a community than those engaged in the real estate business. They are one of its most valuable assets, constantly at work presenting its attractions and advantages to home-seekers and investors, and playing an active part in its development. Plainfield owes much to its real estate men, who are among its most progressive people and no one has taken a more active part in promoting its growth than has Mr. Joseph T. Vail, the dean of the profession; for in point of service he out-ranks them all. Mr. Vail, whose office is at 177 North avenue, began business in Plainfield in 1873, fifty years ago, when the now flourishing city was scarcely more than a country village of a few thousand souls. His office was a small one-story frame structure, just opposite where the railroad station now stands, and stood on the same site his present office is located, he having bought the property years ago and built the building, part of which he now occupies. Mr. Vail early in life concluded that Plainfield had a bright future and invested extensively in real estate. But he is not one of that class who buys property and waits for others to improve, so that he can derive the benefit. He has always been active in developing his property and his example was followed by many others. Mr. Vail does a general real estate business, buying and selling, managing estates, collecting rents and negotiating loans. He also carries on an extensive insurance department, writing all kinds of insurance—fire, life, accident, health, liability, automobile, boiler, plate glass, and all forms of policies in reliable companies with assets amounting to millions. Associated with him is his son, Mr. E. Frank Vail, who has built a large number of the handsomest and most modern residences in the city and suburbs, and has been instrumental in locating many home-seekers in Plainfield. The senior Mr. Vail came here from Brooklyn while his son is a native. They are among the progressive men of the city and are always among the first to aid in any movement that is for its welfare.

KENSINGTON RIDING ACADEMY AND BOARDING STABLE.

Riding and driving continues to be a favorite amusement with the people of Plainfield and this section of Jersey,

notwithstanding the popularity of the automobile. The excellent streets of the city and the fine highways that stretch away into the beautiful surrounding country, the bridle paths in the Watchung Mountains and the many handsome suburban places, make a constant appeal to the horseman and horsewoman that is not to be resisted. As a health-giving, brain-resting and altogether delightful recreation there is nothing to compare with a gallop across country or a leisurely canter along a country road. Located here in Plainfield, at number 775 Kensington avenue, is the Kensington Riding Academy and Boarding Stable of which Mr. Josef Grandl is the popular proprietor. Mr. Grandl is one of the most accomplished horsemen and expert riding masters in the country and under his experienced and capable management the academy has had the most successful years of its history. It was established by Dr. Knott, 10 years ago, who conducted it for several years being succeeded by Mr. Goring. About four years ago Mr. Grandl purchased the business, made extensive improvements, introduced the latest methods of teaching and during his administration the popularity of horsemanship riding has had a great revival. The Academy is supplied with every facility for teaching ladies, gentlemen and children to ride safely and gracefully. There is always an experienced riding master and lady instructor in attendance, the horses used in teaching are well-broken and perfectly safe and some of the best horsemen and women, not only in Plainfield, but in New York and other cities, have learned at the Kensington. Mr. Grandl also conducts a boarding stable where the best accommodations can be had at reasonable rates and also keeps for hire a number of excellent saddle horses. He has made a host of friends since coming to Plainfield and is one of its most popular citizens.

EDWARD C. HARDINGHAM.
REAL ESTATE AND INSURANCE.

No class of business men have done more for the growth and progress of Plainfield than have those engaged in the real estate business. They were among the first to note its attractions as a residential city and then its advantages for certain lines of industrial endeavor and it has been largely through their untiring efforts that the country town has blossomed into a beautiful, modern city. Among the leading real estate and insurance men of Plainfield, who have for years played a prominent part in its advancement is Mr. Edward C. Hardingham, whose office is located at 152 North avenue, adjoining the railroad station. Since beginning business here years ago Mr. Hardingham has been engaged in many important transactions, and his knowledge of property values in this city has made him a recognized authority. Mr. Hardingham thoroughly covers the entire real estate field, buying and selling property, managing estates, collecting rents and negotiating loans on mortgages. He has also built up one of the largest insurance agencies in Plainfield, representing companies with millions of assets and the highest stand. All classes of policies are written by Mr. Hardingham—fire, life, accident, health, liability, automobile, boiler, plate glass and burglary. Among his companies are the Massachusetts Bonding and Insurance Co., London and Lancashire Guarantee and Accident Co., Rhode Island, The Insurance Company of State of Pennsylvania, Rochester German Underwriters, Stuyvesant and Pennsylvania Fire Insurance Company. Mr. Hardingham has every facility for handling both real estate and insurance and numbers among his patrons some of the most discriminating property holders of this city and section. He is one of the progressive citizens of Plainfield and is doing his full share toward its growth and prosperity.

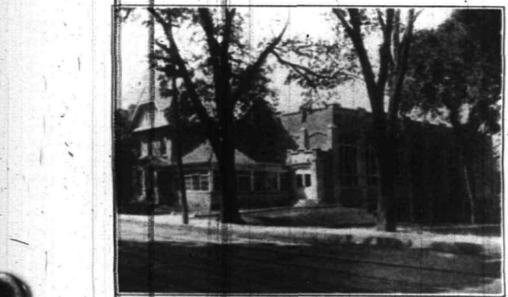
Write Plainfield Board of Trade or Chamber of Commerce for full information regarding this grand old town.



DAVID J. CARNEY, PUBLISHER OF THE REVIEW.

TAPSCOTT BROTHERS.
REAL ESTATE AND INSURANCE.

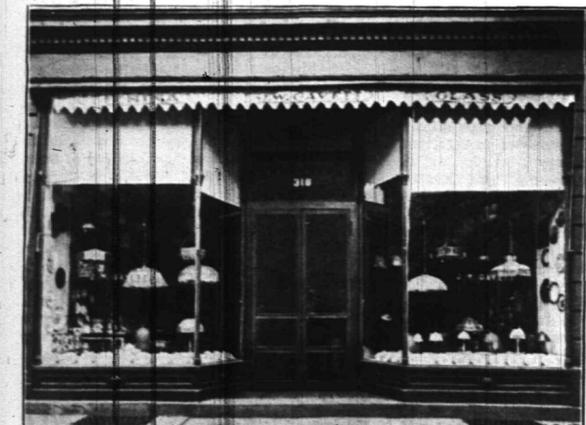
There is a vast difference between the really progressive real estate men of today, the product of modern conditions, and those of a couple of decades ago, most of whom sat in their generally dingy offices, from morning to night, waiting for business to come to them. The up-to-date real estate man goes after it and gets it too, while the old type has nearly or quite retired from the field. One of the most enterprising real estate firms located in Plainfield is that of Tapscott Brothers, whose office is located on the second floor of the Courier-News Building, 220 Park avenue. This firm was established about 12 years ago and since that time have been connected with a number of important transactions. It does not confine its operations entirely to Plainfield, though; it has an extensive business here, but goes all over New Jersey and adjoining States. The firm does a considerable brokerage business and also thoroughly covers the real estate field in all its branches. Among its other connections it represents the United States Realty Corporation of New Jersey. The firm is composed of H. B. and C. S. Tapscott, both of whom are well and favorably known in real estate and business circles in this and other cities. They are among the progressive and public spirited citizens of Plainfield and are taking an active part in its development.



COLUMBUS HALL.

JOS. W. GAVETT.
FINE CHINA, CUT GLASS AND LAMPS, GAS AND ELECTRIC FIXTURES.

Among the attractive stores of every city those devoted to the sale of china, glassware, lamps, gas and electric fixtures stand in the front rank. The advance that has been made during the last few decades in the manufacture of this class of goods has been really wonderful, some of the greatest designers of the world have devoted their talents to this field of endeavor and as a consequence the family of moderate means can today afford the same artistic furnishings that a few years ago were within the reach only of the wealthy. Plainfield supports in the beautifully furnished and splendidly stocked store of Joseph W. Gavett, 318 West Front street, one of the largest establishments devoted exclusively to this class of goods in New Jersey, and it would be a distinct credit to any city many times its size. Fronting 25 feet on the main



STORE OF J. W. GAVETT.

thoroughfare in the shopping district it extends back a distance of 85 feet and as both the basement of the building and also that of the one adjoining is occupied, a floor space of over 6,000 square feet is provided to accommodate the immense stock carried, by far the largest and most select ever assembled in Plainfield. Artistically arranged, as it is, the display is a most beautiful one and every lover of both pretty and useful things in glass, china, porcelain, bronze and metal will be delighted upon visiting this store. A specialty is made of fine china and cut glass and the latest designs in lamps, gas and electric fixtures. The supply is enormous and the wants of every purse and taste have not been studied by Mr. Gavett, for he handles all qualities. The display of Dordlinger and other cut glass is alone worthy a visit. The business is one of the oldest in Plainfield, having been established in 1862 on Park avenue by Mr. William L. Gavett, father of the present proprietor. About a dozen years ago it was removed to the present commodious quarters, for the purpose of securing more room. This store has for over half a century been one of the established institutions of Plainfield, having all the prestige that only years of straightforward dealing can confer and at the same time thoroughly modern in its methods of merchandising. Mr. Gavett is one of the substantial business men of the community, a progressive citizen who is always ready to do all in his power for its growth and prosperity.

TIMBO COMPANY RESTAURANT.

A GOOD PLACE TO DINE.

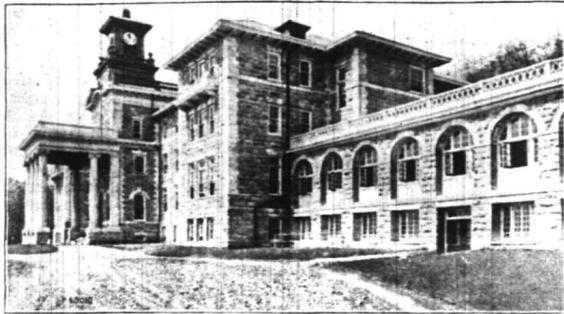
Few places are more attractive to the lover of good things of life than is a new restaurant, conducted by men who thoroughly understand their business and take a genuine delight in pleasing their patrons by giving them the very best the market affords, cooked in the best style, served well and at reasonable prices. That there was ample room for just such a place is shown by the welcome given the enterprise of The Timbo Co., which in the latter part of September, opened a modern, up-to-date restaurant at 119 North avenue a few doors above the Press Office and near the railroad station. Nearly everyone in Plainfield knows and likes Mr. Timbo, manager of the new company. He has lived in the city nearly all his life, having come from his native country of Italy and settled here as a boy. By industry and straight forward dealing, he

built up a large business at his former restaurant on North avenue and his host of friends are giving him a genuine welcome back into active service. Mr. Timbo is serving the best of meals a la carte at the new place, the business men's lunch at 25 cents is a tremendous hit and, as they keep open until 2 o'clock, theatre parties will find this an ideal place to get refreshments after the play. It is a pleasure to chronicle the return of Mr. Timbo to the restaurant business for he knows by experience what the people of Plainfield want and he is prepared in every particular to give it to them in his old-time style. Mr. Thomas Burke, who is associated with Mr. Timbo in his new venture, is a native of Plainfield, and is a machinist by trade. Before joining the present firm he was in the employ of Mr. Timbo, higher up North avenue. The firm is noted for their honest dealing, true public spirit and the very best of service.

Four passenger stations within city limits of Plainfield.

COLLEGE OF MOUNT SAINT MARY.

As an educational centre Plainfield has natural advantages possessed by but few places, and located here are some of the best schools in the country. Notable among them is the College of Mount Saint Mary, situated half-way up one of the beautiful Watchung Mountains, a section of New Jersey long known as the "Picture Lands," about 20 miles from New York. The main building is a noble and inspiring mass of unusual grace and dignity. In design it is a free handling of the classic style, the dominant character being expressed in the disposition of the masses and the refinement of the proportions. The classic details are in harmony with the Ionic



MAIN BUILDING AND ARCADE, MT. ST. MARY'S COLLEGE

portico which marks the main entrance. The exterior is of handsome buff-tinted New Jersey stone, with columns, quoins and trimmings of buff Indiana limestone. The tower is of copper, the roof of slate. The warm color effect is rich but subdued, and is charming in its setting against the back ground of verdure and the primeval forest which flanks on the sides. The interior is finished in marble and hardwoods in soft, harmonious tints. The construction is of superior quality and finish, absolutely fire-proof. The campus is a clearing surrounded by a luxuriant forest of sixty acres. Indeed the bracing air, the high altitude and perfect sanitation makes the College a delightful health resort, as well as school; it is near enough to the busy city of New York to catch the inspiration of its life and energy and to avail itself of the advantages which this city affords as the centre of social life as a city pre-eminently rich in educational influence. This fortunate proximity to the metropolis secures for the College, in addition to its own resident faculty the services of professors of high intellectual attainments. The College of Mount Saint Mary was founded in 1908 by the Sisters of Mercy for the Academic and Collegiate education of young women. The College has for its aim the training of young women for higher efficiency in intellectual and social work. Its spirit is Catholic and American. Its chief care is naturally the development of character awarding to the ideal of true Catholic womanhood. Every effort will be made to so arrange and adopt the training that the graduates will be fitted to enter, and to adorn any sphere of life. Special courses in Domestic Economy will prepare young women to become wise and efficient mistresses of homes. Training in education, music, arts, and sciences will prepare them to enter vocational fields adapted to their special talents. Association with the Sisters will train them in the social graces and courtesies so essential to the leading women of all times. The buildings comprise the Academy and the College proper, the latter, Gabriel Hall, built recently at a cost of nearly \$120,000. It is similar in style and structure to the main building, is absolutely fireproof, is heated by steam and lighted with gas and electricity. The students rooms are comfortable and cosy. The sanitary conditions of these rooms are perfect in every respect. All the baths have tiled floors, and marble walls. The gymnasium is supplied with shower and needle baths and has adequate equipment for necessary physical training and for indoor games. The college has a good collection of general literature and works of reference, to which the students have access at all times. Besides this the Plainfield Public Library is open daily for readers, and for obtaining books. Magazines, reviews and quarterlies upon literature, science and religion, are provided for the students. The college possesses ample laboratory facilities for work in chemistry, physics and biology and domestic science. The laboratories are provided with slate covered tables, electric current, gas, steam, hot and cold water. Additions are being constantly made to the apparatus equipments. The officers and faculty consist of His Lordship, the Right Reverend James Augustine McPaul, D.D., LL.D., president ex-officio; the Sisters of Mercy, Rev. William H. Miller, A. M.; Rev. John A. Baldwin, A. M.; Louis Emery Tucker, A. M.; John Alfred Brewster, A. B.; Moriz Stoehr, A. M.; Agnes C. Allen, A. B.; J. J. Savitz, Ph. D., and Sergt. Henry Barker. It is the aim of the College as a distinctly Catholic institution to offer to its students every opportunity to obtain a thorough knowledge of Catholic doctrine and practice. Hence the courses in religion form an organic part of the College curriculum. They are conducted with a view to solid religious forma-

tion; therefore, the work is so arranged that students who remain four years, the full time for degrees, will have studied a systematic exposition of fundamental truths. Difference in religion will not, however, be regarded in the admission of pupils who are willing to conform to the general regulations of the school.

H. P. GREENWOOD.

SUCCESSORS TO GREER & GREENWOOD, HATTERS AND MEN'S FURNISHERS.

Every really well-dressed man pays particular attention to the details of his wardrobe—to his shirts, his under-

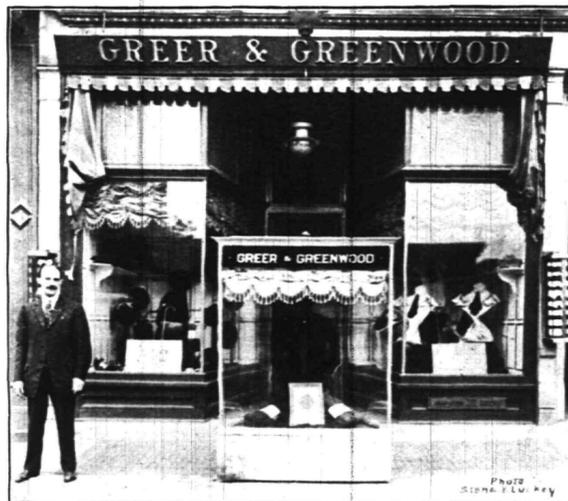
wear, collars, cuffs and neckwear and above all to his hats. These seemingly little things make a big difference in a man's appearance and are of quite as much importance as his clothing. This is the reason why the best dressed men always buy from hatters and haberdashers, men who make a specialty of gentlemen's furnishings and hats and of nothing else. For a dozen years or more the establishment of Greer & Greenwood, 135 East Front street, was headquarters for a large percentage of the best and most stylishly dressed men of Plainfield and this vicinity and it has continued to be since Mr. H. P. Greenwood, on June 23 last, took charge and has since continued the business. Mr. Greenwood has had many years experience, he is thoroughly familiar with the needs of his patrons and the immense

their high-class clothing, made to order. There is no firm in the country with a better reputation, and Mr. Greenwood has built up a large and rapidly increasing trade in custom clothing. Mr. Greenwood is a native of New York, but has been a resident of Plainfield since nearly 20 years ago, with the exception of some years spent in Savannah, Georgia. He is one of the city's progressive merchants and is always ready to do all in his power for its advancement and prosperity.

PLAINFIELD NICKEL PLATING WORKS.

SILVER, BRASS AND COPPER PLATING.

Many people do not realize the wonderful improvement that could be made in the attractiveness of their homes by having the metal work of the furniture and fittings refinished, plated or lacquered. They can be made like new at a reasonable cost and will stand the wear and tear of years if the work is done by men who thoroughly understand modern methods and have proved their ability to do the highest class of work. That the Plainfield Nickel Plating Works do this can be proven by thousands of patrons among the householders of this city and section as well as by many of the leading manufacturers. The plating works, of which Mr. Herman A. Weber is the enterprising proprietor, are located at 508 West Second street, and are equipped with the very latest improved apparatus for silver, brass and copper plating. Chandeliers, brass bedsteads and metal furniture of every kind, bath room and other fixtures, bric-a-brac, in fact, any metal article can be refinished, re-plated or lacquered and made to look as new and bright as when it left the hands of the maker. The change is simply wonderful and the cost trifling when the class of work done by the Plainfield Nickel Plating Works is considered. Mr. Weber has among his patrons some of the most prominent families of Plainfield and has built up a business which extends throughout a radius of many miles about the city. He also does a great deal of work for manufacturers, including the press works of Potter, Scott and Hall, the Manganese Safe Co. and other important local enterprises. No work is



STORE OF H. P. GREENWOOD.

stock carried by him is kept fully up to the times and comes only from the most reliable manufacturers, both at home and abroad. All that is latest and most seasonable in gentlemen's underwear, neckwear, collars, cuffs, shirts, hosiery, gloves and notions, hats and caps can be found at his attractive store, and, notwithstanding the high character of the goods he invariably handles, his prices will be found most reasonable. In addition to his gentlemen's furnishing goods business Mr. Greenwood represents here the old-established and reliable merchant tailoring firm of Browning-King, of New York, one of the first high-class concerns to establish representatives all over the country to take orders for

too difficult for his equipment and facilities and articles shipped to him by freight or express receive the same careful attention he gives to all work done at his establishment. Mr. Weber is a native of Plainfield and is one of that type of optimistic men who always look on the bright side of things and are doing their full share in the development of the place along the best lines.

Write Plainfield Board of Trade or Chamber of Commerce for full information regarding this grand old town.

Excellent Chamber of Commerce and Board of Trade in Plainfield.



CHIEF OF POLICE PATRICK S. KIELY.

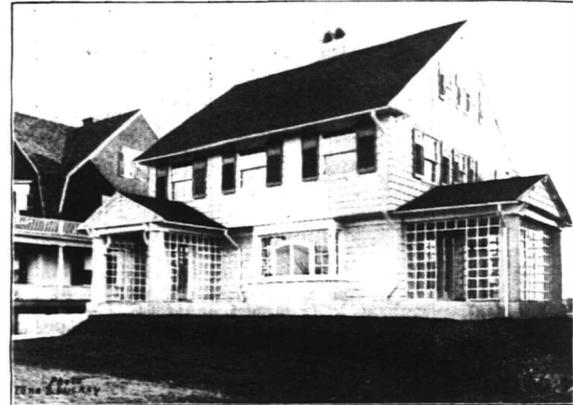
P. A. McVOY.
PLUMBING, HEATING AND TINNING.

Not many years have elapsed since sanitary plumbing and the heating of houses by steam and furnaces were regarded as luxuries to be enjoyed only by the wealthy, but fortunately this time has passed and in this day the house without these conveniences is the exception rather than the rule, as was once the case. The advance has been rapid and the modern plumber must have a more than ordinarily wide-awake man to keep in touch with the many improvements that are constantly being made. Among the plumbers and metal workers of Plainfield, who can be placed in this category, is Mr. P. A. McVoy, whose shop is in the rear of his residence, 266 East Front street. Mr. McVoy is one of the best known plumbers, steamfitters and tanners of this city, where he was born, learned his trade and has always lived. He learned his trade with his father, Mr. I. L. McVoy, with whom he was afterwards associated in business under the name of I. L. McVoy & Sons, but about 15 years ago decided to start in business on his own account, in which he has been very successful. There is nothing in the line of plumbing; steam, hot water and hot air heating, furnace work and tinning that Mr. McVoy is not prepared to do at short notice, and in the most workman-like manner. He uses only the best of material, employs the most



JOHN J. VARLEY

infants' wear, both imported and domestic and of every grade, but each grade is of the best. The store room, splendidly furnished, with the latest in fixtures, extends back 200 feet, is 45 feet in width, thus giving an immense floor space for display. It is one of the best lighted stores to be found anywhere and every comfort and convenience has been provided for the shopper. Mr. John J. Varley, the proprietor of this section of the "Paris" store came here eight years ago from Scranton, Pa., and before going in business on his own account was connected with the firm



RESIDENCE, 1150 MARTINE AVE., OWNED BY P. A. McVOY

skilled and experienced workmen, and satisfaction is guaranteed. Mr. McVoy gives his personal and particular attention to all work entrusted to his care, large or small, and he has succeeded by his ability and straight forward dealing in building up a large and growing business among the leading property owners, builders and contractors of this city and section.

JOHN J. VARLEY.

"THE PARIS."

LADIES' FURNISHINGS, MILLINERY, CHILDREN'S AND INFANT'S WEAR.

Few cities the size of Plainfield can boast of an establishment as attractive, commodious and well stocked as that carried by Mr. John J. Varley at "The Paris," 142-144 West Front street, in the centre of the shopping district. Mr. Varley deals exclusively in ladies' furnishings, millinery, children's and infants' wear, and he has, within the comparatively short space of two years, made his store the headquarters of the best dressed and most discriminating ladies of Plainfield and this section. They were not long in learning that quite as good, and often better bargains can be had at J. J. Varley's as in New York, and many of Mr. Varley's customers, who formerly did much of their shopping in his line in the metropolis, buy all of their supplies from him. The first impression one has upon entering his place of business is the air of freshness everywhere apparent. The goods all seem to be just from the factory, and they are what they seem, for Mr. Varley is not one of those merchants who carry goods over from season to season until they are sold. His stock must be of the latest and from the best makers, and at the beginning of a season the store is practically a new one, so far as its contents are concerned. The shopper enters from Front street, between a long row of plate glass windows artistically dressed with the latest in ladies' furnishings, millinery, children's and in-

of A. E. Force & Co. From the time he made his home in Plainfield he has taken the greatest interest in everything that concerns the place, in the future, of which he has the greatest confidence. Mr. Varley is a prominent member of the Chamber of Commerce, of which he is assistant secretary, and during the absence of the secretary, who now lives in New York, the duties of the office, to a great extent, fall upon him. He has an infinite capacity for work, however, is public spirited and progressive, and always ready and willing to lend a helping hand to any cause that is for the welfare of this city and section.

BUILDING MATERIALS PLENTIFUL.

The heart of this mountain range is an excellent trap rock easily quarried and ready to use in building, so finely and regularly has nature shaped it into longitudinal blocks. Mechanical appliances for crushing it are in use in a number of local quarries, and the superb streets of Plainfield, and the fine country roads extending out of it, in all directions, have made this part of New Jersey, with this city as a centre, the paradise of the automobilist and wheelman, the farmers delight and the lively man's golden opportunity. The supply of this road making stone is practically inexhaustible, notwithstanding the fact that the quarries have been worked for more than half a century, and the authorities are taking every advantage of what a bountiful Nature has provided. About a hundred miles of roads and streets, having trap rock from the Watchung Mountains as a basis, have already been built, and more are being constantly added. Fine building stone is also found in the mountains and many of the handsome business houses, residences and public buildings are examples of its beauty and durability, notably the college of Mt. St. Mary, the Babcock Building, in which the post office is located, St. Joseph's and other churches.



ST. MARY'S ROMAN CATHOLIC CHURCH.

THE PLAINFIELD TRUST COMPANY

SAFE and CONSERVATIVE

O. T. WARING, President

BEGAN BUSINESS JUNE 4, 1902



HOME OF THE PLAINFIELD TRUST COMPANY.

at Second and Park avenue, erected in 1905, are of the latest and most improved fire and burglar proof pattern, affording unsurpassed protection to all valuables. Boxes may be rented from \$5 to \$150 a year according to size. The storage vault, also fire and burglar proof, is fitted with trunk racks and partitions which make it possible to keep trunks and packages in perfect order so that access may be had to them at a moment's notice. The charges are based on the space occupied and the value of contents. Under its charter the Plainfield Trust Company is authorized to act as executor, administrator, guardian, trustee, receiver, assignee, registrar or transfer agent, and as agent for the care of property, the collection of rents, interest, etc. It also acts as custodian, holding in trust stocks, bonds and other securities, or in any capacity of a fiduciary nature. A banking by mail department is also conducted on an extensive scale and the company issues, at current rates, travellers cheques, letters of credit and drafts on foreign countries. Every possible facility is afforded its customers and their convenience is constantly studied with the result that every year shows a healthy increase in business. The officers of the company are: O. T. Waring, president; A. V. Heely, vice-president; Henry A. McGee, vice-president; J. Herbert Case, vice-president; De Witt Hubbell, secretary and treasurer; F. Irving Walsh, asst. secretary-treasurer; A. H. Kirby, asst. treas., and the members of the Board of Directors are J. Herbert Case, Plainfield, N. J., vice-president, The Farmers' Loan and

Trust Co., New York; Frederick Geller, New York, attorney and counsel-at-law, New York; Augustus V. Heely, Plainfield, N. J., vice-president The Farmers' Loan and Trust Co., New York; James W. Jackson, Plainfield, N. J., executor of the Jesse Hoyt Estate, New York; Edward H. Ladd, Jr., Plainfield, N. J., Ladd and Wood, bankers, New York; Charles W. McCutchen, Plainfield, N. J., Holt & Co., commission merchants, New York; Henry A. McGee, Plainfield, N. J., Standard Oil Company, New York; Harry H. Pond, Plainfield, N. J., vice-president Mechanics and Metals National Bank, New York; Charles A. Reed, Plainfield, N. J., attorney and counsel-at-law; Isaac W. Rushmore, Plainfield, N. J., dairy products, New York; Frank H. Smith, Plainfield, N. J., Register Union County, Elizabeth, N. J.; Samuel Townsend, Plainfield, N. J., President Peoples National Bank, Westfield, N. J.; Cornelius B. Tyler, Plainfield, N. J., Tyler & Tyler, Attorneys, New York; Lewis E. Waring, Plainfield, N. J.; Edward Sweet & Co., bankers, New York; Orville T. Waring, Plainfield, N. J., Standard Oil Company of New Jersey, N. Y. Much of the company's success is due to this exceptionally strong board of directors, whose names and connections have given it prestige in its home city and throughout the State. These directors, all of whom, as may be seen from the above list, are representative men in the community, take an active personal interest in the Company's affairs and stand ready at all times to give its customers the benefit of their judgment and wide business experience.

Probably no one thing is so essential and necessary to the progress and prosperity of a community as safe and sound financial institutions conducted along liberal, yet at the same time, strictly business lines, and no city can hope to see its advantages properly developed unless it possesses them. They are one of its most valuable assets, an asset that is constantly paying dividends in one way or another. This city has such an asset in the Plainfield Trust Company, and during the eleven years that have elapsed since it was chartered by the State of New Jersey its growth has been remarkable. On June 4, 1902, the company began business with deposits of \$1,463,636, surplus and profits of \$10,000 and a capital stock of \$100,000. On June 4 of the present year the deposits amounted to \$4,819,453.99, surplus and undivided profits \$291,018.71. The capital stock has never been increased and the total assets by the last official statement issued amounted to \$5,244,154.22. Railroad and other bonds, \$74,216.70; bonds and mortgages, \$1,098,471.60; demand loans, time loans, and bills purchased, \$2,458,817.62; banking house, \$85,000.00; overdrafts, 73.29 cents accrued interest, \$15,666.95, and cash and reserve, \$790,909.06. It has, during its career, exercised a potent influence in the growth of Plainfield. When the company was organized the total deposits in the banks of the city only amounted to about \$2,500,000, while today they are in the neighborhood of \$12,000,000. That the Plainfield Trust Company has had much to do with this splendid increase no one can deny who has studied its his-

tory. Managed by some of the foremost business men of the country, who make their homes here, it is a splendid example of what virile force can do when properly applied. The officers and board of directors have from the first given their personal attention to every detail of the management. The institution has never been one of those controlled by one or two men, and there is no doubt but what its success is largely due to the fact that there has always been the greatest harmony and co-operation. This has engendered a feeling of confidence in the stockholders and depositors absolutely necessary in successful banking. The institution is a bank as well as a trust company and is governed by stringent laws especially designed to safeguard the interests of its customers. In the banking department accounts are subject to check, 3 per cent. interest being paid when a balance of \$500 or more is maintained. This interest is figured on daily balances and is credited quarterly. No exchange is charged on items deposited and on accounts maintaining a substantial balance, a New York checking privilege is granted, when desired, whereby customers' checks are payable in New York, thus making an account with this institution equivalent to a New York account. Accounts in the special department are not subject to check, but draw interest at the rate of 4 per cent, credited semi-annually, January 1 and July 1, on all accounts that have remained on deposit for three months or longer, prior to these dates. The safe deposit and storage vaults in the splendid banking house

FRED ENDRESS.
CITY COUNCILMAN AND SELF MADE MAN.

One of the greatest obstacles to clean and progressive municipal government is the reluctance of business men to take an active part in public affairs. This, at least, is the difficulty

native of the Kingdom of Bavaria, emigrating to this country as a young man in 1889. Upon coming to Plainfield he worked hard, and engaging in the meat and provision business on a modest scale, and by industry, perseverance and straightforward methods succeeded in becoming one of the leading merchants of the city, at one time being at the head of three

the Magnolia Springs Hotel, near Jacksonville, Florida, also with the Plant System of Hotels, and was for a while connected with the magnificent estate of George Vanderbilt, known as "Biltmore," near Asheville, N. C. Since retiring from active business life, Mr. Endress has given much of his attention to municipal affairs and as chairman of the Committee on Fire and Buildings of the Common Council, has made his mark. He was a promoter, and is a member of the Board of Directors of the Crystal Ice and Coal Company, one of the largest concerns in the city. Mr. Endress is an enthusiastic automobilist and is the owner of a fine machine. He is one of the progressive men of Plainfield and is always ready to do everything in his power for its growth and prosperity.



MR. FRED ENDRESS.

in many cities, especially in those where machine rule dominates. Plainfield, however, is fortunate in this respect, and has been for many years, a large number of its most prominent business and professional men having held positions, in most cases at a sacrifice. The city is one of the best governed in the country, and without doubt this is due to the business men in politics. One of the most active men in municipal affairs is Mr. Fred Endress, of 941 West Sixth street, a member of the Common Council, who has made an enviable record during his first term in office, bringing to his duties his long experience and training, as one of the successful business men of Plainfield. Mr. Endress is a self-made man in all that this sometimes abused term implies. He is a

flourishing establishments. He was the founder of the business since transferred to the Endress Company, retiring from the concern about five years ago, for the purpose of devoting himself to other interests and also to regain his health. He is a large property holder, owning the handsome building apartment house and big store occupied by J. A. Smith and Brother, the grocers on Front street, the fine new Endress Building on Madison avenue, and other important structures. Mr. Endress has for years been actively identified with the business life of the city, and has shown his confidence in its future progress and prosperity by investing heavily here. Before making his home in this city, Mr. Endress lived for a time in the South, where he was connected with

S. BERKOWITZ.
LADIES' TAILOR, HABILITATION MAKER AND FURRIER.

Every season tailor-made clothing for ladies is becoming more the vogue, for despite hobbies and slit skirts, it more than holds its own. There is nothing in ladies wear more stylish than a tailor-made suit, designed by an artist who thoroughly knows his business and keeps in constant touch with the world of fashion in Paris, London, Berlin and New York. It is not at all necessary for the well-dressed ladies of Plainfield to go to New York for their tailor-made gowns, as many of the most discriminating have long ago learned, for in S. Berkowitz, the city has one of the best ladies' tailors, habit makers and furriers to be found anywhere. Mr. Berkowitz has recently moved into his new parlors on Fifth street, from his old stand, 423 West Front street, where for the last 12 years he has been successfully engaged in business, having as his patrons many of the most stylishly

much lower price. His expenses are comparatively small, while theirs are simply enormous, and this difference he shares with his patrons. Some of the most stylishly dressed women of this city have long ago learned that this is true and have for years patronized Mr. Berkowitz, who has kept his old customers and is constantly adding new ones. He has the prestige that only years of fair dealing can give and confidently refers to his hundreds of satisfied customers. Mr. Berkowitz began on a modest scale and the large trade he enjoys is the result of his skill and the fact that he makes the best clothes for the least money. He is one of the most progressive and enterprising merchants of the city.

QUEEN CITY HOTEL.
PLAINFIELD LEADING HOSTELRY.

There is no doubt of the fact that a city is judged to a great extent by the character of the hotels it supports.



THE QUEEN CITY HOTEL.

dressed ladies of this section. He has fitted up his reception and dressing rooms most attractively and every comfort and convenience has been provided for his customers. Mr. Berkowitz has built his success on the fact that he has demonstrated to the ladies of Plainfield that he can make their gowns just as well and as stylishly as they can be made in New York, at a

and in deciding upon the progressive and prosperity of a community one cannot go very far wrong in giving its hostelries the consideration they deserve. This being so, the traveler who has ever been so fortunate as to be a guest of the Queen City Hotel, can have only pleasant memories of this beautiful city at the foot of the hills. Although the Queen City is one of the oldest hostelries within a radius of many miles, no one would ever guess the fact, for it has been pronounced by many who have stopped there to be the most modern and most comfortable, as well as artistically furnished hotel in New Jersey. But little remains of the old hotel save the walls, for when it passed into the hands of Mr. Peter Floersch, about two years ago, it was entirely renovated and extensive improvements made by the owner of the property, Mr. John H. Staats. At that time it was known as the Hotel Iroquois, under which name it had been conducted for about 10 years. Before that time it was called the City Hotel and was at various times, for some years, managed by Mr. Staats, Abram Rozelle, J. E. Bearbower, William Kelley and John Miller. Jerome Leary was the last proprietor while the hotel was called the Iroquois and he was succeeded by Mr. Floersch, who has made it one of the leading and best known hotels in Jersey. There are, of course, others much larger, but there are none that



MISS MINNIE BERKOWITZ.



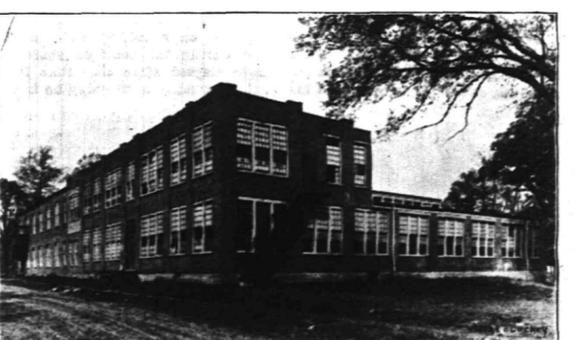
HOLY CROSS PROTESTANT EPISCOPAL CHURCH.

can surpass, and few that can equal, it in the accommodations it offers or in the excellence of its cuisine. Nearly \$35,000 was spent in practically rebuilding the old hostelry which has for three-quarters of a century been the favorite stopping place of visitors to Plainfield. The first floor was lowered to the street level, the second was rebuilt, and the entire building refurbished throughout. The rooms are unusually large, with high ceilings, such as were in vogue 50 years ago, and it is a real pleasure to sleep at the Queen City after enduring the cramped quarters supplied by most hotels recently built. The dining rooms are on the first floor and are most attractively furnished and artistically decorated, while guests are supplied with the very best the markets afford at reasonable prices. Many travellers having business in New York, who know the comforts of the Queen City run out by rail or automobile, expressly for the purpose of spending the night at this delightful stopping place. Before Mr. Floersch opened his doors for the reception of guests an addition of 17 feet was built on the Second street side, in which the splendidly appointed cafe, with its choice stock of liquors and cigars is located. Over this are wide, shady verandas, which are the favorite resort of the guests. A large addition will be built to the Queen City at an early day, something that is much needed, for a night rarely passes without every room being taken. Mr. Floersch is a veteran hotel man, a native of Germany, and has been in the hotel business since leaving school. For eleven years before making his home in this city he conducted the Packer House at Perth Amboy, and was before that the proprietor of a hotel at Tottenville, Staten Island. His son, Mr. Wm. M. Floersch, also an experienced hotel man, is the popular and efficient manager. They are actively identified

with the business life of the city and are among its most substantial citizens.

JERSEY SILK MILLS.

One of the principal industries of Plainfield, and one that is steadily growing in importance, is the manufacture of silk. This gives employment to a number of people at lucrative wages and is doing its full share toward the industrial development of the city. The Jersey Silk Mills, which employs in the neighborhood of 140 people, the majority being men, is the largest enterprise of the kind in the place, and although an addition was made two years ago, should its growth continue, as there is every prospect, another will soon have to be added. The company makes broad silks exclusively, for which there is a wide and increasing demand. The output is sold through the New York connection of the company and finds a ready market on account of its superior quality. There are 165 looms installed in the mills and the machinery is of the latest improved pattern. Founded originally as the Watchung Silk Co., the mills were built in 1905. The original building, which is still part of the plant, is 60x100, fronting on Chatham street and running along Pearl. The enterprise was continued under their name for several years when there was a reorganization, the new concern being the Mitchell-Watchung Silk Co. In 1913 the industry passed into the hands of the present company and has since been known as the Jersey Silk Mills (Inc.). This company decided to enlarge the plant and operate on a larger scale and in furtherance of this plan built an addition in the rear 100x130. This gave a total floor space of 25,000 square feet. The mills are of brick, well lighted and ventilated, and the land surrounding them belonging to the company gives plenty of room for



THE JERSEY SILK MILLS.



INSURANCE OFFICE OF J. C. POPE & COMPANY.

J. C. POPE & CO.
GENERAL INSURANCE AND REAL ESTATE AGENTS—FIRST NATIONAL BANK BUILDING.

Every intelligent person cannot help but recognize the great value of insurance in all its various forms, and nearly everyone carries it to a certain extent. Many property owners are not, however, insured extensively as they should be, they do not seem to realize the fact that it is the very best investment they could possibly make, and it has always been a mystery to the well-insured man, content in the knowledge that his loved ones and property are safe, why this should be so. Having decided to insure, the next step is the selection of a company, almost as important a question to be decided as that of insuring. For many years the firm of J. C. Pope & Co., which was recently reorganized, has been patronized by a large number of the most discriminating people of Plainfield in this section. Mr. Pope, the founder of the business and treasurer of the Plainfield Savings Bank, built up a large clientele, representing as he did some of the best companies in the world with assets of millions. In addition to carrying on a general fire, life, health, accident, automobile, plate glass and liability insurance agency, the firm has added a real estate department. It covers the entire field, by selling, leasing and renting city, suburban and country property; managing estates, collecting rents and negotiating loans on bond and mortgage, and although the competition in this field is unusually keen, they have been most successful. Mr. William H. Demler, the general manager of the firm, is an experienced appraiser of real property and has had long experience in the business. The companies represented by the concern are: German American Ins. Co., of New York; Home Ins. Co., of New York; Aetna Ins. Co., of Hartford, Conn.; Fire Association, of Philadelphia; Pennsylvania Fire Ins. Co., of Philadelphia; New York Underwriters Agency; Williamsburgh City Fire Ins. Co., Camden Fire Ins. Association, of Camden, N. J.; New Jersey Fire Ins. Co., of Newark, N. J.; New York Plate Glass Ins. Co., of New York. The new firm under the old name starts on its career under the most favorable auspices. Pope & Co. are wide awake, public spirited and progressive citizens, who are always ready and willing to lend a helping hand for Plainfield's welfare.

HERBERT HALL—Institute for Atypical Children

FOUNDED APRIL 1, 1900

BY MAXIMILIAN P. E. GROZSMANN

Plainfield is known far and wide both in this country and abroad as the home of Herbert Hall, the famous Institute for Atypical Children founded in 1900 by Dr. Maximilian P. E. Grozsmann, and conducted by him under the name of the Grozsmann School for Nervous and Atypical Children.



PROF. M. P. E. GROZSMANN, FOUNDER.

This change of name in 1911 was proposed by Dr. Grozsmann himself for the purpose of emphasizing to the public that since his donation of the institute to the National Association for the Study and Education of Exceptional Children it is no longer a

private enterprise. His suggestion was adopted to counteract any popular misconception that might arise from continuing the old name. The general impression, even in Plainfield is that Herbert Hall is an asylum or school for feeble-minded children, but nothing would be further from the facts. No feeble-minded children are received. As everyone is aware there are many thousands of children who are practically normal, but suffer largely from slight mental or physical defects, varying from the average human type only to a small extent. There are even exceptional bright children who have latent powers of excellence hidden under various conditions of handicap or are the victims of an unstable nervous equilibrium. This is the class treated at this institution. Until it was founded by Dr. Grozsmann little had been done for them. Usually they are allowed to drag on through ordinary schools, public or private, or outside of them, without receiving the expert individual attention which they so imperatively need. In only too many instances they are loosely classed with defective and abnormal children, and placed in institutions ill-suited for their particular conditions. Sometimes, in the homes of the wealthy, such children are placed under private tutorage, which, however, is rarely competent, since the study and better understanding of these cases is a matter of profound scientific experience. Besides, the method of private tutoring deprives the children of the bene-

fit and stimulus of companionship and wholesome competition. Children of parents in moderate or poor circumstances are simply neglected, although many of them might be developed into most useful citizens. The home of Herbert Hall comprises over 25 acres

and the purest of spring water from the mountain top is used for drinking and cooking, being forced into the main building and cottages by an electric pump. The property is located on the crest of Watchung Mountain, a



MAIN BUILDING—WINTER SCENE

of land, affording ample opportunities for school gardening and outdoor sports. The main building alone has excellent accommodations for pupils and teachers, and besides there are several attractive cottages. The cot-

age system will be developed gradually as the growth of the institution warrants. The rooms in all the buildings are commodious and light and beautiful views are afforded from all windows and from the broad piazzas. The houses are lighted by electricity

spur of the Blue Ridge, 500 feet above the sea level, and about two miles from the city. The trolley line extending along Somerset street terminates at the foot of the mountain and 15 minutes' walk along celebrated Johnston's Drive, abounding in beautiful scenery and fine views, brings one to the institution. Looking south and east the spectator sees spread before him a magnificent panorama, unsurpassed in this section. In the immediate foreground lies the beautiful city of Plainfield, beyond are Netherwood Heights, Elizabeth, Newark, Jersey City and Staten Island; while further yet, on clear days, can be seen the imperial city of New York. The Navesink Highlands Light points out the path along which returning steamers wind their way homeward through the Narrows. In the opposite direction lies the romantic Washington Valley, with its historic associations, being numbered among the battle fields of the Revolution. The bluff near the main building overlooks the "Notch," through which Stony Brook passes on its way to the picturesque Wetumpka Falls. As educational director of the National Association for the Study and Education of Exceptional Children, which maintains Herbert Hall, Dr. Maximilian P. E. Grozsmann has the general supervision of its work. Mr. Waldemar H. Grozsmann, a son of the founder, is the principal, and is assisted by an unusually large faculty of specially trained assistants, including teachers, caretakers, graduate nurses and matron. Only a few pupils are assigned to a

teacher at a time so that the groups are small and the number of teachers is proportionately very large, and there is frequent re-grouping within the groups so that much individualization is secured. Herbert Hall is also used as a model school in connection with the courses for the training of special



WALDEMAR H. GROZSMANN, PRINCIPAL.

teachers instituted by the association, the officers of which are: Auditing President, Dr. A. Emil Schmidt, 50 Central Park, West, New York city. Vice-Presidents, Dr. Ira S. Wile, editor "Medical Review of Reviews," 230 W. 97th street, New York city; A. A.

D'Ancona, president Board of Education, San Francisco. Honorary Vice-Presidents, Hon. William H. Taft, Yale University, New Haven, Conn.; Dr. Charles W. Eliot, president emeritus, Harvard University, Cambridge, Mass.; Dr. Philander P. Claxton, U. S. Commissioner of Education, Washington, D. C.; Mrs. Frederic Schiff, president National Congress of Mothers and Parent-Teacher Associations, Philadelphia, Pa.; Hon. Ben B. Lindsey, Judge Juvenile Court, Denver, Cal.; Dr. Ray Lyman Wilbur, executive head Department of Medicine, Leland Stanford Junior University, president American Academy of Medicine, San Francisco. Secretary-General and Treasurer, Waldemar H. Grozsmann, Plainfield, N. J. (telephone 1037, Plainfield). Recording Secretary, Charles H. Frost, manager Plainfield Courier-News, Plainfield, N. J. Educational Director, Dr. Maximilian P. E. Grozsmann, Plainfield, N. J. (telephone 1037, Plainfield). Trustees, Henry Abeles, district manager Germania Life Insurance Co., 50 Union Square, New York city; Hon. William DeLa Roche Anderson, Plainfield, N. J.; Francis E. Bodin, Watchung, N. J.; Miss Elizabeth E. Farrell, Inspector of Ungraded Classes, Department of Education, 500 Park avenue, New York city; Jesse W. Lenthal, San Francisco; Harry W. Marshall, Plainfield, N. J.; Hon. James E. Martine, U. S. Senate, Washington, D. C.; L. W. Randolph, Plainfield, N. J.; Theo Stempel, vice-president The Fletcher American National Bank of Indianapolis, president North American Gymnastic Union, Indianapolis, Ind.

expansion. Mr. A. I. Codrington, one of the most energetic young business men of Plainfield and a son of W. R. Codrington, the well-known attorney, is the capable and efficient manager.

F. A. DUNHAM.
CIVIL AND CONSULTING ENGINEER.

There is no profession requiring special qualifications of a higher order than those necessary to the successful civil and consulting engineer, who has won, or aspired to win, a place in the front rank. These qualifications are possessed by but few men, and even



F. A. DUNHAM.

these have to work for years before winning more than average recognition. Among the civil engineers of the State, not many are better or more favorably known than Mr. F. A. Dunham, for a number of years city and county engineer, whose offices are located at 109 Park avenue. While he held these important offices, many of the great improvements were made on the streets and sewers that have made Plainfield one of the most beautiful and healthful cities of the country and he has been actively identified with public works here for years, besides having a large private business. His energies have not, by any means, been confined to this section, however, for his services have been demanded as far West as Michigan and South to Mexico. He has also done a great deal of work in this State and in New York. Mr. Dunham's map of Plainfield and North Plainfield, published several years ago, has been pronounced one of the most accurately executed pieces of work ever done, and is the standard. He has also published maps of Fanwood and Dunellen and many of the suburban developments about the city were planned by him. He also makes plans and specifications for all kinds of pavements, sewers and roads, and his

clientele extends throughout this and adjoining states. Mr. Dunham is a native of this section, his ancestors having been among the oldest settlers, and was educated at Alfred University. He is one of the best known citizens of Plainfield and has had much to do with its development along the best lines.

B. A. PAROUBEK.
FOLDO PATENTED FINGER BANDAGE AND WRIST BANDS.

Few people, even old residents of the city, fully realize the extent of its manufacturing interests. Many have become so accustomed to look upon it purely as a home town, a beautiful residence place, that they have not given much attention to its industrial growth, which, after all, is the back-bone of every community. An industry that is doing its share toward helping the progress of the city in this direction, and making its name known throughout the world, is that conducted by Mr. B. A. Paroubek, manufacturer of "Foldo" patented finger bandages and wrist bands, at 23 Watchung avenue. Mr. Paroubek is the inventor and patentee as well as the sole manufacturer of these valuable appliances which are sold by druggists all over the world. They are an admirable protection for sore and injured fingers, and in many of the large factories a supply is kept constantly on hand for emergency use. They are also kept in homes and offi-



FACTORY OF B. A. PAROUBEK.

ces, and many workmen carry them all the time. The stall or bandage is made of kid in assorted sizes, while the wrist band is of cow hide. They can be used either together or separately. Mr. Paroubek established his business on a modest scale in 1899, and during the fourteen years that have elapsed since that time it has grown steadily until today he is ship-

ping the product to nearly every country on the globe. His business is conducted almost entirely through the mails, and those who cannot procure the "Foldo" finger bandages and wrist bands from druggists or physicians will be supplied direct. The factory is a model one, well-lighted and ventilated and was erected by Mr. Paroubek after plans that conformed to his own ideas. It is equipped with special machinery for making his invention, and has a capacity of 4,000 finger stalls and 1,000 wrist bands daily. Seventeen people are employed. Mr. Paroubek is a native of Bohemia, but came to this country a number of years ago and is actively identified with the business life of the city. He is progressive and public spirited and his confidence in the future of Plainfield has been shown in a substantial way by his investments here.

FRANK J. HUBBARD.
CIVIL ENGINEER AND SURVEYOR.

There are few professions requiring special qualifications of a higher order than those demanded of the modern civil engineer and surveyor. As in almost every other avocation the field for his activities has greatly enlarged during the last decade or two, the demand for good roads, the great suburban developments that are being made, the vast changes in methods of construction, and the introduction of new and improved machinery have all affected his work, and to be successful



H. C. VAN EMBURGH.

he must be a constant student. One of the most prominent civil engineers and surveyors in this part of New Jersey is Mr. Frank J. Hubbard, whose offices are located in the Marsh Building, at 203 Park avenue. Mr. Hubbard, although a comparatively young man, has already won his spurs. Union county is famous for its fine highways, which are among the best, in a State that is noted for its good roads, and many of them are monuments to his skill as a road builder, he having formerly been engineer of Union county, having supervision of all public works of this character. Mr. Hubbard is unusually well equipped, both by experience and education, to take charge of all kinds of engineering work, and his services are greatly in demand. As a young man he was a student of the Massachusetts School of Technology, and upon leaving there entered upon a long apprenticeship in field and office work before going into business on his own account. Mr. Hubbard is

chairman of the Building Committee of Muhlenberg Hospital, to which a new addition, costing over \$100,000, is now being made, and exercises a general supervision over the work. Mr. Hubbard is a public spirited gentleman, who is always ready and willing to help any cause that is for the welfare of old Plainfield. Also secretary of Committee on Revision of Taxes.

H. C. VAN EMBURGH.
CIVIL ENGINEER AND SURVEYOR.

One of the most important positions under any city or county government is that of engineer and surveyor, and if the authorities have the good of the section at heart they select the most

competent man that is available. Just at this time when North Plainfield is about to build a new sewerage system it is particularly important that the engineer in charge of its public improvements should be thoroughly competent to supervise the great work, which means much to the people of that Borough, and upon which thousands of dollars are to be expended. They are indeed fortunate in having a man like Mr. H. C. Van Emburgh in the position, for he has proved his capacity and his standing as an engineer is of the best. Mr. Van Emburgh was formerly engineer of only the Eastern section of the Borough, and served several terms, but when the two divisions were consolidated he was elected for the entire Borough. He is also engineer of Bound Brook, South Bound Brook and Fanwood, hav-

ing charge of all the public works in those thriving localities. In addition to his public duties Mr. Van Emburgh carries on a large private civil engineering and surveying business and employs several assistants. He does all kinds of sewerage, pavement and railroad work, and some of the most attractive suburbs of Plainfield and other cities are examples of his skill and ability. Mr. Van Emburgh has offices in the City Building, but spends most of his time in his field work. He is known far and wide as a man of public spirit and one of Plainfield progressive men.



HOME OF DEN J. GALBRAITH.

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DEN. J. GALBRAITH.
HIGH-GRADE PLUMBING, HEATING AND VENTILATING.

There has been during the last decade or two an immense advance in almost every line of human endeavor, but probably that in the field of sanitary plumbing and high grade heating and ventilating has been greater than in any other. Time was, and not very long ago, when sanitary plumbing and scientific heating by steam, hot water or hot air was considered by many as a luxury to be enjoyed only by the wealthy. Today in most modern and progressive cities the best plumbing is required by law to be installed in every house, and people are fast beginning to realize that steam or furnace heating is far better and healthier than stoves, also more economical. Among the leading men engaged in the business here in Plainfield and indeed in New Jersey, is Mr. Den. J. Galbraith, whose office, salesroom and shop is located at 193-195 North avenue. Mr. Galbraith began on a modest scale as a young man in 1892, and has succeeded by his skill and strict attention to business in building up an immense business, which is by no means confined to Plainfield, but extends throughout this section of the State. He has proved himself to be a man of originality and initiative, and while he has always been one of the first to adopt every new improvement in his craft, he has not been content to be a mere follower, but has ideas of his own. Mr. Galbraith has patented several of his inventions, which are having a wide sale throughout this country and Canada, improvements that have been recognized as being of value by the best plumbers who have used them. Among these inventions are the "Galbraith wash tray supply connections," "Galbraith's adjustable roof

flushing for vent pipes," and "Galbraith's convertible basin faucets." The demand for all of these improvements is constantly increasing as their merits become more widely known. There is no department of his business that Mr. Galbraith does not thoroughly cover. He does high grade plumbing, heating and ventilating, installs underfeed and top feed furnaces and boilers, warm air, steam and hot water heating, vacuum cleaning apparatus, installs pneumatic water supply systems, laundry clothes dryers, galvanized iron duct work, metal ceilings, cornices, skylights and sheet metal work and gravity and mechanical furnace and steam plants for schools and public buildings. There is no contract too large for Mr. Galbraith to undertake and carry to a successful conclusion, and examples of his work may be seen in some of the most important buildings in this section, including the new Elks' Home, now nearing completion, the Plainfield High School, the McKinley Primary School, at Westfield; the Washington School, at Bound Brook; four schools for the Board of Education of Piscataway; two at Raritan, and one each at Newton and Woodbridge; the Lincoln and Irving school of this city, the North Plainfield, Somerset School; the railway passenger stations at Westfield and Bound Brook, the stores of Woodhull and Martin, Schwed Brothers and A. C. Force & Co., and numbers of the most beautiful and costly residences in this part of the State. These are only a few of the many important jobs Mr. Galbraith has done, but enough has been mentioned to demonstrate his ability to do the most important kind of work demanded of the modern plumber and metal worker. Mr. Galbraith is a native of Plainfield, and has been identified with the business life of the city for many years. Mr. Galbraith has made a study of real estate, is an expert appraiser, having formulated a rule for valuing typical lots and lots more or less than a typical lot in width or depth for suburban cities, similar to the Hoffman and Davies' Rule used in New York city in condemnation proceedings. He has gathered about him a staff of the most skillful and experienced workmen, is himself an engineer, and a thoroughly practical man, and gives his personal attention to all work entrusted to his care.

THADDEUS O. DOANE.
CHIEF OF THE PLAINFIELD FIRE DEPARTMENT.

It has been truthfully said that firemen are born, not made, and no one will gainsay this statement who has ever been intimately in touch with the men whose business it is to fight fires. The man who has not a life for this kind of work can never make good, it must be inbred and shows when he is a boy with an uncontrollable ambition to run to fires. This love for the work has given Plainfield, in the person of Chief Thaddeus O. Doane, head of the local fire department, one of the best chief engineers in the country, and one who has earned for himself a reputation that extends far beyond the limits of his home city. Chief Doane is a natural born fire fighter, and has been identified with the Plainfield Fire Department since 1865. A native of Nova Scotia, he was brought by his parents, when a boy, to Brooklyn, N. Y. In 1857 the family removed to Union county, in which this city is located,

and young Doane began to learn the trade of a carpenter under his father, who was one of the leading builders and contractors of this section. When the War Between the States began in 1861 he attempted to enlist, but was refused as being too young. The following year, however, he again applied with success, although only 17 years old and was enrolled as a member of Company B, Eleventh New Jersey Volunteers, the regiment that "robbed the cradle and the grave," and went to the front. He was at the battles of Chancellorsville and Fredericksburg, passing through those great engagements without a scratch, but at Gettysburg, his next great fight, he was seriously wounded in the head and was for five months in the hospital at Baltimore. After the close of the war Chief Doane removed to Plainfield and continued to work at his trade. He



T. O. DOANE, CHIEF OF THE FIRE DEPARTMENT.

also joined the volunteer fire department in 1865 and since that time has been actively identified with it, going up through the various grades, until he was made chief in 1876. He served in the same capacity in 1877 and 1879. When the city took control and made it a partly paid department, he was, in 1888, made its chief, a position he has since filled most efficiently. Chief Doane has always fully kept pace with the many improvements that have been made in fire fighting methods and apparatus. He is a strict disciplinarian, though popular with his men, and the department under his chiefship has made splendid progress, being recognized as one of the best in New Jersey. In addition to his other duties Chief Doane is building inspector, a position for which his practical experience as a contractor and builder, particularly fits him. Under his supervision nearly a million dollars in building operations goes on in Plainfield every year. One of the oldest active citizens of the community he is also one of the most progressive and public spirited.

WILLIAM W. WILSON.
CONCRETE BLOCKS, PAVING ORNAMENTS, ETC.

Concrete is fast taking the place that rightfully belongs to it, as the best and most economical building and paving material in existence. More durable even than granite; it is more expensive, and far more so, in most localities than brick and lumber. The demand for the latter material is rapidly decreasing on account of its enormously increased cost, and concrete is



YOUNG MEN'S CHRISTIAN ASSOCIATION.

J. D. LOIZEAUX, General Manager.
Main Office, 620 North Avenue.
East End Yard, North Avenue & Berckman St.
C. E. LOIZEAUX, Manager.

J. D. LOIZEAUX LUMBER CO.

West End Yard, Rock Avenue near Front St.
F. D. LOIZEAUX, Manager.
Planing Mill, Rock Avenue & S. 2nd Street.
F. P. LOIZEAUX, Manager.

Wholesale and Retail Dealers in

ALL BUILDERS' MATERIALS

Nothing better indicates the progress of a city than the business done by its lumber and building supply dealers. They are true barometers of its prosperity. If the mills are kept turning out materials for the con-

the J. D. Loizeaux Lumber Co., this city is experiencing a building boom such as it has rarely had before, and this is saying a great deal, for its progress during the past 10 years has been nothing short of phenomenal. In

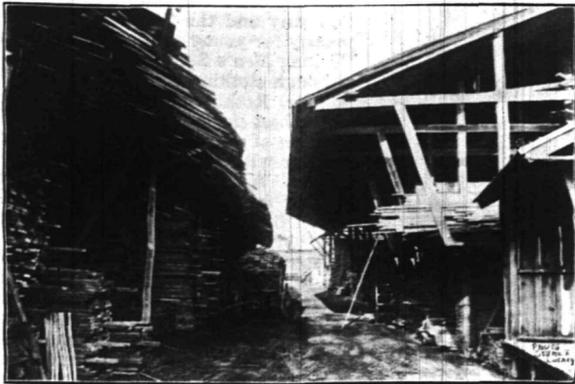
ness with one wagon. Today the concern owns two of the largest lumber yards in this city, a modern planing mill, where all kinds of mill work, such as sash, doors, blinds, flooring, mouldings and special work, is turned

season shows a substantial and steady growth. This is the result of a well-defined policy, initiated on the first day the business was started, December 12, 1898, to handle only the very best quality of goods at fair prices and meet all competition. There is no

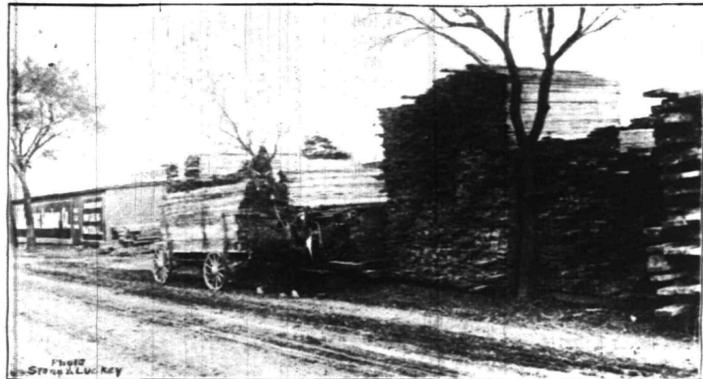
North avenue, and occupy the entire block, about 700x400, extending along the railroad tracks. These are managed by Mr. C. E. Loizeaux, a son of the founder. The West End yards at Rock avenue, near Front street, near the mills, are managed by Mr.

founder of this growing industry, has always been the general manager, while his sons have grown up in the business. The company deals both wholesale and retail in rough and dressed lumber and also in building supplies, such as plate and leaded

hair, fibre, stucco, drain tile, fencing and everything in this line needed by the builder of the most pretentious mansion or the most modest cottage. Nothing has been forgotten or neglected to make the three plants of this enterprising company complete in



EXTENSIVE YARDS—J. D. LOIZEAUX LUMBER CO.



EXTENSIVE YARDS—J. D. LOIZEAUX LUMBER CO.

tractors and builders, and there is a good demand for material, it is a sure sign that the city is growing, for people do not build in times of depression. Judging from the scenes of activity about the mills and yards of

this great up-building the J. D. Loizeaux Lumber Co. has played an active part, indeed the growth of the concern has been far greater than that of Plainfield. Less than 15 years ago Mr. J. D. Loizeaux started in busi-

ness with one wagon. Today the concern owns two of the largest lumber yards in this city, a modern planing mill, where all kinds of mill work, such as sash, doors, blinds, flooring, mouldings and special work, is turned

order too large or too small for it to fill for its patrons, whether it is a door frame for a cottage or the material for the new High School, the contract for which, by the way, the company received. The East End yards of the company are at 620

F. D. Loizeaux, another son, while the mills at Rock avenue and South Second street, are managed by Mr. F. P. Loizeaux, a nephew. They are splendidly equipped with the latest improved machinery and about 20 men are employed. Mr. J. D. Loizeaux, the

glass, Roman tapestry and fireplace brick, Canadian Spruce, mason lath, Ruberoid and other roofings, Portland cement, King's wall plaster, plaster boards, plaster paris, common, finishing and hydrated lime, flue lining, sewer pipe, chimney tops, face brick,

every particular, and Mr. Loizeaux and his sons have given the city a model establishment. They are among Plainfield's most public-spirited and progressive citizens and are doing their full share towards its advancement along the best lines.

ness its place. One of the leading concrete block and brick manufacturers and paving contractors in this section is Mr. William W. Wilson, whose plant is located at 816, 818 and 820 West Third street. Mr. Wilson started his business on a modest scale, about seven years ago, and has by his energy and the fact that he supplies his patrons with the highest class of goods, it grew rapidly. No material is so easily adulterated as concrete and so difficult to detect except by experts, until time and the elements have tested it. In the case of the work done by Mr. Wilson, this test has been fairly made and the concrete blocks, bricks, pavements, ornamental and building work made by him when he first entered business are as good today as they ever were—and that means the highest grade that can be made. Only the best cement, Trap rock and sand is used by him. His plant is equipped with the latest improved machinery, all material is carefully inspected before being used, and rejected if it is not up to the standard; and only the most capable and experienced concrete workers are employed. A fine example of the kind of work done by Mr. Wilson can be seen at the Columbus Club, on Front street, which has just been completed. He also furnished the blocks for the handsome fire engine house at South Plainfield, the Red Cross Drug Store, the new Tepper Garage, now building, and scores of other modern structures, not only in Plainfield, but throughout this section. Some of his best work is to be seen in Rahway, where he furnished the material for a number of handsome buildings. Mr. Wilson is also extensively engaged in the grocery business, and has been for the past 25 years at 818, 818 and 820 West Third street, with a branch on Clinton avenue. Mr. Wilson is rated as a public spirited and progressive gentleman, who is always willing to help in any cause that is for the city's welfare. He is a member of the City Council, with which body he has been connected with credit and distinction for the past five years.—See picture of plant on page 13.

sanitary pharmacy of the present with its clean, dust proof cases, its cut glass jars, artistic furnishings and above all else, its stock of pure drugs and medicines, compounded by registered pharmacists. One of the best examples of what a high-class, modern drug store should be, is that of Schreiner Brothers, which is most conveniently located at the corner of Park avenue and Second street, in the business section of the city,

are registered pharmacists of long experience. Schreiner's Pharmacy has been conducted at the site of Park avenue and Second street a period of fifteen years by Mr. Berthold J. Schreiner, the senior member of the present firm. About five years ago he formed a co-partnership with his younger brother, Mr. Robert Schreiner, and under their joint proprietorship the business has continued to prosper and grow rapidly. They are among

forms his ideas of its activities, in some degree, from the accommodations that are provided for him at the hotel where he chances to be a guest. This being true it must be admitted that good hotels are one of the most valuable assets a city can possess. Among the most deservedly popular stopping places in Plainfield is the Hotel Kensington, of which Mr. John H. Kitchen, the proprietor and his son, Mr. W. J. Kitchen, the manager. The Kensington has been pronounced by experienced travelers to be the best \$2-a-day hotel in New Jersey, a reputation it has held for many years under various managements. Notwithstanding the high cost of living, the Messrs. Kitchen have demonstrated to the satisfaction of their patrons that a high-class hotel can be conducted along the best lines at reasonable prices, giving its guests the best the market affords, comfortable rooms, and the most sanitary appointments. Because of high prices charged for food stuffs many of the best two-dollar-a-day houses in the country have been compelled to increase rates, but the Kensington has continued along the even tenor of its way, and the fact that many of its patrons have continued to write their names on its register every time they visit Plainfield is the best evidence

that its service has been most satisfactory. The Hotel Kensington was erected in 1876, the year of the Centennial, but it does not impress anyone as being that old, for it is up to the standard in every way, and has been kept in excellent condition. The site is an admirable one, the hotel being on North avenue near Park, within a short distance of the railway station, and in the centre of the business section of the city. It is of brick, four stories in height and contains 40 sleeping rooms, unusually large, well-ventilated and well-furnished. It is provided with all modern conveniences, such as baths, steam heat and electric lights and nothing has been left undone or neglected that would in any way add to the comfort of its guests. The dining room on the first floor is bright and attractive, particular attention is given to the cuisine and the service is excellent. There is an atmosphere of solid home comfort pervading the Kensington that is found in few hotels, and it is not to be wondered at that many commercial travelers, covering this territory, strive to reach Plainfield on Saturday night so as to have a good day of rest at this modern hostelry. Mr. John H. Kitchen, the owner of the Hotel Kensington, is a native of this section, and for many

years has been one of its best known citizens. He is quite a property owner and has done his full share towards the growth of Plainfield and has built a number of the most attractive residences here. Mr. W. J. Kitchen, the manager and son of the proprietor, was formerly a commercial traveler and the experience he gained while on the road has been most valuable to him since he assumed the management of

several handsome residences being built by Mr. Manning on Watchung avenue. His work can also be seen on the handsome houses recently erected by Mr. William H. Abbott, on Hillside avenue, and on scores of other buildings. Besides contracting for all kinds of house painting, Mr. Lane does wall-papering and decorating, and also stands in ready-mixed paints. Among standard paints handled by him are "Satin-



SCHREINER BROS. RELIABLE DRUG STORE.

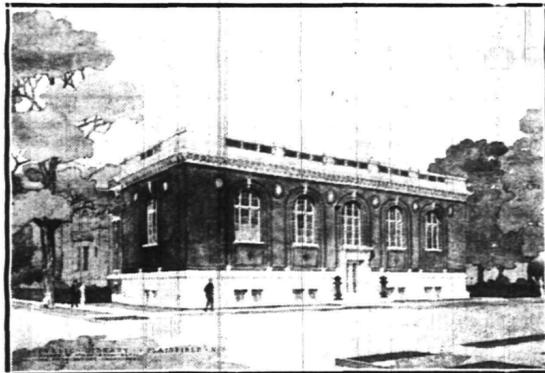
just opposite the Plainfield Trust Company's Building. Every effort has been made by the enterprising proprietors of Schreiner's Pharmacy to make it a model, and that they have been successful is demonstrated by the large and constantly increasing patronage given the enterprise by an appreciative public. The appointments of the store are unusually attractive, almost all goods are kept under glass, free from all danger of contamination, the establishment being provided with the McLean slope front cases of the latest design. The floor is artistically laid in tile, the place is the acme of cleanliness and every comfort and convenience has been provided for the use of patrons. Lovers of the purest and most delicious sodas, mineral waters, ice cream and all kinds of temperance drinks are supplied from what has been pronounced by many the handsomest fountain in the city. It is the most modern and sanitary apparatus built, made of marble, onyx, leaded glass with silver and german silver trimmings; the temperature of the soda is always the same. The fountain is twenty-one feet in length; manufactured by Robert M. Green & Son Co., of Philadelphia. Only the purest ingredients are used in the mixing of drinks and the Schreiner fountain is deservedly popular. A large stock of Whitman's celebrated confections is kept in stock, fresh supplies being received direct from the factory at frequent intervals. Everything usually found in a high class, modern drug store of the best type is kept at Schreiner's, such as toilet articles, rubber goods, trusses, surgical appliances, perfumes, brushes, safety razors, cigars and scores of other useful novelties. A free delivery covers the entire city and suburbs. Particular attention is paid to the prescription department, one of the best equipped in the city and patronized by the most discriminating people of this section. Only the purest and freshest of drugs from the best manufacturing laboratories are used in the compounding of medicines and this department receives the personal attention of the proprietors, both of whom

the most progressive and public spirited citizens of Plainfield, always ready and willing to do everything in their power for its advancement.

HOTEL KENSINGTON.

JOHN H. KITCHEN, PROP.
W. J. KITCHEN, MGR.

There is no better criterion of the progressiveness and prosperity of a city than is the kind and character of the hotels it supports. The business and social life of the place are, to a great extent, reflected in its hostelries in miniature and the visitor naturally



THE NEW LIBRARY BUILDING.

forms his ideas of its activities, in some degree, from the accommodations that are provided for him at the hotel where he chances to be a guest. This being true it must be admitted that good hotels are one of the most valuable assets a city can possess. Among the most deservedly popular stopping places in Plainfield is the Hotel Kensington, of which Mr. John H. Kitchen, the proprietor and his son, Mr. W. J. Kitchen, the manager. The Kensington has been pronounced by experienced travelers to be the best \$2-a-day hotel in New Jersey, a reputation it has held for many years under various managements. Notwithstanding the high cost of living, the Messrs. Kitchen have demonstrated to the satisfaction of their patrons that a high-class hotel can be conducted along the best lines at reasonable prices, giving its guests the best the market affords, comfortable rooms, and the most sanitary appointments. Because of high prices charged for food stuffs many of the best two-dollar-a-day houses in the country have been compelled to increase rates, but the Kensington has continued along the even tenor of its way, and the fact that many of its patrons have continued to write their names on its register every time they visit Plainfield is the best evidence

that its service has been most satisfactory. The Hotel Kensington was erected in 1876, the year of the Centennial, but it does not impress anyone as being that old, for it is up to the standard in every way, and has been kept in excellent condition. The site is an admirable one, the hotel being on North avenue near Park, within a short distance of the railway station, and in the centre of the business section of the city. It is of brick, four stories in height and contains 40 sleeping rooms, unusually large, well-ventilated and well-furnished. It is provided with all modern conveniences, such as baths, steam heat and electric lights and nothing has been left undone or neglected that would in any way add to the comfort of its guests. The dining room on the first floor is bright and attractive, particular attention is given to the cuisine and the service is excellent. There is an atmosphere of solid home comfort pervading the Kensington that is found in few hotels, and it is not to be wondered at that many commercial travelers, covering this territory, strive to reach Plainfield on Saturday night so as to have a good day of rest at this modern hostelry. Mr. John H. Kitchen, the owner of the Hotel Kensington, is a native of this section, and for many



STORE OF C. H. LANE.

the hotel about two years ago. He knows hundreds of the knights of the grip and is regarded by all of them as a royal good fellow. Both gentlemen are known in Plainfield, are public spirited and progressive citizens who are always ready and willing to lend a helping hand to any cause that is for the welfare of old Plainfield, their home and the little city in which they have cast their fortunes.

ite," "Summit" and the product of the celebrated Berry Brothers' factory. Mr. Lane came here from Somerville, where he was in business and was formerly a member of the firm of Hoffman & Lane. He is among the substantial and progressive citizens of the community, and is always ready to do his full share in its up-building.

NAT. LEVY & CO.

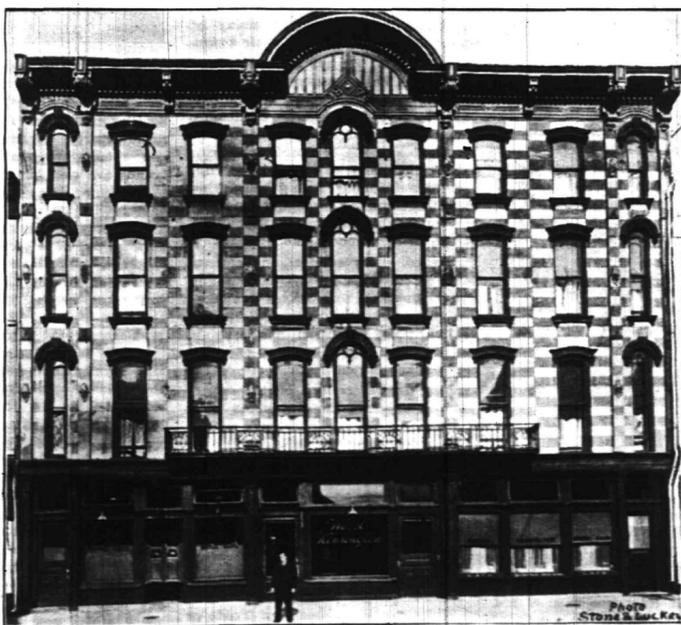
C. H. LANE.

PAINTER AND DECORATOR.

MANUFACTURERS OF LADIES' UNDERGARMENTS.

No matter how talented the architect and how conscientiously the contractor has followed his plans and specifications, the appearance of a building must seriously suffer unless the painter and decorator does his work artistically, uses the best materials and thoroughly understands his business. Painting and decorating done by an unskilled hand mars the appearance of a building, just as the beauty of a woman can be detracted from by an ill-fitting gown. The discriminating people of Plainfield have long since realized this fact, and for this reason the painting and decorating business conducted by Mr. C. H. Lane, at 411 Sycamore street, has grown steadily and he is recognized as a leader in his line throughout this section of New Jersey. For the past nine years he has conducted business on his own account here, and during that time has numbered among his patrons many of the best-known property owners, contractors and builders, not only of this city, but of the surrounding country. Some of the finest work to be seen in this part of the State is the product of his brush, and those of his staff of skillful and experienced employes. At the present time he is just putting the finishing touches to the handsome Manning Building on Park avenue, one of the most imposing structures recently erected in Plainfield, and is also doing the work on

Plainfield, as a manufacturing centre is fast pushing its way to the front and even many of its inhabitants do not realize its importance industrially. The class of factories located here is of the most desirable character, giving employment to intelligent men and women and there is a marked absence of the undesirable element of employes that make a residence in the average manufacturing city anything but pleasant. The city occupies at once the unique position of being an industrial centre and one of the most beautiful residential cities in the country. One of the leading industries of Plainfield is the great ladies' undergarment factory of Nat. Levy & Co., which occupies the immense building on Watchung avenue once used as a skating rink and which has the distinction of having the largest floor space of any building in New Jersey. It has a frontage of 150 feet and extends to the rear a distance of 362 feet, there is a second floor, 33x185, and the total floor space is nearly 60,000 square feet. The room is very high pitched, well-ventilated and a flood of light is furnished from the great windows in the roof. There is probably not a finer work room in the world, clean, sanitary and bright and is in striking contrast with some of the places where clothing is made. The firm makes every grade of medium and fine undergarments for women and its leading brand, the "Princess Slip,"



THE WELL KNOWN HOTEL KENSINGTON.



H. FROST, PRESIDENT NEWS-COURIER PUB. CO.

SCHREINER BROTHERS. PHARMACISTS.

In no field of human endeavor has a greater advance been made during the last decade or two than in that occupied by the pharmacist, until today the modern drug store has become the most attractive establishment in every progressive city. The day of the old-fashioned apothecary shop, with its dusty shelves, rarely washed bottles and the usual crowd of loungers has passed, being succeeded by the

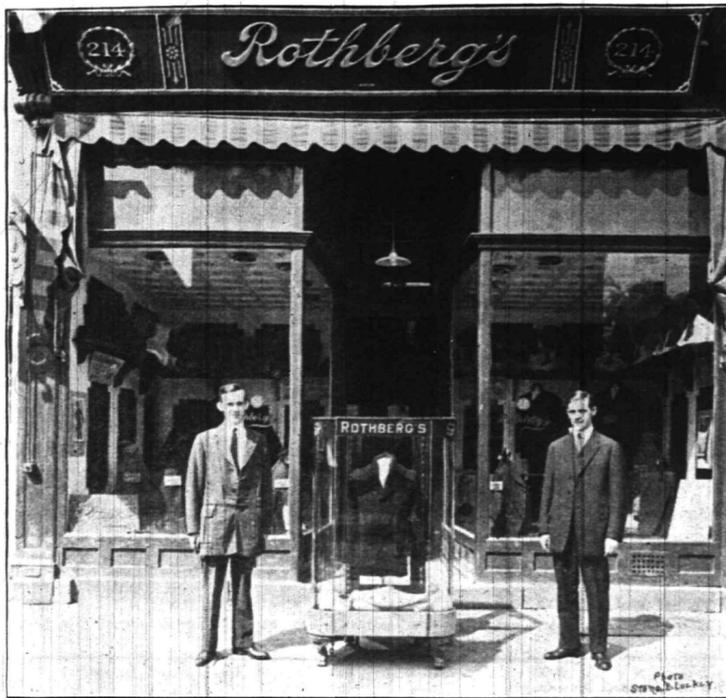
Good clothes constitute an asset that cannot be overestimated and without them a man labors under a handicap in achieving success that is difficult to overcome. First impressions mean much to most people and good clothes help to make a favorable one; they are an introduction silently proclaiming the status of the wearer and the well-dressed man, other things being anywhere near equal, has an advantage over the one who is not that can hardly be estimated. So that purely as an investment they pay the biggest kind of dividends.

There is really no valid reason why every man should not be well and stylishly dressed and no matter how small his income may be he can, with a little economy and self-denial, be as well dressed as others who do not have to count the cost. Improvements in manufacture and modern methods of merchandise have wrought wonders in the clothing and men's furnishing goods business during the past few years, and nowhere can the changes that have taken place be seen to better advantage than at Rothberg's, Plainfield's most modern clothing store, which has within a short time won for itself a high place among the leaders as headquarters for the best dressed men of this city and section.

Many residents who formerly bought all their clothing in New York now patronize Rothberg's, having learned by experience that his stock is quite up to the standard of the most widely known dealers there, while his prices are generally lower on account of the difference in expenses, a difference that Mr. Rothberg shares with his patrons. This establishment, which has been so successful in so short a time, is conducted along the most modern lines, every offer of goods carries an honest profit to the seller and a consequent honest value to the buyer; there are no false or sharp merchandising tricks to shatter confidence, that is not the Rothberg way. Success has come strictly as the result of fair and square dealing.

Here is Mr. Rothberg's creed, succinctly set forth and it is lived up to the letter: My Creed:—To Sell for Cash Only; To Sell at a Moderate Profit; to Warrant Absolute Satisfaction; To Be Courteous to Every Customer; To Show the New Good Things First; To Sell Only Dependable Merchandise. Besides carrying out this creed Mr. Rothberg gives a guarantee with every article he sells that it is just as represented and if the

Style Reliability



ROTHBERG'S, 214 West Front Street, Plainfield, N. J.

purchase does not prove entirely satisfactory in every way he will return the price or supply other merchandise in its place. His business methods are as clean cut as a cameo and that they are appreciated has been amply proven by his success.

Rothberg's is located at 214 West Front street in the centre of Plainfield's shopping district and next to Proctor's Theatre. The store fronts on the main thoroughfare of the city 20 feet and extends to the rear 90 feet, is furnished with modern fixtures including cases for clothing, with glass fronts, built along the sides. The principal lines of ready-to-wear clothing kept in stock are Stein-Bloch, the Alfred Benjamin Washington Company and the "Elk" brand, the latter manufactured expressly for young men. Indeed, Rothberg's is often called the "Young Men's Store," on account of its popularity with them, although clothing suitable for men of all ages is carried.

Mr. Rothberg also represents the "Royal Tailors," one of the best made-to-order houses in the country, and carries a full line of woolens. This department of his business is very popular with those of his customers who prefer custom-made clothes. A complete line of gentlemen's furnishing goods, including Arrow Shirts and Collars, Onyx Hosiery and "Mal-lory," Cravenette and "Rothberg Special" hats are also carried. Mr. Rothberg opened his doors for business on March 30 of last year, and the success with which his enterprise has met has been most gratifying to him. He is a firm believer in the efficiency of printers' ink, especially in the newspapers and his unique and well-written advertisements in local papers always attract a great deal of attention, for their virile force and originality of conception. Had he not been a success as a merchant he would have made a name for himself as an advertising writer. Born in New York Mr. Samuel Rothberg has lived in Plainfield since the year of his birth. He was educated at the public schools, but went to work before graduating at the High School and has been hard at it ever since. A type of the young business man who is doing so much for the upbuilding of Plainfield, Mr. Rothberg is one of its most enthusiastic boosters and an active member of the Board of Trade. He is a public spirited and progressive citizen who is always ready and willing to lend a helping hand to any cause that is for the welfare of a new and greater Plainfield.

East Front street. Mr. Kurtzman is a thoroughly skilled and experienced workman. He learned his business in Russia, where most of the finest furs come from and there is no detail of the business with which he is not familiar. Every commission entrusted to his care has his personal and particular attention and by strict attention to business and straightforward dealing, he has succeeded in building up a large and constantly increasing trade among the most prominent owners of furs in the State of New Jersey. He manufactures to order after his own designs, and those of others, high class furs, scarfs, muffs, jackets, coats, caps, gloves and everything for personal use made from fur. He also has constantly on hand a large stock, valued at thousands of dollars, of ready-to-wear furs. His display of fine furs comes as a surprise in a city the size of Plainfield, especially as it is in such close proximity to New York, but Mr. Kurtzman has fully demonstrated the wisdom of locating here by successfully competing with the great furriers of the metropolis. The fact that his expenses are much lower than theirs and the additional fact that he gives his own personal at-

well-tailored gown that is possessed by no other garment. The discriminating ladies of Plainfield and this vicinity are rapidly beginning to realize that they can have their suits made in this



S. WEINTROB.

city much better and more reasonable than they can in New York, and the man who has brought this about to a greater extent probably than any other, is Mr. S. Weintrob, the ladies' tailor and furrier, of 208 East Fifth street. Mr. Weintrob has practically demonstrated to many of them that he can make their suits just as well, and as stylishly as they can be made in New York, after the latest mode and by the best workmen at least 25 per cent. cheaper. He worked for years in the metropolis as well as abroad as a fitter; he is thoroughly conversant with every detail of the business, and he knows exactly how it can be done and what is more to the point, he has proved it conclusively. For the last seven years he has been in business here in Plainfield, and during that time has had as his patrons some of the most stylishly dressed and particular ladies of this section, many of whom formerly bought all their gowns in New York. He has made suits for them, they have compared them with those from the New York tailors, and have become his regular customers, a fact that requires no comment. Mr. Weintrob keeps in constant touch with the fashion centres of Paris, Berlin, London and Vienna, he has had a wide experience and is thoroughly practical. His establishment at 208 East Fifth street, is handsomely and attractively furnished, every comfort and convenience is provided for his patrons and every garment that leaves his shop has his personal guarantee of perfection. Mr. Weintrob has been 36 years in business, twenty-two of which were spent abroad with some of the leading ladies' tailors of the world, such as Jay's, of London, which work for most of the crowned heads of Europe. He came to this country 14 years ago, and was for seven years with Stern & Blaine and other prominent tailors before coming to Plainfield, where he has by his skill and straight-forward dealing built up a large and growing business.



CHARLES KURTZMAN.

attention to the business, eliminating high-priced salesmen, enables him to sell the same goods as his competitors at much more reasonable prices. Every article that leaves his salesroom carries with it his personal guarantee of quality, a guarantee that is backed by reputation and capital. A specialty is made of alterations, his shop being equipped with the best fur machines. Mr. Kurtzman conducts the only exclusively fur store in Plainfield, where he has been located for the past five years, coming here from Trenton. He is one of the most progressive young business men of the city and merits the success with which he is meeting.

S. WEINTROB.

LADIES' TAILOR AND FURRIER.

Every woman looks well in a tailor-made suit, no matter how she may look in any other, and that this is fully appreciated is proven by the fact that every really well dressed woman has at least one suit, if not more, in her wardrobe made by a high-class tailor. There is something chic, something fetching about a stylish,

SCHILLER BROS.

MANUFACTURERS OF "PATRICIA" AND "ESTELLA" LADIES' MUSLIN UNDERWEAR.

NEW YORK OFFICE, 119-125 W. TWENTY-FOURTH STREET.

As a centre for the manufacture of fine and medium ladies' muslin underwear, Plainfield has for a long time held a leading place. It is an industry that has done its full share in the development and growth of the city and every year shows a decided increase in the output. One of the leading firms engaged in the industry here is that of Schiller Brothers, whose factory is located at 318-20-22-24 West Front street, occupying the entire third floor of these buildings. Well lighted and ventilated and supplied with every convenience for the safety and comfort of the more than 100 employees working there, the factory is exceptionally bright and the sanitary arrangements are perfect. This firm has always looked out carefully for the interests of its employes, many of its operatives having been with them for 20 years, a record that speaks well



H. KATZ, MANAGER.

for both employer and employee. Schiller Brothers are exclusively manufacturers of muslin underwear, and their "Patricia" and "Estella" brands are well and favorably known to particular dressers everywhere they have been introduced. For more than a quarter of a century "Patricia Undermuslins" have been the standard of elegance, style and value and the wearer of this brand can rest secure in the knowledge that she has the best that can be had. The "Estella" has been more recently placed on the market, it is in the nature of a combination garment and immediately caught the fancy of up-to-date dressers. Both of these brands, made in various grades, are manufactured from the best muslins and the workmanship is perfect. Both brands are registered in the Patent Office at Washington and are made only by Schiller Bros. The firm has been in business for the past 27 years and "Schiller Quality" means much in trade circles. The Plainfield factory was established about ten years ago, this and another in Brooklyn, being branches of the New York City plant, which was the first established. The local factory is in charge of Mr. H. Katz, who has proved himself a



RESIDENCE OF M. F. WATSON, GRANT AVENUE, CONSTRUCTED BY McCULLOUGH & RHODIER.

is known everywhere, among ladies who delight in dainty lingerie. The equipment is of the best, all the machinery being of the most improved pattern and the output of the firm of Nat. Levy & Co. amounts to about \$1,000,000 a year. The firm also has factories in Elizabeth and Newark, the general offices being located at 170 Fifth Avenue, New York. Its goods, on account of their superiority and high standing in the market, have a wide sale which extends from one end of the country to the other and every year shows an increased output. The Plainfield factory was established about 12 years ago and has been conducted by the present firm for the past eight years. This consists of Messrs. Nat. Levy and Max Herzog, both of whom have been in the business for years, having held responsible positions with the original firm. Mr. Robert Heyman, the capable and experienced superintendent in charge of the plant and has been associated with the business for a long time, being familiar with its every detail. Although the members of the firm of Nat. Levy & Co. do not live in Plainfield, they are frequent visitors here and have the greatest confidence in its future industrial development.

McCULLOUGH & RHODIER.

BUILDING CONTRACTORS.

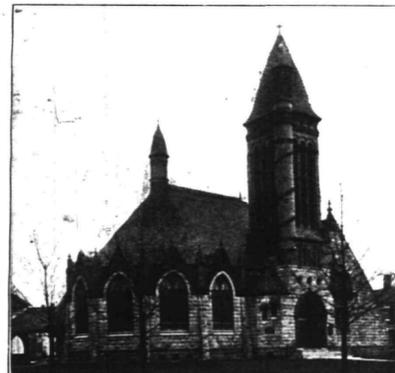
There is no class of men in the community who have more to do with the growth and progress of the city than have its contractors and builders. If they are men of experience and ability. They have the indelible mark of their skill, or lack of it, impressed on the architecture of the city where they operate and whether its buildings are substantial and attractive, or the reverse, rests to a great extent with them. Although the firm of McCullough & Rhodier has only been in existence since last February, it has already won for itself a leading place among the contractors and builders of Plainfield by the high character of its work and its rigid adherence to the specifications of architects and the wishes of owners. The old adage to the effect that a new broom sweeps clean is certainly true so far as this firm is concerned and its determination of its members to always remain new in this respect. Competition in the

building trades is probably as keen in Plainfield as it is anywhere, and the fact that McCullough & Rhodier are getting their full share of the work, and are kept busy, is the best proof that could be produced that their work has proved satisfactory. The firm recently completed a handsome residence for Mr. M. E. Watson on Grant Avenue, and are preparing to build another for the same gentleman. They also built the handsome addition to St. Joseph's Church. The firm are specialists at repairing and remodeling, and are doing a great deal of work of this kind for the property owners of this city and section. Estimates are cheerfully furnished and the highest class of workmanship is guaranteed. The firm of McCullough & Rhodier consists of Mr. J. H. McCullough and A. J. Rhodier, both of whom are well known in this section. Mr. McCullough is from North Plainfield and is a young business man of the type that is doing so much for the development of the city. Mr. Rhodier is a skilled carpenter, who has worked in this section for the past 20 years on some of the finest structures that have been erected during that time. The office of the concern is at 197 North Avenue. Anyone contemplating building or making repairs of any kind will make no mistake in consulting McCullough & Rhodier.

CHARLES KURTZMAN.

PLAINFIELD FUR STORE. HIGH CLASS, FANCY FURS, SCARFS, MUFFS, JACKETS, COATS, ETC.

There is no line of endeavor in which special skill and qualifications are more necessary than in the business of manufacturing, repairing and altering of furs. Most furs are valuable, many of them have been given the owners as presents and are valued on this account and too much care cannot be exercised in entrusting them to men of known experience and skill. An irresponsible and inexperienced workman may entirely ruin furs worth hundreds of dollars and there is no chance of recovery, so it behooves the fur owner to patronize dealers who are responsible and have established a sound reputation for doing high class work. Such a man is Mr. Charles Kurtzman, whose establishment is located at 178



SEVENTH DAY BAPTIST CHURCH ESTABLISHED 1838

capable and efficient superintendent. Both Mr. Max and Mr. Harry Schiller, the two brothers who compose the firm, live in New York, where they have an office at 119-125 West Twenty-fourth street. They have, however, always taken an active interest in the progress and growth of Plainfield in the future of which they have the greatest confidence.

VICTOR L. DRELLICH & CO.

MANUFACTURER OF BOYS' WASH SUITS FOR THE WHOLESALE TRADE.

Plainfield as a manufacturing centre is growing much more rapidly than even the majority of its own inhabitants are aware, and every year shows a substantial increase in the number of its industries. These are of the most desirable character and are what the people want. They give employment to skillful and intelligent people, and not to the rough element that is of benefit to no community, especially to those of a city as beautiful as Plainfield. One of the latest industries to locate here, and one that has received a hearty welcome, is that established by Victor L. Drellich & Co., manufacturers of fine wash suits for boys, from three to 18 years old, and the superiority of the workmanship has already placed this firm among the leading manufacturers of the country. Mr. Drellich, who comes

street, and although the firm started in business only about six months ago it now employs seventy people, and the number is being rapidly increased. This increase has been so great that the space occupied has recently been doubled and now extends on Front street 100 feet, nearly 10,000 feet of floor space being occupied. The factory is unusually bright, well-ventilated and roomy, and the sanitary arrangements are of the best. This is one of the constantly growing number of progressive concerns which pays particular attention to the comfort and welfare of its employes and has to an extent introduced co-operative methods in its business. Every employe is guaranteed a certain wage, paid on Saturday of each week. Everything the operator makes over this wage is paid for extra. An incentive is thus given to employes to do more and better work, they take an interest in the success of the business, for its success is also their own. The system has worked most admirably and the firm has succeeded, in a comparatively short time, in assembling a staff of loyal employes who appreciate that they are part of the business. The product of the Victor L. Drellich & Co. consists exclusively of fine wash suits for boys, from three to 18 years old, and the superiority of the workmanship has already placed this firm among the leading manufacturers of the country. Mr. Drellich, who comes



VICTOR L. DRELLICH & CO.—OPERATING ROOM.

Write Plainfield Board of Trade or Chamber of Commerce for full information regarding this grand old town.

A. C. WADLEY, President

A. T. GOODENOUGH, Sec'y & Treas

ALBERT WADLEY, Vice Pres.

WADLEY AND GOODENOUGH

INCORPORATED JANUARY 1910

Dealers in THE BEST COAL, WOOD and ICE

Yard: 208 MADISON AVENUE

TELEPHONE 887

Competition in the coal, wood and business is unusually keen in Plainfield and the fact that in a comparatively few years a new concern has made a place for itself in the front rank is the best evidence in the world that its dealings have been most satisfactory. It also shows that there is always room for men of energy and initiative and the Press is glad to chronicle the success with which Wadley & Goodenough, dealers in coal, wood and ice, have met. The yards of the concern, immediately adjacent to the railroad tracks, are most conveniently arranged for handling the large trade that has been built up, and which every year grows larger. Fronting about 100 feet on the avenue they extend back a distance of about 300, providing a large space, all of which is utilized. The coal supplied its customers by Wadley & Goodenough comes direct from the best mines of the country. It is of the highest grade and is stored in sheds having a capacity of about 3,500 tons. Many peo-

ple do not realize that the quality of coal from different mines varies greatly, that the percentage of heat thrown out differs in degree, and that some is much freer from slate and dust than others. But such is the fact and the dealer having the interest of his patrons, as well as his own to consider, investigates, before he makes his contracts, and gets the best. It is only by doing this that he gets his trade and keeps it and getting the best has been the secret of the success of Wadley & Goodenough. Another element that has played a prominent part is prompt and courteous service. When a promise of delivery is made by this concern the coal will be there. It is this attention to detail that has had much to do with building up the trade. The yards occupied by Wadley & Goodenough are probably the oldest in Plainfield, having for many years been known as the Holmes Coal Yard. About five years ago Mr. A. C. Wadley purchased the business and, for a time, conducted it alone, being joined about



EXTENSIVE COAL AND WOOD YARDS OF WADLEY & GOODENOUGH.

four years ago by Mr. A. T. Goodenough, the firm becoming Wadley & Goodenough. In January, 1910, the business was incorporated, Mr. A. C. Wadley becoming president, his father, Mr. Albert Wadley, vice-president, and Mr. Goodenough secretary and treasurer. All of the officers originally came from New Rochelle, but since coming to Plainfield have been thoroughly identified with the interests of this city. Besides its large coal business the concern has also built up an extensive ice business and the same attention to detail has brought success to this department. Before going into this branch of business a thorough investigation of conditions was made with the result that it was decided to handle nothing but natural ice. This conclusion was reached after reading Bulletin No. 35, issued by the United States Government, giving the result of analyses of specimens of artificial and natural ice made by experts, who found that the latter was purer than

the former and more healthful in every way when taken from an uncontaminated body of water. The concern then proceeded to search for the best that could be had and found it in the Pocano Mountain ice from the lake there. The concern proposes to go still further and intends to equip its wagons with tanks holding about 40 gallons of water so that every piece of ice can be thoroughly cleaned before being placed in the refrigerators or coolers of its patrons. It is by attending to every little detail that Wadley & Goodenough, have, and are building up their business and the success with which they have met proves how the public appreciate their efforts. The company also conducts large coal and wood yards at Stamford, Conn., where Mr. Wadley resides, although making frequent visits to Plainfield. The officers of the company are among the most successful and progressive merchants of Plainfield, a success that has been well merited by strict attention to the needs of patrons.

from New York has had 25 years' experience in the business, having formerly been connected with the Regatta Wash Suit Co., and the Premier Wash Suit Co. His partner, Mr. Robert Parber, who is also superintendent of the plant, has also had a large experience, though both men are still in the prime of life. They are among Plainfield's most progressive manufacturers and business men, and are always ready to do everything in their power for its growth and development along modern lines.

is a native of Switzerland and a practical silk manufacturer of many years experience. Mr. Renz has lived in this country for 30 years, most of that time in this section. Messrs. Rosenthal and Renz came to Plainfield in 1909 and have been most successful in building up one of the city's most flourishing enterprises. They are among its most substantial and progressive citizens and have proven their confidence in its future by making a large investment here.

the oven, while Kornfield's bread, cakes and pastry are made entirely by machinery in a bakery that is kept as clean as can be and frequently inspected by the health authorities who have never had any cause of complaint. Kornfield Bread is one of the institutions of Plainfield and this section, it has gained its splendid reputation and large sale on its merits, and the fact that Mr. Kornfield has kept these merits constantly before the public by advertising, for he is a firm believer in printer's ink. His systematically organized delivery service extends throughout the city, a specially constructed automobile being used for quick delivery. Orders will be called for and delivered without extra charge and when given at the store, 127 West Front street, or through telephone No. 620, will receive prompt and most careful attention. A large trade is done along the various lines of railroad entering the city and a branch store is maintained at 127 West Front street, where a stock of the most delicious cakes and pastries, bread, rolls, biscuits and doughnuts, fresh from the oven is kept constantly on hand. The store is presided over by Mrs. Kornfield, who has had much to do with the success of the business and has proved herself to be an excellent business woman. The bakery is operated by steam and extends back 200 feet, the largest in Plainfield, and the best equipped. There are three modern high-class ovens of the best pattern, two being used for bread and the other for pastry. Last year a new oven of the latest design was installed as the business of the bakery had outgrown its equipment and will soon do so again at the rapid rate of increase. The bakery is a model of cleanliness and sanitation, not a speck of dirt can be seen anywhere and only the most experienced bakers are employed and the best materials used. Mr. Kornfield stands for all that is best in bread making and that his efforts to give the people of this city and section only the best are appreciated is amply proving by his growing business. So rapid has this increase been that the present quarters are being rapidly outgrown and negotiations are now on for the erection of a new building, in the suburbs, which it is proposed to make the finest and best equipped baking plant in New Jersey. Kornfield's is not only the largest bakery in Plainfield, but it is by far the oldest, probably the oldest in the State. It was established far beyond the memory of the oldest inhabitant and supplied the people of Plainfield with bread when it was a village of only a few hundred inhabitants. It grew with the city, however, every modern appliance has been added to the equipment and modern methods used in distribution. Mr. L. Kornfield, the proprietor, came to Plainfield about 9 years ago and for several years ran a bread wagon, buying his goods from the bakery of which he is now the owner. Three years ago he purchased the plant and under his enterprising and skillful management, it has grown phenomenally. Mr. Kornfield is a native of Odessa, Russia, a thoroughly practical man, and since making his home here has been actively identified with the business life of the city.

THE IVAMY COMPANY.

HIGH-CLASS MEAT MARKET AND ALL VARIETIES OF SEA FOOD.

Few places are so attractive to every lover of good things to eat as a high-class establishment, devoted to handling the best and choicest of meats, fresh sea food of every kind, game in season, and fine poultry. The modern store of this kind is very different from that of only a few years ago and as an example of the immense progress that has been made the establishment of the Ivamy Co., at 126 West Second street, is a splendid illustration. Nothing has been neglected or forgotten that would go toward making this a model, meat, sea food, game and poultry store, and that the efforts of its owners have been appreciated is proven by the fact that it numbers among its patrons the people who want, and will have, only the best that is to be had. The equipment of the store is modern in every particular and the sanitary arrangements are perfect. One of the most difficult problems that confronts the dealer in fish, oysters and sea food generally is that of cleanliness. Such products must be kept separated from all others. It is necessary that they be handled quickly, for no kind of food deteriorates more rapidly than that taken from the water. This problem has been solved by the Ivamy Co. most successfully and its plant would be a credit to any city, no matter what its size. The establishment is equipped with refrigerators of the latest pattern, porcelain and glass lined and every precaution is taken to prevent the slightest contamination, by the use of sanitary receptacles. The automobile service maintained by the company assures the promptest delivery and covers every section of the city and suburbs completely. The officers

of the Ivamy Co. are Adam J. Heim, president, and Fred Ivamy, secretary-treasurer and general manager, both of whom are thoroughly practical men of long experience who have for years been identified with the business life of the city. They are among its most progressive merchants and take pride in giving their home city an establishment of the highest class.

MATHUSHEK & SON PIANO CO.

MAKERS OF GRAND, UPRIGHT AND PLAYER PIANOS.

A. E. WILLARD, MANAGER.

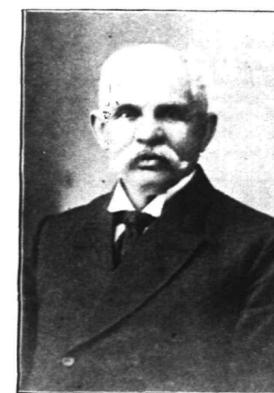
No other musical instrument can compare in popularity with the piano. Time was, and not very long ago, when only the rich or well-to-do could afford a high-class piano in their homes, but this condition maintains no longer, because of improved machinery, a larger output and modern methods of merchandising. Every music lover can now possess a fine instrument with the exercise of a little self-denial and economy, no matter how moderate their income may be. And every genuine music lover wants the best, the catch-penny methods of a certain class of dealers do not appeal to them, and they deal only with reliable dealers. For years the Mathushek Piano has stood in the front rank, as it does today, it is par excellence the piano of the artist, and the name stands for all that is best in piano making. The Mathushek & Son Piano Co., the manufacturers of this superb instrument, have for the last ten years maintained a branch in Plainfield, at 310 West Front street, of which Mr. A. E. Willard is the manager, and during this time it has been the headquarters of the music lovers



STORE OF THE MATHUSHEK & SON PIANO CO.

W. H. CLUM, ARCHITECT.

Much of the beauty and attractiveness of every city, as well as the substantial character of its buildings, is due to the architect employed by its property owners, builders and contractors. There is a class of citizens who, from a mistaken idea of what economy really means, conclude that the services of an architect are unnecessary and the result of this is that a large number of architectural monstrosities



W. H. CLUM

have been perpetrated on the public that are not only offensive to the taste, but a loss to the owner. With the same material and labor an architect would have produced far different results. Plainfield is a city of beautiful homes and handsome business houses, and no one has had more to do with bringing this result about than Mr. W. H. Clum, the oldest architect of the city. Since he first opened an office here in 1871, Mr. Clum has drawn the plans for over 5,600 buildings of various kinds that have been erected in Plainfield and the surrounding country, a wonderful record, considering the high character of the work. After spending about three years in Plainfield on his first visit Mr. Clum returned to his home in Elizabeth, where he remained until 1884 when he again opened an office in Plainfield, and has since been identified intimately with the business

BERFELDEN MILLS.

PLAINFIELD, NEW JERSEY. TELEPHONE, PLAINFIELD 1046. 120 WASHINGTON AVENUE.

Plainfield is especially fortunate in being as its principal industries one of a class requiring unusual skill and paying remunerative wages. As a consequence its population of working people are men and women of a high grade of intelligence. One of its industries that has done much toward giving employment to this class of working people is the Berfelden Mills, manufacturers of silks at 120 Washington street. These mills, located in one of the best sections of the city, furnish a model for others. Clean, well ventilated and sanitary, they are in striking contrast to many others and the owners take pride in furnishing their employees with an attractive place in which to work. Fronting 40 feet on Washington avenue, the building extends back a distance of 80 feet, is of brick and three stories in height, containing nearly 10,000 feet of floor space. Electricity is used for power so that there is no dirt or smoke and the goods that leave the Berfelden Mills are as clean and sanitary as the best of surroundings could possibly make them. Purchasers of silk, when they see the Berfelden label can rest assured that they are getting the best. Crepe goods are made exclusively. There are 60 looms in the plant and 53 employees, two-thirds of whom are young ladies and one-third men, all expert workers. The Berfelden Mills take its name from the little village in Germany from which the father of Mr. S. M. Rosenthal, the president and treasurer, comes. He has lived in this country all his life, being born here, but remembering the home of his father's boyhood with pleasure, as nearly all of us do. Mr. Eugene Renz, the superintendent and one of the directors



L. KORNFIELD.

erly cooked, but as every lover of the good things of life is aware, the high-class bread and pastry cook is the exception rather than the rule. Home-made bread cannot be as good as that made at a modern, sanitary bakery like Kornfield's, it would be impossible to have an equipment in the home like he possesses, without the expenditure of thousands of dollars and the employment of many men. It is impossible to make bread at home that is sanitary, for it has constantly to be handled by the cook from the time the flour is taken from the barrel until the bread or pastry is placed in



BERFELDEN MILLS.



IVAMY'S WELL-KNOWN MARKET.

Excellent Chamber of Commerce and Board of Trade in Plainfield.

Thirty factories in Plainfield.

A splendid place to live is North Plainfield.

The STATE TRUST COMPANY

"AT THE SIGN OF THE CLOCK"

One of the most thoroughly equipped financial institutions in the country, and one that has several branches of service that many have not, is the State Trust Co., located at 291 Park avenue, at the southeast corner of Second street. The fact that this company has built up its deposits to over \$500,000 in less than three years, is excellent evidence of the kind of service it is rendering its patrons. The company formerly did an exclusive banking business and in 1910 it took over the business of the Borough National Bank. It had deposits of \$138,541.95, and these have been increased to over half a million. The business of the State Trust Co. is divided into six departments: Banking, special, trust, safe deposit and storage, and real estate, in each of which it is prepared to serve its patrons along the most modern lines. In the banking department 3 per cent. interest is paid on checking accounts for the actual time funds are on deposit, provided a balance of \$500 or more is maintained. Smaller amounts than this, however, are welcome. Items at points throughout the United States and Canada are credited at par and the privilege of making one's checks payable in New York will be extended

to depositors if a satisfactory balance is maintained. This gives them all the facilities of a New York account plus 3 per cent. interest, but minus collection charges. In the special department accounts may be opened with \$5 or more, on which 4 per cent. interest will be paid. Here deposits

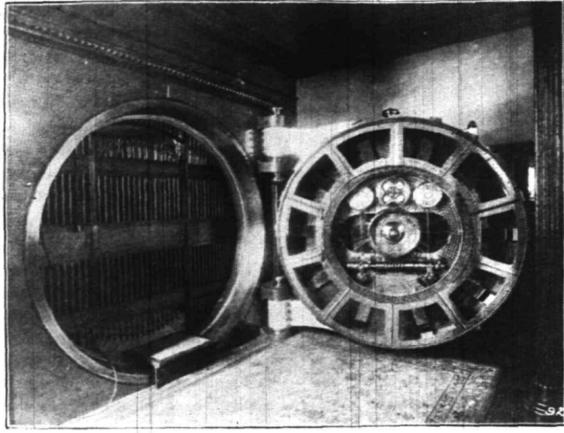
made before the fourth day of any month will draw interest from the first of the month, which interest will be credited January 1 and July 1 on all sums that have remained on deposit for three months or longer, prior to those dates. The company is empowered by law to execute trusts of

every description. It acts as executor, administrator, guardian, trustee, etc., the charges for such service being the same as allowed an individual. The State Trust Company is prepared to render service as agent for the sale, rental or exchange of real estate of every description for the usual commission, also to act as agent for the care of investment property, collect rents, pay taxes, make repairs and attend to insurance. The advantage of listing property with an institution like the State Trust Company are many. The company is in touch with investors; it has money to loan on bonds and mortgages, and property listed benefits by a liberal advertising expenditure made both in Plainfield and New York. The safe deposit department is equipped with a round door manganese steel vault, absolutely fire and burglar proof. Boxes are rented from \$5 to \$100 a year. Valuables can also be stored at reasonable charges. The company also does a mail banking business and its facilities in every department are of the most up-to-date character. It has a capital stock of \$100,000, a surplus of \$50,000, and deposits of more than \$500,000. Its officers are among the best known and most substantial busi-

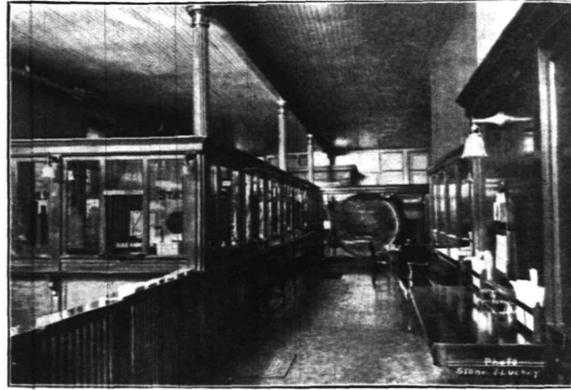
ness men in this city and section. They are: R. Henry Depew, president; Edward F. Feickert, vice-president; M. C. Van Arsdale, vice-president, and H. C. Nash, secretary-treasurer. The board of directors is made up of Frank C. Ard, Plainfield, N. J., physician; George L. Babcock, Plainfield, N. J., treasurer, Spicer Manufacturing

Company; Samuel Bingaman, Plainfield, N. J., treasurer Communipaw Steel Co., New York; George S. Clay, Plainfield, N. J., Dillon, Thompson & Clay, New York City; J. H. Cooley, Plainfield, N. J., physician; R. Henry Depew, Plainfield, N. J., Abm. S. See & Depew, New York City; A. H. Dundon, Plainfield, N. J., physician; Edward F.

Feickert, Plainfield, N. J., vice-president; George H. Frost, Plainfield, N. J., formerly president Engineering News, New York City; W. A. Garrigue, Plainfield, N. J., Levering & Garrigue, New York; George M. Holstein, Plainfield, N. J., William P. Clyde & Co., New York City; Edward Maurer, Dunellen, N. J., importer, New York City; Alex. Milne, Plainfield, N. J., builder; Wm. Newcorn, Plainfield, N. J., counselor-at-law; Seymour Perkins, Plainfield, N. J., Rhoades & Company, Bankers, N. Y. City; A. W. Ransome, Plainfield, N. J., vice-pres. Ransome Concrete Machinery Co., Dunellen, N. J.; M. C. Van Arsdale, Plainfield, N. J., merchant, J. V. E. Vanderhoff, Plainfield, N. J., Woodhull & Martin Company; J. A. Van Mater, Plainfield, N. J., New Jersey Zinc Co., New York City. Progressive and public spirited, the officers and directors of the State Trust Company are doing a splendid work in helping develop the resources and make known the attractions and advantages of Plainfield as a delightful home city and also as a location for industrial enterprises.



THE GREAT SAFE STATE TRUST COMPANY.



BANKING ROOM OF THE STATE TRUST CO.

life of the city. Some of his most recent work has been residences for Messrs. Wm. H. Abbott, J. E. Curtis, four for Clifford D. Manning, Peter J. McDonough, the Hand & Smith flats and 24 flats for the Brotherhood Company. Some of his latest business buildings has been the Abrams and the Paris buildings, the Emers Building, on Madison avenue, Simon Hirsch Building, Fourth and Watchung avenue, and the three-story Flat Building, corner Fourth and Arlington avenue. Mr. Clum is one of the best-known architects in this section of Jersey and numbers among his clientele some of its largest property owners. A native of Elizabeth, he studied architecture in New York City and nearly 40 years of his life has been spent in helping make Plainfield the beautiful city it has become. His office is located at 152 Park avenue, and he resides on Lincoln avenue in Dunellen. Dean of the architects of the city Mr. Clum is still in harness and his work shows no diminution in skill and power.

field. That this is true is shown by the success with which the new firm of Winn & Higgins has met since it started in business. Although this firm has only been in existence since April 1st of the present year, and has unusually keen competition, it has received a most generous share of the public patronage and numbers among its customers some of the most discriminating and particular property owners, builders and contractors of this city and section. The firm has an excellently equipped shop and salesroom at 130 Watchung avenue, and its facilities for doing all kinds of plumbing in the most workman-like manner and installing heating plants are exceptionally good. The same careful attention is given to repairs as is paid to new work. The firm is also prepared to do all kinds of tinning, roofing and spouting promptly and at short notice, and its terms will be found to be most reasonable. Estimates will be furnished cheerfully upon application. The firm is composed of Mr. F. J. Winn and H. K. Higgins. Mr. Winn is a thoroughly practical man with a wide experience in all branches of his trade and is well and favorably known among the builders, contractors, architects and property owners of Plainfield and this vicinity. Mr. Higgins has also had an experience of some years principally in the supply department and in estimating. They are practical and progressive men who have confidence in the future growth of Plainfield, and are always ready to do all in their power toward its development along the best lines.



E. M. BRANCATI.

danger of this in Plainfield and section, however, for, located on the Terrell road, Plainfield, is Mr. E. M. Brancati, importer of pure olive oils, etc. Mr. Brancati's main establishment is located in New York city, but from the local branch may be obtained all the good articles he deals in. Among other things, Mr. Brancati is a notary public and an Italian by birth.

WILLIAM C. SMITH.

BUILDER AND CONTRACTOR.

Plainfield owes much of its attractiveness to the fact that it has among its contractors and builders some of



WM. C. SMITH

the most skillful and experienced men in the business, men who take pride in their work and are ambitious to have their home town keep the place it has won in the front rank of American cities of its size. These men are among the greatest assets that the city can possess and too much credit cannot be given them for the work they have done and are doing. No one takes a greater interest or a more active part in the development of Plainfield and this entire section of New Jersey than does Mr. William C. Smith; probably the oldest mason and builder in Plainfield. For over 40 years he has been actively engaged in the work of development and is today more active than many men but half his age. He is now engaged in the construction of the handsome new Roth Building on East Front street, giving his personal attention to superintending the large force of men in his employ. There is hardly a district in Plainfield that has not been improved or more houses built by Mr. Smith; and he has also operated extensively in the surrounding country. Some of the best examples of his work is to be seen on the Fire Headquarters Building, the Hanson Store, the Tobin Building, Thorn's Apartment House, the County Clerk's Office at New Brunswick, the

North Plainfield High School, the Watchung School, the residence of former Mayor Gilbert, and hundreds of other handsome and substantial homes, stores and factories. Mr. Smith gives his personal attention to all work entrusted to him and has built for himself a reputation for high-class workmanship of which he may well be proud. He is a native of this section, and when scarcely more than a boy, enlisted in the Union Army and served for three years in the Army of the Southwest, participating in a number of battles in Tennessee, Kentucky and Arkansas, when Grant was winning his spurs in that section, and was slightly wounded. Returning to his old home, he engaged actively in his work and has kept at it continuously ever since. Mr. Smith resides at 48 Grandview avenue, North Plainfield, where he has a beautiful home. Among other things Mr. Smith is chairman of the Board of Trade, and one of our wide awake, progressive citizens.

HENRY M. MAXSON.
SUPERINTENDENT OF SCHOOLS.

There is no public position upon the incumbent of which greater responsibility rest than that of Superintendent of Schools. To him is entrusted, to a large extent the education and training of the men and women of the future—the children of today—whose welfare is so near and dear to the heart of every good citizen. In some communities this position is too often conferred as a reward for political services rendered the dominant party, upon men who have absolutely no ability as teachers, but this fortunately cannot be said of Plainfield where for the last twenty-one years Mr. Henry M. Maxson has been Superintendent of Schools. A position he has filled most satisfactorily. Teaching has been the life work of Mr. Maxson. It has always been his profession and he loves it. For many years it was a custom with the average teacher in the public schools to use teaching simply as a stepping stone to some other employment. It was regarded by the great majority as a means to prepare for one of the other learned professions in which the financial rewards were great and the pages of history are filled with the names of illustrious men who began their careers as school masters. Surely there could be no nobler work than that of teaching and this is the view of every successful teacher who has spent his life preparing children to be useful men and women. To them life means more than the mere amassing of money. Mr. Maxson is a native of Westerlo, R. I., and after graduating from Amherst, in the class of '77,



HENRY M. MAXSON

he taught district school for about a year in his native place. From there he went to New York state, teaching at the academy at Whitney's Point, near Binghamton for a time. For four years he taught in the High School at North Attleboro, Mass., when he was made superintendent, a position he



FORMER MAYOR J. C. FISK

held for six years. He was also superintendent of schools at Pawtucket for three years. For the last twenty-one years Mr. Maxson has been at the head of the Plainfield schools and he has done his full share toward giving the city, what is considered by many, the best system of public schools in New Jersey.

J. HERVEY DOANE.

JEWELER AND GRADUATE OPTICIAN.

When an enterprise has been conducted successfully for over a quarter of a century by its founder, no better proof could be produced, if any were required, that his dealings with his



J. HERVEY DOANE.

patrons have been of the most satisfactory character. Time confers a prestige that nothing else can give, for the public does not continue year after year to patronize a man who does not deal with it fairly and squarely. Mr. J. Hervey Doane is one of the pioneer business men of Plainfield, though still in his prime, and he has, since 1886, conducted at 115 Park avenue one of the leading jewelry, watchmaking and optical establishments of this city and section, numbering among his customers people in all the walks of life, who have learned by long experience that he is thoroughly dependable, sells only the best goods at reasonable prices and carries on a high-class business. Mr. Doane keeps on hand a splendid stock of precious stones, in rings, brooches, etc., jewelry, watches, clocks and bric-a-brac and his repairing and engraving department is in charge of expert workmen. He has what many consider the best equipped optical parlor in this section, supplied with all the latest apparatus for examining eyes and the stock of lenses carried is the largest in this section. For years Doane's has been headquarters for the wearers of glasses in this part of New Jersey. Mr. Doane is a graduate of the South Bend College of

Optics and also of the New York Spencer Optical School, and is one of the few graduate opticians in Plainfield. Another department of the business that has proved popular is that devoted to photography, a large stock of cameras and supplies being carried. All of the Eastman Company's products are kept on hand, including a full line of Kodak's and a specialty is made of printing and developing; high-class work being done at reasonable prices. Mr. Doane has given the people one of the most complete establishments in town and that his efforts have been appreciated is proven by the generous patronage that has been given him by the public. A feature of the business to which attention should have been called before is the safe deposit vaults, which are thoroughly fire and burglar-proof. Lock boxes may be rented for from \$3 to \$5 a year. Mr. Doane is a native of Plainfield, and has lived here all his life. Although he has always been a busy man, he has never been too busy to lose an interest in public affairs, and like all good citizens, has taken an active part in giving the city and county good government without which there can be no real progress. For the last six years he has been a member of the Board of Freeholders, making an excellent record, and was again renominated at the September primaries. Progressive and public spirited, he is always ready to aid in any movement that is for the welfare of Plainfield.

EDWIN A. CRAIG.

ELECTRICAL CONTRACTOR.

Probably in no line of endeavor has such tremendous progress been made during the last few years as in that of electricity. It has revolutionized the business life of the country to a great extent, but still experts maintain that it is yet in its infancy, and that eventually it will supersede all other means for power, lighting and heating. Some of the brightest minds of the country are constantly at work on electrical inventions, and hardly a day passes but that some new appliance is patented and placed on the market. Electricians must keep fully abreast of the times, and as a class, they are among the most progressive citizens in every community. A leading electrical contractor of Plainfield is Mr. Edwin A. Craig, whose office is at 169 North avenue. Mr. Craig has been in business in the city since 1904, and during that time has installed all kinds of appliances in a large number of residences, stores, factories and public buildings of this city and section.



EDWIN A. CRAIG.

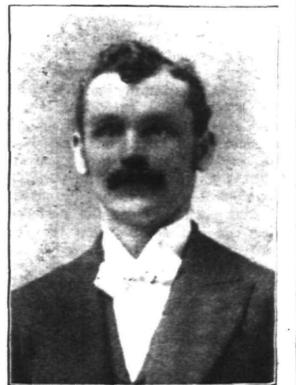
There is absolutely no kind of electrical work that he is not prepared to do promptly and as reasonably as is consistent with the best workmanship and the use of the best materials. He installs motors of every description,

does wiring, equips homes and business places with private telephone lines, burglar alarms, bells and lighting, and keeps constantly in touch with everything that is new in the electrical world. Among his patrons are the most discriminating people of this city and section; many of whom have been his customers since he first started in business—the best evidence that his work has been most satisfactory. Mr. Craig is a native of Plainfield, where he was born, reared and has lived all his life. Besides conducting his large and growing electrical business, Mr. Craig is president of the Service Motor Car Co., one of the largest dealers in automobiles and supplies in New Jersey. He is one of the most progressive business men of Plainfield and is always ready to do his full share in the city's advancement.

JAMES H. CARSON.

REAL ESTATE AND INSURANCE.

No class of business men in a community do more for the development of its resources and the growth of its prosperity than those engaged in the buying and selling of real estate. If they are wide awake and progressive, as the majority of them are, they never let an opportunity pass to place its attractions cleverly before home seekers and investors, and many a town has become a large city to a great extent through their agency. Plainfield owes much to its real estate men, they are among its most valuable citizens and no body of men deserve more credit for its growth and prosperity. Among those who have more recently embarked in the business is



JAMES H. CARSON

Mr. James H. Carson, who has an office at 211 North avenue, at the corner of Watchung avenue. Although he began only three years ago Mr. Carson has by his energy and enterprise built up a rapidly growing business and is doing his full share toward putting Plainfield more conspicuously on the map. He covers all branches of real estate, buys and sells city and country property, manages estates, collects rents, negotiates loans on mortgages and also writes fire, life, health, accident, plate glass and automobile insurance. He has a fine list of city and country property for sale, lease and rent and anyone contemplating coming to Plainfield, either to make their home or looking for investments can make no mistake in calling on him. They will find a man thoroughly posted on property values and one who can be relied upon on every particular. Mr. Carson is by birth a native of Ireland, having been born in Langford, but he has lived in this country since early manhood. He learned the trade of a machinist and was for over 15 years connected with the printing press manufacturing firm of Walter Scott & Co. and was also seven years



REV. C. MCCREA

WINN AND HIGGINS.

PLUMBING, HEATING AND TINNING.

Modern sanitary plumbing and steam and hot water heating have long been recognized as a necessity in every modern home, factory, store and public building, and in no city of its size is there a greater demand for high-class plumbers than here in Plain-

E. M. BRANCATI.
OLIVE OIL AND TABLE LUXURIES.

To many lovers of the good things of life, the table delicacies for which Italy has been famous for centuries make a strong appeal. But like many other things they have been so much imitated that it is difficult to get the genuine article, unless they are purchased by dealers direct from the importer. This method has been forced upon high class dealers, who have so often been imposed upon, and have in turn, innocently imposed upon their customers. There is no longer any



WINN & HIGGINS' PLUMBING AND HEATING ESTABLISHMENT.

THE VITAPHONE

Not Living and Breathing But The Same



VITAPHONE No. 50

Fumed, golden, early english and mission oak, equipped with Vitaphone patented sounding board, double spring motor, 12 inch turn table and the Vitaphone reproducing device. Like all Vitaphones it plays every make of disc record.

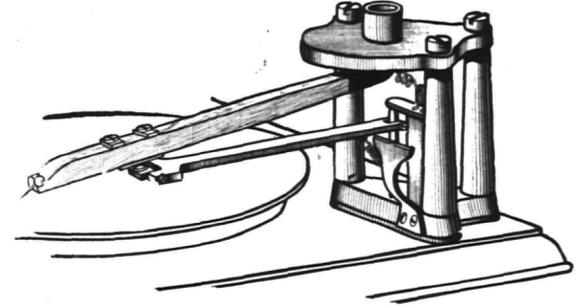
The Vitaphone, like the violin, is built for music, with wood as its principal vibrating member, but unlike the violin, it plays every form of music, from the dulcet tones of the coloratura soprano to the grand ensemble of the greatest band, with perfect detail in true tone, color and shading.

The Vitaphone is made in a variety of styles and prices:

\$15, \$25, \$35, \$50, \$60, \$75,
\$100, \$150, \$185 and \$250.



NETHERWOOD STATION
NEW JERSEY



THE VITAPHONE REPRODUCING DEVICE

The novel and ingenious invention of Mr. C. B. Repp, which brings out the true harmony and correct tone color of voice and instrument because the sound waves of the record are reproduced and amplified by wood, the most resonant material known.

with the Wheeler Condensing Engineering Co., of Roosevelt, N. J. He is public spirited and progressive, one of that type of men who are doing so much toward placing Plainfield where it belongs, among the leading cities of New Jersey.

LEO SLONIM.
THE JEWELER.

It will be difficult to find in any city the size of Plainfield such an attractive jewelry store as that which has been conducted for the last twelve years, at 230 West Front street, by Mr. Leo Slonim. When he started in business it was with the determination of giving the people of this city a thoroughly high-class establishment, where they could get identically the same character of goods and identically the same service in the watch-making, engraving, gem-setting and optical depart-

ments as they could obtain in the best stores of New York. That he has succeeded in his ambition is evident from the splendid business he has built up, his patrons being among the most discriminating and particular people of the city and its environs. They were not long in discovering that Mr. Slonim dealt only in the best class of goods, that his prices were more reasonable than those of New York competitors, on account of lower expenses, and that his guarantee was worth its face value. The business, which is now located at 230 West Front street, grew rapidly from the day the store opened its doors, showing that his efforts were appreciated, it has outgrown its old quarters and on or about November 15 Mr. Slonim will be in his new store, 222 and 224 West Front street, which he owns, and which is now being prepared for the reception of the largest, most complete and select stock of diamonds, and precious



STORE OF THE NEW JERSEY PIANO CO.

stones, watches, jewelry, silverware, cut glass and bric-a-brac ever assembled in this part of New Jersey. The optical department, in charge of an expert optician, will be greatly enlarged, as indeed will all of the departments, and nothing will be neglected that will go toward making the new store the handsomest and best stocked within a radius of many miles. Mr. Slonim has well-defined ideas of his own about how a high-class jewelry store should be arranged and he is carrying them out in the fitting up of his new store, which will have a frontage of 21 feet on Front street and extends back a distance of 106 feet, providing about 2,500 feet of floor space. In the meantime, however, the business at the old stand is being conducted along the old lines, and there is not the slightest interruption in the routine of the establishment. Since making his home in Plainfield a dozen years ago, Mr. Slonim has been actively identified with the business life of the city, and is one of its most progressive and substantial citizens.

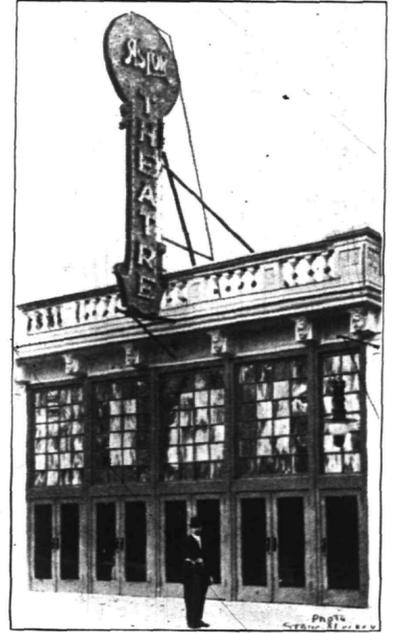
NEW JERSEY PIANO CO.
HARRY C. HADLEY,
PROPRIETOR.

No home of culture and refinement can be complete without a piano, and there are few families that have not at least one member with musical talent, who can supply the others, as well

as friends and visitors, with many hours of pleasure. The piano is by far the most popular of all instruments, and on account of the many improvements in factory equipment made of recent years and the consequent economy of manufacture, prices have been so greatly reduced that music lovers with the most moderate incomes can, with a little good management and self-denial purchase a high class instrument. The piano player has also greatly extended the field and the demand for instruments at the present time is greater than ever before in the history of the trade. For the past eighteen years one of the leading dealers in pianos and organs in this city and section has been Mr. Harry C. Hadley, proprietor of the New Jersey Piano Co., located at 311-313 West Front street. Mr. Hadley started in business here on a modest scale and has, by his energy and initiative succeeded in building up a flourishing enterprise, with a trade extending throughout a radius of many miles of the city. Three years ago he established a branch at Elizabeth and two months ago another at Red Bank, both of which have been most successful. The warehouses of the New Jersey Piano Co. in this city are splendidly stocked with one of the largest collections of fine instruments ever assembled in Plainfield and are headquarters for the music lovers of this entire section. The company makes a specialty of the Needham Piano and piano player, in-

THE ASTOR THEATRE.
WHERE ONLY THE FINEST PICTURES ARE SHOWN.
B. NYBERG, PROPRIETOR.

struments that stand in the front rank, but it also deals in other high class pianos, both new and second hand. Mr. Hadley has in stock at prices ranging from \$50 to \$300, pianos that cost many times this amount and some wonderful bargains can always be found in his salesrooms, both here and in Elizabeth and Red Bank. All of them are guaranteed to be just as represented, a guarantee that means something, for this company has made its success upon the firm foundation of fair dealing. Mr. Hadley came to Plainfield from New York when a young man of 21, and has since been actively identified with the business life of the city. He is progressive and public spirited and has an abiding faith in the future growth and prosperity of the city.



THE NEW ASTOR THEATRE.

Plainfield's new moving picture theatre, The Astor, representing an expenditure of \$50,000, is without doubt the finest playhouse devoted exclusively to moving pictures in this part of New Jersey, and so far as its appointments are concerned, there is none finer in the country. Others are, of course, larger, although the Astor has a seating capacity of 800, but as regards construction of the building, its furnishings and the character of the service given its patrons, the Astor could not be improved upon. Absolutely no expense has been spared in making this a model theatre in every particular. It is not an old house remodeled, but is entirely new throughout, and is thoroughly fire proof. The walls are of brick and terra cotta, tile, the floors of cement, the ceilings of steel, the doors of metal and there was not a splinter of wood used in the construction of The Astor with the exception of the front and rear entrances, and very little is used there, most of the ornamental work being of galvanized iron, copper and steel. Fronting 47 feet on Second street, near Madison avenue, the playhouse proper extends back toward Front street, a distance of 200 feet. At the end there is an entrance and exit to Front street, extending through a beautifully decorated foyer 100 feet in length, providing a delightful promenade. There is also a ladies' retiring room, open to the public, until the house closes. The furnishings are in the latest style, the decorations are unusually handsome and artistic, and Mr. B. Nyberg, the experienced and enterprising proprie-

tor, has given Plainfield what it has long needed, a strictly high-class moving-picture theatre. That his efforts have been appreciated is shown by the very generous patronage that has been accorded The Astor by the discriminating public. Only the best productions of such master moving-picture makers as Pathe, Essanay, Melle, Lubin, Cines, Selig, are given, together with the Vitagraph and the Biograph. Mr. Nyberg is the owner of four theatres in New York, has been in the moving picture business for 20 years, and The Astor, constructed under his personal supervision, is the result of his long experience and study.



CONCRETE BLOCK YARDS AND STORE OF WM. W. WILSON

See Pages 8 and 9.



JEWELRY STORE OF LEO SLONIM.

CITY NATIONAL BANK

CAPITAL \$150,000.00

LOUIS K. HYDE, President

GENERAL BANKING AND COLLECTING BUSINESS TRANSACTED, DRAFTS AND LETTERS OF CREDIT ISSUED ON ALL PARTS OF THE WORLD

SAFE DEPOSIT VAULTS

National banks, as every one is aware, who has given any thought to the subject, make ideal depositories, safeguarded as they are by the most careful governmental inspection, with the necessity of making reports in detail of all transactions, whenever called upon to do so, and also being constantly under the supervision of bank examiners. These provisions of the law are a guarantee of safety to depositors that could be obtained in no other way and inspire confidence in every branch of business life. Plainfield has, in the City National Bank, one of the staunchest and most ably managed banks in the country, one that has done, since it was organized in 1875, and is doing, its full share in the development of the city and surrounding section. Liberal so far as is consistent with safe and sane banking, it is splendidly equipped to carry on the immense business it has built up. Some idea of the operations of the City National may be gathered from the statement that, since its organization it has paid to its stockholders, in dividends on their capital stock, the sum of \$422,250, has now a surplus of \$149,000, undivided profits, after paying dividends, of \$150,990 and deposits at the close of business on August 5, amounting to \$2,789,852.10. On the same date the report shows that its surplus and profits (all

earned) amounted to \$309,515.61, its circulation was \$143,000 and the capital stock \$150,000. Against these liabilities it had resources amounting to \$2,760,159.33 in loans and investments, cash on hand amounting to \$538,209.38

and its banking house, being valued at \$85,000, made its total resources \$3,383,367.71. The City National, it will be seen from these figures, is in a splendid condition, having a rapid and at the same time healthy growth.

It is firmly established in the confidence and regard of its patrons, and the public generally, and is doing a great work in the development of this entire section. The bank has three departments to which especial atten-

tion is given. First of these is the regular commercial banking department. This consists of all accounts subject to check, such as business accounts, household accounts, and accounts of individuals as well as firms. The checking account is necessary in business, and in the household is a great advantage. The paying of bills, both large and small, by check, is an aid to the systematic management of financial matters that should not be overlooked. Three per cent. interest is paid on checking accounts when the daily balance averages \$500 and above. Checks are collected without cost and the many details pertaining to such accounts are handled with promptness and care. The savings department of the City National has proved very popular with a large and growing class of depositors. Money deposited in this department draws four per cent. and commences the first of each month following the deposit, but if it is made during the first three days of any month, interest will commence with that month. Many banks limit the amount that may be deposited. The City National Bank places no limit on a deposit. Any amount above \$10, will receive the 4 per cent. which is credited every January and July. Money is thus drawing compound interest and the depositor who will set aside a few dollars every month, al-

lowing it to accumulate, will at the end of a few years be in possession of a substantial sum. The first institution in Plainfield to provide safe deposit and storage facilities for valuables was the City National, and its accommodations in this direction are of the best. A safe deposit box may be rented for as low a sum as \$5; larger ones, of course, bringing a

larger rental. Access to these boxes is carefully guarded, and may be obtained only in the presence of the renter and the bank official in charge. In the storage department, large trunks and boxes may be taken, as well as silver chests and smaller packages of any description. The charges are very moderate. The bank also collects coupons, issues foreign drafts, letters of credit and travelers' checks and its facilities for transacting a high class banking business are of the best. The building, occupied and owned by the bank, corner Front street and Park avenue, is one of the handsomest in Plainfield and every accommodation and convenience has been provided for patrons. The officers of the bank, all well known citizens, have been connected with it for years. They are Louis K. Hyde, president; Wm. P. Smith, vice-president; Wm. F. Arnold, vice-president and cashier; Arthur E. Crone, assistant cashier. The president, vice-president, and vice-president and cashier, together with T. J. Mumford, F. T. Woodhull, B. Van D. Hedges and J. F. MacDonald, constitute the board of directors.



HOME OF THE CITY NATIONAL BANK.



WM. F. ARNOLD, VICE PRESIDENT AND CASHIER



MULFORD ESTIL

BOOKS, STATIONERY AND GENERAL STEAMSHIP AGENT.

When a merchant has successfully conducted business for nearly thirty-eight years in one city, no better proof could be produced, should any be needed, that his methods have always been straight-forward and his dealings with his patrons entirely satisfactory. This is the record of Mr. Mulford Estil, the pioneer in the bookkeeping and stationery business in this city and section, whose establishment is located at 111 Park avenue. Although having all the prestige, that only years of fair dealing and enterprise can give, Estil's Bookstore is conducted along the most mod-



JAMES C. HANSEN

ern lines and his stock will always be found fresh and strictly up-to-date. Besides the standard authors, all the latest books and periodicals are carried, the school supplies department is complete in every particular and one of the largest stock of office requisites in the city is kept on hand, comprising all that is best among the many labor-saving devices that are constantly being placed on the market. A full line of sporting goods and games will also be found at Estil's, and the Christmas stock is already arriving. Mr. Estil began business in 1876 on a modest scale on Front street, where Schwed's Clothing Store now stands, remaining there about five years, when he removed to the store on Park avenue, now occupied by Willett. Here he remained for 10 years, his business all the time increasing steadily. Twenty-

three years ago larger quarters were again demanded and he occupied his present stand, 111 Park avenue, and has made it one of the most attractive and popular stores in Plainfield. Fronting thirty feet on Park avenue, the building extends back 80 feet, and contains ample room for the display of one of the largest and best stocks ever assembled in this city. Mr. Estil is also the agent here for all the great European steamship lines, and his long experience as a traveler places him in a position to be of the greatest value to those planning a trip abroad. He has crossed the ocean twenty-four times, and is almost as well acquainted with London, Paris, Berlin and other countries of Europe as he is with his

many years the leading painter, decorator and paperhanger and dealer in paints, oils, glass and varnishes and all kinds of painters' supplies in Plainfield has been James C. Hansen, whose establishment is located at 141 East Front street. Like nearly all successful men, Mr. Hansen started on a modest scale, and he has made his way in the world by his industry and energy alone, for if there was ever a self-made man he is entitled to be called one. A native of Germany, of Danish ancestry, he came to this country as a boy and for a time worked at everything that offered. At last

an inspiration to every young man who has to make his way in the world.

L. C. WHITALL.

WHOLESALE PRODUCE.

There is an immense demand in Plainfield and the surrounding country for high-grade produce and foreign and domestic fruits, a demand that has for the past 35 years been supplied by the wholesale produce concern of which Mr. L. C. Whitall is the owner. During the many years that have elapsed since this business was established many rivals have started, most of them lasting but a short time, and this old and reliable concern has remained the acknowledged leader in the important field which it so thoroughly covers. There are but few retail dealers in this city and section that do not patronize Mr. Whitall, for he has unequalled facilities for promptly supplying his customers and his prices are the lowest quoted on the market. Produce of every kind, fresh from the farm, is received daily by Mr. Whitall, usually in carload lots and is distributed to the retail trade by a well organized delivery system which thoroughly covers Plainfield and the suburbs, extending as far out of town as Westfield, Dunellen, New Market, Fanwood and other surrounding towns. The salesrooms of Mr. Whitall are located at 304 Park avenue, near the railroad station, and contain about 5,000 feet of floor space, which provides ample room to transact the large and growing trade. The business was founded about 35 years ago by Mr. C. B. Clifton, who continued it alone for some years before taking a partner, when the firm became Clifton & Campbell. About five years ago Mr. Whitall bought out the business and under his energetic and capable management its growth has been rapid. Mr. Whitall was formerly in



STORE OF J. C. HANSEN.

own, although in his travels he has by no means neglected his native land. No one is in a better position to assist in planning a trip, and drafts are issued in England, Scotland and Ireland at the lowest rates. Mr. Estil is a native of Plainfield, as his father and grandfather were before him, his ancestors having come to this country from Provence, France, in 1664. He has all his life been actively identified with the business life of Plainfield, and was for some years vice-president and a member of the Board of Directors of the First National Bank.

JAMES C. HANSEN. DECORATOR, PAINTER AND PAPER HANGER.

There is an occupation in which more taste and skill is required than in that followed by the decorator, painter and paperhanger. No matter how well the architect has drawn his plans and how correctly the builder has put them into execution, unless the painter and decorator, who follows them and gives the final touches to the completed building, is a man who thoroughly understands his business, the effect aimed at is not achieved. This being true it naturally follows that too much care cannot be taken in selecting a painter and decorator of established reputation, and one who has demonstrated, by years of service, that he is thoroughly dependable. For

he decided to become a painter and decorator and learned his trade with Mr. Woolston, now a member of the Council of North Plainfield. He is not the type of man, however, who is content to work for others, and he soon went into business on his own account on Sycamore street, where the Police Station has since been erected. Twelve years ago he removed to 141 East Front street, where he opened the largest painters' supply store in this section of New Jersey. His business increased rapidly and is not confined to Plainfield, but extends throughout this section. His establishment fronts on the main thoroughfare of the city, 20 feet, extending back 104 and together with the basement, provides a floor space of over 4,000 square feet which is filled with the largest stock of paints and painters' supplies ever assembled in Plainfield. He makes a specialty of handling John W. Masury & Sons celebrated ready-mixed paints and pure colors, which have long been standards, as well as other brands of the highest standing. It is upon the solid foundation of merit that Mr. Hansen has built his business, and it is merit and square dealing that continues to make it grow. Employing only the best and most experienced men, using only superior materials and making reasonable charges Mr. Hansen has built up a flourishing and growing business. His success in the face of many obstacles should be

S. E. WARD & CO. HARDWOOD AND PARQUET FLOORS.

Nothing adds more to the beauty and attractiveness of an interior than does hardwood, or parquet floors, which are every year growing in popular favor among those who take pleasure in making their home beautiful. Every year the new designs become more unique and artistic and some of the best designers are constantly at work originating something to take the fancy of those who are in the hunt for the unusual. Many of the finest homes in and about

Plainfield and this section have parquet or hardwood floors laid by the firm of S. E. Ward & Co., the leaders in this line in the city. It is entirely unnecessary to go to New York or elsewhere to have the finest work done in the most workman-like manner, for Mr. Ward has facilities and a corps of assistants that are as good as any of his competitors, while his expenses



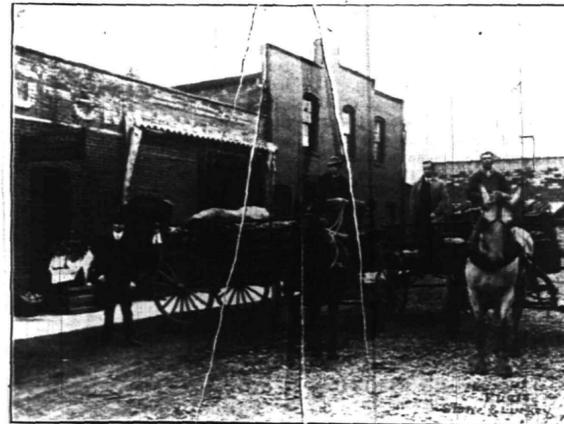
STORE OF WARD & CO.

stand, 715 Webster Place, to handsome quarters on the ground floor of the new Manning Building, 108 Depot Place, just opposite the railroad station. He has fitted the show room up most attractively with artistic examples of all that is best in parqueting, and is better prepared than ever to serve his patrons. Mr. Ward is a native of Plainfield and is a thoroughly practical man, giving his personal attention to all work entrusted to him and satisfaction is guaranteed.

and ability, succeeded in building up a large and growing business, and has on his lists some of the most desirable properties in this section. He covers the entire real estate field, buying, selling and exchanging property, acts as trustee and appraiser, manages estates, collects rents and negotiates loans. Those contemplating buying a home or investing in city, suburban or country property, would do well to consult Mr. Van Syckel before doing so. He also conducts one of the largest insurance agencies in Plainfield, representing nine leading companies, with assets of millions. Since he bought out the old insurance business of Liefer and Lang, located here for many years, he has greatly enlarged his clientele and numbers among his patrons some of the largest property holders of this section. Every kind of policy is written, fire, accident, health, liability, automobile, bonding, plate glass and boiler. The companies he represents are the Germania Fire of New York, Fireman's of Newark, Scottish Union and National, Fidelity Fire, Equitable Fire and Marine, Prussian National, Capital Fire, Standard Fire, Alliance, United Fireman's, Commercial Casualty Co., Aetna Life, Travellers, and the New Jersey Fidelity and Plate Glass. Mr. Van Syckel is a native of New Jersey, having been born in Huntingdon county, but lived for years in New York, where he was successfully engaged in the wholesale hardware business. He is a veteran of the Seventh Regiment and an ex-member of the New York Athletic Club, a member of the Holland Society of New York and of the Society, Descendants of the Mayflower, and of the Park Club. He has always taken a great interest in athletics and military affairs. About five years ago Mr. Van Syckel came to Plainfield to reside and three-and-a-half years ago engaged in the real estate and insurance business. Since then he has been actively identified with the business life of the city and has been the secretary of the Plainfield Board of Trade since that vigorous organization was founded, making a most efficient official. Mr. Van Syckel is also a director of the Union Building and Loan Association. He is doing his full share toward making Plainfield a bigger and a better city, along the most progressive lines.

LAMAR VAN SYCKEL. INSURANCE AND REAL ESTATE.

There is no class of citizens of more value to a community than those engaged in the real estate and insurance business, and Plainfield owes a great deal of its growth and progress, along the best lines, to their endeavors. The men in the business here are of the best type, they are not what are called "boomers," in the sense that the term is used in some sections, but are consistent, dependable workers, whose efforts have helped the steady, healthy and substantial growth of the city. This is the best kind of progress, for the artificial inflation of property values called a "boom" has never helped permanently any city, and if experience counts for anything, it never will. Among the most prominent real estate and insurance men of Plainfield is Mr. Lamar Van Syckel, whose office is located at 146 Park avenue. Although he has been in business here less than four years, Mr. Van Syckel has, by his energy



WHOLESALE PRODUCE HOUSE OF L. C. WHITALL.

the electrical business and has proved himself to be a live wire in handling produce at wholesale. Fine public spirit has always been noted in Mr. Whitall.

Shout for good old Plainfield.



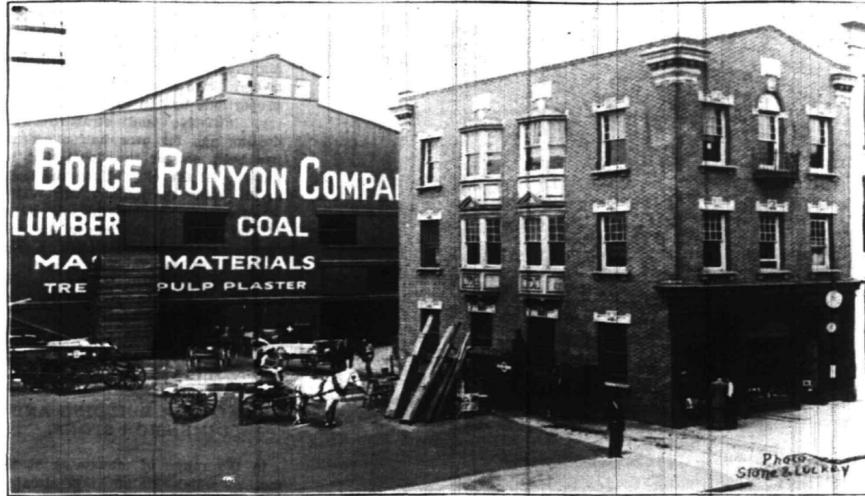
LAMAR VAN SYCKEL.

Population of Plainfield 32,000. Plainfield, 24 miles from New York.

BOICE, RUNYON CO.

COAL, LUMBER AND MASONS' MATERIALS

SOLE AGENTS FOR TRENTON ELASTIC PULP PLASTER



EXTENSIVE PLANT OF THE BOICE-RUNYON COMPANY.

Having all the prestige that only comes of fair and straightforward dealing, yet thoroughly modern in business methods, the Boice, Runyon Company, now and for many years the leading dealers in coal, lumber and masons' materials in this and section, still retains the place so long held as the leader in the field. There is no class of business more necessary in a growing city than that connected with the handling of lumber and builders' supplies, and since the concern, which is now the Boice, Runyon Company, was founded in 1837 by David Boice and John Thickstun, who conducted it until 1850, when Mr. Boice became the owner, it has taken a prominent and active part in the up-building of Plainfield. There are but few houses standing in the city, except the

very oldest, that were not built wholly or partially from materials furnished by this concern, and it has always kept pace with the wonderful growth of the city. It was not until the admission of John D. Runyon, as a partner, that the firm name was changed. About 21 years ago the coal, wood and building material supply business of A. D. Cook & Bros. was purchased, greatly enlarging the facilities of the concern for handling its rapidly increasing trade. The yards are by far the most extensive in this section and are improved by a large, modern brick office building, fronting on Park Ave., opposite North Ave., extensive lumber sheds, one of them 500 feet in length, a three-decker, with a capacity of 2,500,000 feet, and modern coal chutes with bins holding 4,000 tons. Coal is loaded directly into the patent dumping

carts which this company is alone using in Plainfield, and is automatically sifted as it comes down the chutes to the carts, so that the portions of the Boice-Runyon Company get coal entirely free from dust and dirt. Only the best Lehigh coal is handled, a specialty being made of "Plymouth." The company, in addition to its immense lumber, coal and wood trade, does a splendid business in masons' materials and supplies, handling only the products of manufacturers of established reputation and standing. It carries an enormous stock of cement, shingles, lath, lime wall plaster, wall boards, ready roofing, sewer pipe and flue linings and is sole agent for the Trenton Elastic Pulp Plaster. Upon the death of David J. Boice, the founder, about 28 years ago, and of his partner about 10 years later, the business was con-

tinued successfully by the estate. On December 15, 1909, it was incorporated as the Boice, Runyon Company, with Mrs. Sarah R. Runyon and Miss Anna E. Boice, daughters of David J. Boice, practically sole owners. Upon the death of Mrs. Runyon, Miss Boice inherited the property. Miss Boice proved to be a most excellent business woman and the affairs of the corporation have prospered under her jurisdiction. Mr. Charles D. Rice, general manager of the business, is a native of New York, and was for 17 years connected with the Gorham Manufacturing Company. Mr. Rice has thoroughly identified himself with the business life of this city, in the future progress of which he has the greatest confidence.

Advertisement

M. ABRAMS FINE SHOES

More attention should be paid to the selection of footwear than to any other article of personal apparel, for a great degree of health, comfort and pleasure all depend, to a large extent, upon the kind of shoes we wear. A well-fitting shoe can make the best of a man in the world disagreeable, damp feet are almost always the forerunner of a bad cold, and no matter how well dressed we may otherwise be, unless we have on good shoes, the entire effect is lost. The selection of a shoe merchant of the family too much care cannot be exercised, and a large number of discriminating people of this city have made no mistake in the selection of Mr. M. Abrams, whose store is a splendidly stocked establishment located at 229 West Front Street. Abrams' shoes are good shoes, made expressly for his trade, and are the best factories in the country,

the main thoroughfare of the city, and in the centre of the shopping district, it is 32x120 feet and contains, including the basement, where the reserve stock is stored, a floor space of over 7,500 square feet. Mr. Abrams planned the building after his idea of what a modern shoe store should be, and the result is a model establishment. Shoes can be found here for every member of the family, from the latest baby to grandfather, and mother, and every pair is guaranteed to be exactly as represented. Mr. Abrams is one of the substantial men of the community and for years has been identified with its business activities.

Advertisement

J. R. JEFFERS.

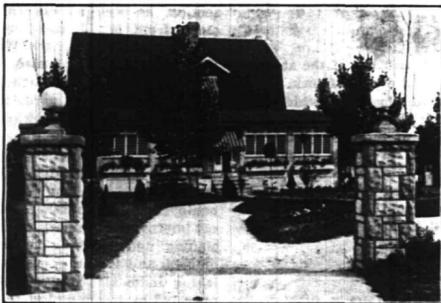
CONCRETE BLOCKS, BRICK, ORNAMENTS AND PAVING.

"ETERNAL AS THE PYRAMIDS."

Concrete is rapidly taking the place of brick, granite and timber in many lines of construction work, and the

only in Plainfield, but throughout this section. His plant is located at 308 Mansion Place, and is equipped with the latest improved machinery and molds for making all kinds of concrete blocks and bricks, trim-

is less dangerous to the pedestrian and at the same time is more durable and economical. One of the most complete and best equipped concrete plants in the country—that of Mr. R. G. Bush, at North avenue and Berckman street



SAMPLE OF PIER WORK, CONSTRUCTED BY J. R. JEFFERS

mings for buildings, hitching and fence posts, window and door sills and steps, ornamental vases, flower pots, waterproof vaults and burial cases, and other cementing work, curbing and all sizes of drain and sewer pipe, and in fact every article into the composition of which concrete enters. Only the most superior materials are used and the most experienced workmen employed. Mr. Jeffers also lays concrete pavements, side-walks, foundations, and builds porches. No material is more easily adulterated than concrete. The use of too small a quantity of high class cement and too much and inferior sand produces concrete that may look and wear well for a little while, but will not stand the test of time, as it cracks and crumbles under ordinary usage. The methods of some manufacturers have brought concrete into disrepute in some quarters, but these untrustworthy workmen have only served to show the superiority of the work done by Mr. Jeffers. All blocks, bricks and ornamental work of every kind made by him are guaranteed to be just as represented in every particular. He is not building for the present alone but for the future, and when a patron gives him work to do, or buys his material, he tries to give such excellent service that he will make a permanent customer. Excellent examples of the character of the work done by him can be seen on the hotel and grounds of Mr. Allen M. Johnson, of Madison and Stelle avenues, the Public School in North Plainfield, the residence of Mr. Yates, at Watchung avenue and Cedar Brook road, and on scores of other buildings. Mr. Jeffers, who is a thoroughly practical man of long experience, came to the city from Ohio, where he learned his trade, about six years ago. After working for a time for other contractors he decided about three years ago to begin business on his own account and has been most successful.

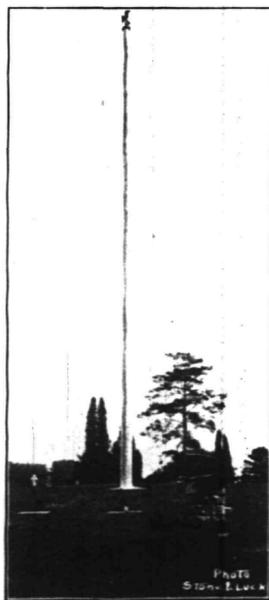
Advertisement

R. G. BUSH.

ARCHITECTURAL ARTIFICIAL STONE, CONCRETE CONTRACTOR.

Concrete has without doubt a great future and in the opinion of many intelligent men, who have given thought to the subject, it will eventually almost entirely supersede other building materials, excepting structural steel, in conjunction with which it is used in the erection of the larger class of structures. Its use has certainly become popular in Plainfield and this section, some of the handsomest modern buildings are of concrete block and the Board of Trade is urging the paving of the entire city with concrete sidewalks. It makes a better appearance than any material that can be used;

—is located in Plainfield. Mr. Bush is an extensive manufacturer of all kinds of artificial architectural stone and is also the largest concrete contractor in this part of Jersey. He manufactures at his plant all kinds of concrete block of the highest grade, using only the best materials. Nothing in building materials can be more easily made below the standard by using too much and inferior sand and too little cement; upon this rock many concrete firms have been wrecked. The blocks made by Mr. Bush are guaranteed to be of only the best materials; they have stood all sorts of tests, including time and fire, and are used by the best builders. Good examples of what they are like can be seen in the splendid buildings of the Rushmore Dynamo Co., the Mono-Fireproof Storage Warehouse Co., and that of Vanzandt & Vorhes on Park avenue. There is hardly a street in the city, however, in which his fine work cannot be found. He is also an extensive manufacturer of concrete sewer pipe, reinforced water-proof cement vaults, concrete hall and garden furniture, steps and porches, panels for buildings, pedestals, vases, flower pots, hitching and other posts, and in fact, everything that is made of concrete. He has also the best of facilities for laying all kinds of concrete sidewalks, roadways, flagging, curbing, etc. Mr. Bush deals in concrete materials of every description, such as trap rock, crushed granite, crushed marble, marble dust and flour, Franklin white and



CONCRETE FLAG POLE, HILLSIDE CEMETERY, ERECTED BY R. G. BUSH

Lakewood sands, water-proof compounds, paints and Portland cements. He is a concrete expert of nearly 25 years' experience and has made his business a life study, and is a recognized authority, not a mere follower, but an originator. Mr. Bush was formerly in business at 743-745 South avenue, but several years ago moved to the plant at one time operated by the Plainfield Cement Stone Co., at Berckman street and North avenue. The property fronts on the avenue about 150 feet, extends back to the railroad tracks and is admirably located for the purposes of his business, which extends throughout this section and is steadily growing. Mr. Bush is a thoroughly practical man, employs only the most skilled help in his work, and anyone contemplating using concrete in any form could make no mistake in consulting him. House telephone 461-J, plant 1651.

Advertisement

POWLISON AND JONES RELIABLE FURNITURE DEALERS.

In no other line of endeavor has there been such a vast advance, during the last decade or two, as in the furniture trade. Modern methods of merchandising and manufacturing have worked a veritable revolution and furniture can today be produced better and at more reasonable prices than ever before. The man with a moderate income can at the present time furnish his home in a way that was only possible to the wealthy man of a few years ago, not with cheap furniture made simply to sell, but with artistic and well-made furniture that will last for generations. The leading furniture establishment of Plainfield and this part of New Jersey is that conducted by Powlison & Jones, at 149-151 East Front street. A store of this high character is rarely found in a city the size of this and the fact that it has been so successful speaks louder, than could any written word, for the taste and discrimination of the people of this section. Powlison & Jones sell furniture exclusively; the firm does not deal in carpets, rugs, draperies and household furnishings, such as are generally carried by the average furniture dealer, theirs is distinctly and exclusively a furniture store, and nothing but furniture from the best and most dependable manufacturers is handled. Although all grades are sold the firm makes a specialty of high and medium class goods, an immense stock being carried, specially selected by Mr. Powlison, who makes a trip to Grand Rapids and other large manufacturing centres every season to select the very latest and best designs. The store, owned and occupied by Powlison & Jones, is one of the most attractive in the city, as well as one of the largest. It extends along Front street nearly 44 feet, is 100 feet in depth and there are three stories and a basement, providing a floor space of over 17,000 square feet, all of which is needed to accommodate the superb stock carried. The facilities for inspecting the stock are unusually good, for the building was erected especially to display goods, after ideas suggested by years of experience. When it was built, 16 years ago, that part of East Front street, where it stands had not been built up to any extent, the only building of any consequence being that now known as the Waldorf Hotel, which is just across the street. This will give the reader an excellent idea of the rapid growth of Plainfield in recent years. There was by no means lacking wisecracks to prophesy the disaster that must inevitably overtake the firm in moving from, the then business section, but the foresight of its members has long been justified for the business section built rapidly

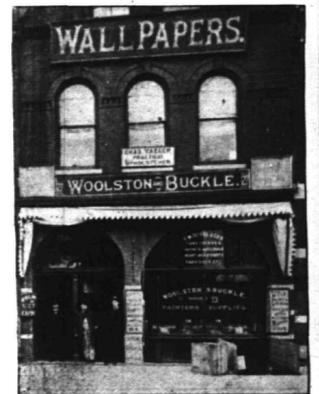
toward the East and the property they purchased is now worth many times what was paid for it. The firm celebrated its twenty-fifth anniversary last April, having been established in 1888 by Messrs. John A. Powlison and Frank W. Jones, the present owners. They had but a few hundred dollars capital, but what they lacked in money was fully made up by plenty of industry, energy and a determination to succeed. Like nearly all successful enterprises its beginning was modest. The first location was next to the old Music Hall, on West Front street. The members of the firm at first did all of their own work and by strict attention to business and fair dealing it soon became the leading furniture store in Plainfield, a position it has never lost. Both Mr. Powlison and Mr. Jones are natives of this section. Mr. Powlison was born at Pluckaman, near Somerville, and as a young man went West, residing for a time in Michigan, the largest furniture manufacturing State in the Union. Mr. Jones was born near Millington, on a farm, and when a young man was in the dairy business. He takes great interest in church work and is a deacon of the First Baptist Church. The members of the firm are among the most public spirited and progressive citizens of Plainfield and are always ready to aid in any movement that is for its advancement along the best lines.

Advertisement

WOOLSTON & BUCKLE CO. INTERIOR PAINTING AND DECORATING.

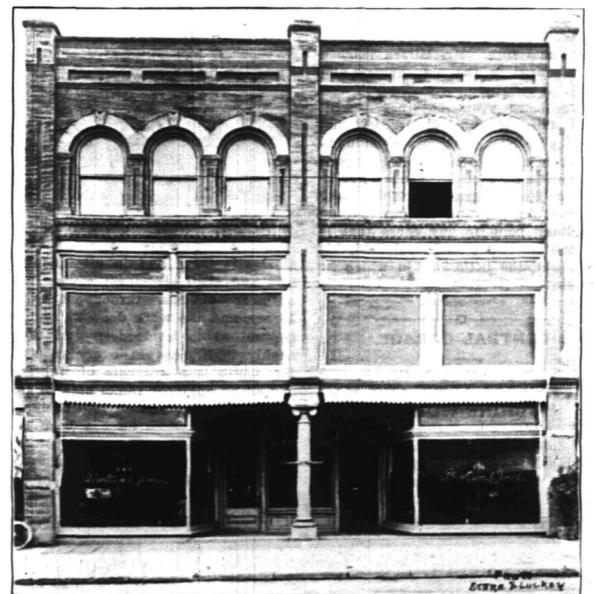
There is no class of work going into the construction of a high-class building that requires more skill and intelligence than that done by the painter and decorator. No matter how well

property owners, builders and contractors in this part of New Jersey. It has the prestige that comes only with years of straightforward dealing, but at the same time it has kept fully abreast of the times and is thoroughly



STORE OF THE WOOLSTON & BUCKLE COMPANY.

modern in its methods. Nothing is more easily adulterated than paint. The house painted with poor paint looks for a few weeks just as good as the one painted with pure paint. It takes time and the elements to show the difference and that is the reason why the discriminating property owner patronizes the old Woolston & Buckle Co. It has a reputation for reliability, its work on hundreds of houses speaks for itself. It is responsible, and every job it does is guaranteed to be up to the letter of the contract. The company covers the entire field thoroughly, doing house and sign painting, interior decorations,



FURNITURE HOUSE OF POWLISON & JONES.

the architect has drawn his plans and how conscientiously they have been followed by the builder, without the cooperation of the painter the result will not be what was intended, for a man who does not thoroughly understand his business will spoil the job. The fact that the Woolston & Buckle Co. has, since it was founded, in 1880, been doing a large percentage of the work done in this city and section, on the best class of houses, is the best evidence that could be produced to show that it stands at the very head of the list, numbering among its patrons some of the most particular

wall papering, frescoing, kalsomining, everything in its line. It is also the largest dealer in ready-mixed paints, varnishes, brushes, glass and all kinds of painters' supplies, in this section and is also interested in a store at 54 and 56 Fulton street, New York, of which Mr. Woolston is treasurer. Its stock of imported and domestic wall papers and room mouldings of the latest pattern is one of the largest in the State. The company has for 33 years been one of the leading enterprises of Plainfield and hundreds of its most attractive buildings bear witness to the character of the work it has always done and is still doing. Few



STORE OF M. ABRAMS.

have stood the test of time, the test that proves shoe value. Mr. Abrams knows the kind of leather and workmanship that is put into the shoes he sells, early in his career as a merchant he set a high standard for himself, and he has kept it strictly, with the result that he keeps his customers season after season, many of them having dealt with him since he first began business 22 years ago. His beginning was most modest, like nearly every successful enterprise, and he had but little capital except his industry and determination to succeed. Selling the best shoes at the lowest possible prices, customers flocked to his shop, and his business grew rapidly until now he has the largest store, selling shoes exclusively, in New Jersey. He carries one of the largest stocks of shoes in New Jersey, which includes footwear from 25 cents to \$6, all grades being represented, and all purses included. About two years ago he erected the handsome store he now occupies on the site of his old establishment, and gave Plainfield one of its handsomest and most substantial business structures. Fronting 32 feet on

cities in the country have so many artistic homes as Plainfield, in proportion to its size, and this concern has done its full share toward giving it its reputation for beauty. Formed in 1880, by Messrs. Lemuel B. Woolston and James F. Buckle, former mayor of Plainfield, it has fully kept pace with the growth of the city. Mr. Buckle was for many years president, but recently retired from active business. Mr. Woolston is still in active business life and is treasurer of both this company and the Price-Bond Varnish Co. He is also a valued member of the North Plainfield Borough Council and has been for the past six years. His son, Mr. Howard F. Woolston, is now manager of the company, with which he has been associated since he started active business life. The officers of the company are among the most progressive business men of Plainfield and are always willing to do their share towards its growth and prosperity.

S. HIRSCH.

LADIES' TAILOR AND FURRIER

Every woman should have at least one tailor-made gown in her wardrobe and probably that gown will be the best investment of all the other garments. Made by a high-class ladies' tailor from the best of materials, they always look well and are ready for almost any occasion. The tailor-made woman has an air and charm that is lacking in others. Smart, chic and altogether attractive. Furs, of course, go with the tailor-made gown, heightening its effect. The leading ladies



S. HIRSCH

tailor, furrier and makers of artistic habits in Plainfield is Mr. S. Hirsch, whose well-appointed establishment is located at 409-411 Watchung avenue. Mr. Hirsch has succeeded in building up a large clientele among the best and most stylishly dressed women of this city and section, who realize from experience that they can get the same service from him as from the largest New York firms, while, at the same time, it is much more convenient, and his expenses being low, he is enabled to quote better prices. A Hirsch tailor-made gown is perfection, for he employs only the highest class of workmen, is himself an experienced and talented designer and his facilities for doing the best kind of work are unsurpassed. He does all kinds of renovating, repairing and remaking, both gowns and furs. Mr. Hirsch learned his business in the old country and came to America nearly 25 years ago. For a dozen years he worked with some of the leading ladies' tailors and furriers of New York before coming to Plainfield about 12 years ago to engage in business for himself. He is a public-spirited and progressive citizen, who is always ready and willing to lend a helping hand to any cause that is for the welfare of old Plainfield, his home and the little city in which he has cast his fortunes.

CENTRAL GARAGE.

**A. B. LARMOUR, PROP.
HIGH-CLASS AUTO AND MACHINE WORK.**

Plainfield probably numbers among its inhabitants as many automobile owners in proportion to its size as



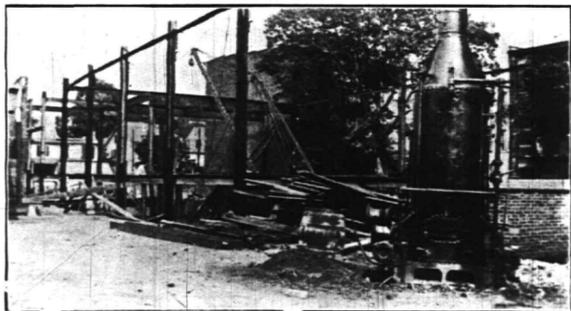
THE CENTRAL GARAGE.

any city in the country. Its splendidly paved streets and the improved highways of the surrounding country, as well as its proximity to New York and the largest cities of Jersey, brings about this result and as a consequence the place is a big automobile centre. It has many garages and repair shops, and competition for business is keener here, in this line of endeavor, than in almost any other. The fact that the Central Garage, of which Mr. A. B. Larmour is the proprietor, has within a comparatively short time built up a fine business in the face of this keen competition, is the best evidence that the service it is giving is most satisfactory. The garage and repair shops have only been in operation at the present location for about three months, having formerly been at 180 East Front street. Mr. Larmour succeeded to the business formerly carried on by Robert C. Woodhouse, dealer in automobiles, gas engines and contractors' supplies for a number of years. At his new location, 119 Madison avenue, Mr. Larmour has a finely equipped establishment, provided with the latest improved appliances and machinery, not only for doing automobile and motorcycle work, but for making repairs on all kinds of machinery and doing experimental work. He is a thoroughly practical machinist with many years of experience, especially in automobile work, and there is no job too delicate or intricate that he is not prepared to undertake and carry to a successful finish. Mr. Larmour is a native of Philadelphia, but has lived here for many years, and is thoroughly identified with the business life of the city. He is practical and progressive and is always ready to do his full share toward advancing the growth and prosperity of Plainfield.

ARTHUR E. SMITH.

ENGINEER AND CONTRACTOR.

Concrete, steel and iron are fast revolutionizing building methods, if indeed they have not already done so, and many contractors go so far as to declare that the time is not far distant when they will take the place of all other materials in most building operations. The advantage they possess over wood are too obvious for discussion and they are cheaper and quite as durable as granite and brick, besides being more easily worked. One of the greatest handicaps concrete has had is the fact that it has been used to a great extent by men who do not thoroughly understand how to handle it, and by others who could not resist the temptation to use cheap materials. Properly used, concrete and steel combined, make the ideal building materials, but they must be used intelligently to attain the best results. This requires knowledge, experience and training such as is only possessed by engineers who have made a special study of concrete and steel construction. Mr. Arthur E. Smith, engineer and contractor, of Plainfield, where he has an office in the Frost Building, has given concrete and steel construction his special study and has been most successful in railroad construction, concrete and



IRON, STEEL AND CONCRETE WORK ON ELKS' NEW HOME BY A. E. SMITH.

steel structures and in all kinds of iron and steel structural work. His business extends throughout New Jersey, and the work done by him is guaranteed to be modern and thoroughly high class in every respect. Mr. Smith is a graduate of Rutgers, and as an engineer ranks high in the profession. Since going into business in his native place he has been entrusted with a number of important contracts and has been most successful. One of the best examples of his

work in this vicinity is the plant of the Hall Printing Press Company, at Dunellen, which is a splendid specimen of modern concrete and steel construction. The Millington arch bridge is another fine example, along different lines, as is also the work on the Cranford School, which has recently been completed. Plans and estimates for any kind of work in his line



SILBERT'S JEWELRY STORE.

will be cheerfully furnished by Mr. Smith who has gathered about him an excellent staff of competent and experienced men. Mr. Smith was born in Plainfield and is the son of Mr. William C. Smith, the well known mason and contractor, who has been in active business life here for many years.

CARL SILBERT.

JEWELER AND OPTICIAN.

High-class jewelry stores, conducted along the most modern lines make an appeal to every lover of beautiful things and fine workmanship, that few other establishments have the power to do. They are to many the most attractive stores of every city, and among the enterprises of Plainfield none is more popular than the jewelry and optical establishment of Mr. Carl Silbert, at 255 West Front street, opposite the postoffice. For 23 years Mr. Silbert has been a leading business man of this city, and he has by his enterprise and uniformly straightforward dealing made his place the

nothing less than dazzling. Mr. Silbert's stock of diamonds and precious stones is also especially fine and his facilities for stone setting are of the best. Nothing has been forgotten or neglected to make this store complete in every department, and that the enterprise of the proprietor is appreciated by the public is shown by the generous patronage he has always

received. Just in front of the store is a handsome white street clock, made by the Howard Clock Co., which cost over \$500, and this has become one of the landmarks of the city, giving the correct time to thousands of passers-by every day. Mr. Silbert is one of the public spirited men of Plainfield and has done, and is doing, his full share toward its growth and advancement.

L. L. MANNING & SON.

EVERY DESCRIPTION OF MONUMENTAL WORK.

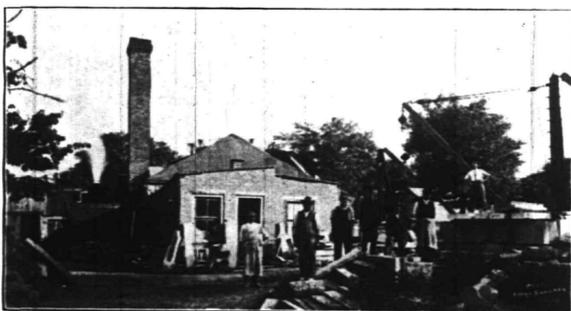
It is an old and beautiful custom, that of placing monuments over the graves of loved ones who have gone before, to mark the spot where all that is mortal of them reposes. The custom comes down to us from the most primitive ages and is not confined to any race or nation, but is universal. As the years pass these granite and marble monuments become more and more artistic and some of the most talented sculptors and designers of the world have given their genius to the work. Machinery also has done much to reduce prices and monuments can be purchased today for prices many times less than they would have cost only a few years ago. There is no reason why every grave should not be suitably marked, it is a duty that should not by any chance be neglected. Located here in Plainfield, at the corner of Central avenue and Front street, are the granite and marble works of L. L. Manning & Son, one of the largest and most completely equipped in the State, as well as one of the oldest. At this thoroughly modern plant monumental work of every description is done in the most workmanlike and artistic manner, both after designs furnished by patrons and from those of the own designers of the concern. A large stock is also kept on hand to select from. There is nothing in monuments, from the simplest headstone to the most elaborate mausoleum that cannot be furnished by the firm of L. L. Manning & Son, and examples of its work can be seen in every cemetery within a radius of many miles about Plainfield. The concern has also built up a large and constantly growing trade throughout the State and in New York and Connecticut. The yards and works extend along Front street about 100 feet and have a depth of 350 feet space, pro-

viding ample space in which to carry on the increasing business. The equipment is of the best, the power used being steam and compressed air and only the most skilled workmen procurable are employed. About 12 men constitute the staff at the works here, but the concern carries about 50 on its payroll, having extensive quarries at Barre, Vermont, from which most of the raw material for its product comes. Like most successful enterprises, that of L. L. Manning & Son, had a modest beginning, having been started in 1862 by the late L. L. Manning, the father of the present owner. It has grown to its present proportions by the exercise of industry, initiative and straightforward dealing and for over half a century has been one of the flourishing industries of the city. Upon the death of his father the founder, Mr. Walter F. Manning, became the sole owner of the business and under his able management it has continued to grow steadily. Mr. Manning is a native of Plainfield and belongs to that class of wide-awake business men who are doing active work in its development.

WILLIAM E. BARTLE.

DEALER IN BUILDING AND DIMENSION STONE.

In the range of mountains at the foot of which Plainfield is situated, there is an almost inexhaustible supply of building and other stone, and the quarries, located within a few miles of the city, have for many years been one of its principal industries. Washington Valley and Martinsville sandstone have no superior as building material and stand in the very front rank. Stone from the quarries operated by Mr. William E. Bartle has been used on some of the handsomest buildings in Plainfield and this section, as well as elsewhere. The stone from Mr. Bartle's quarries at Watchung, known as the Washington Valley quarries, and also from the older quarry at Martinsville, is shipped here to his yards at Second and Church streets, where it is dressed and cut to the dimensions required, by machinery. The plant, which is built from stone taken from the quarries, is one of the best equipped in the country, with the latest improved machinery, such as saws, planing and finishing machines and cutters, and is one of the most flourishing industries in Plainfield. It is operated by steam and at the quarries and plant about 30 men are employed. The Martinsville quarry is the oldest of the two, owned by Mr. Bartle and was worked by his father, Ellis Bartle, before him. The family have been in the stone business for generations; the grandfather of the present owner, John Bartle, having been engaged in the business in England as were several of his relations. Mr. Bartle's father came to this country as a young man and settled at Martinsville, where Mr. Bartle was born and still lives, owning a fine farm there, which he keeps in a high state of cultivation. He was the oldest of six sons, five of whom are in the stone business. One of them, Albert Bartle, is man-



STONE YARDS OF WM. E. BARTLE.

ager of the Plainfield plant, and the others, with a single exception, are employed in the work. Upon the death of his father, Mr. William E. Bartle, succeeded him and for 36 years has successfully conducted the plant. Under his energetic and capable management it has grown rapidly and the demand for the fine stone produced at the quarries becomes greater every year. Some years ago the quarry at Watchung was opened by Mr. Bartle and he also established the cutting

and finishing plant here. Examples of how fine, for building purposes, this stone is can be seen in the Babcock Building, in which the Post Office is located, St. Mary's Academy, The Seventh Day Adventist Church, St. Joseph's Church, a portion of the National City Bank, and the Westfield Trust Company's Building, as well as in scores of other handsome and substantial structures. It stands the test of time admirably, does not become discolored, and is easily worked. Mr. Bartle divides his time between the Plainfield plant and the quarries and is one of the active business men of this part of New Jersey. He is in the prime of life, having on September 2 celebrated his 58th birthday and is one of the progressive business men of this part of New Jersey.

FARMERS' HOTEL.

JACOB BLIMM, JR., PROP.

One of the landmarks of Plainfield and one that has for nearly half a century enjoyed the patronage of the people of this city and section, is the Farmers' Hotel, located at 35-37 Somerset street, one block from Front. This famous old hostelry is now conducted by Mr. Jacob Blimm, Jr., and under his capable and efficient management the high standard set by his predecessors has been rigidly maintained. During the 45 years the building has been devoted to hotel purposes the management has never been out of the family to which Mr. Blimm belongs and every year its popularity has



JACOB BLIMM, JR.

steadily increased. Having the prestige of years of fine service behind it, the Farmers' Hotel is at the same time conducted along the most modern lines. Fronting over 60 feet on Somerset street the property extends back about 150 feet, the spacious yard in the rear being improved with good sheds and stables for the accommodation of the people of the surrounding section. The hotel has for years been headquarters in Plainfield for the farmers of this section of Somerset, Union and Middlesex counties, it is their great meeting place, for they know by experience that they can always get the best accommodations here at reasonable prices. The hotel has fourteen com-

plete, for such is not the case. It draws its customers from people in every walk of life, business and professional men, mechanics and merchants, many of whom have been its patrons for years as their fathers were before them. The hotel was established by Mr. Warner Heldorf, the uncle of the present proprietor, when Plainfield was little more than a prosperous country town, before its most optimistic citizen had ever dreamed that it would become a beautiful, modern city. He was succeeded by Mr. Jacob Blimm, his brother-in-law, who conducted the place most successfully for 27 years. His son, Mr. Jacob Blimm, Jr., succeeded him, about five years ago, and under him the standard of excellence has been kept fully up to the mark.

M. F. WATSON.

FINE WINES, REFRESHMENTS AND CIGARS.

Among the popular places in Plainfield where the best of wines, liquors, beers and cigars are served, is the cafe kept by Mr. M. F. Watson, 207 Grant avenue, near Second street. Mr. Watson by his enterprise has succeeded in giving the people of Plainfield, and especially those living and having business in the West End of the city a quiet, orderly place, patronized by the best class of people; men who are good judges of the best in his line. There is nothing more easily adulterated than wines, liquors and beers, and despite the pure food laws, this is done to a greater or less extent, notwithstanding the large fines and penalties imposed. Much of the popularity of Mr. Watson's cafe results from the fact that he keeps only the purest of goods, from the best distilleries and breweries, and everything sold by him is submitted to the severest tests before it is sold to his customers. He is a stickler for purity and the result is that he numbers among his patrons, men who know by experience that he handles only the highest class of goods while his prices are just as reasonable as is charged in many places for inferior goods. Mr. Watson, who comes originally from Down East, is well known in Plainfield as a royal good fellow, and a reliable business man, having lived here for the past 25 years. He takes an interest in social and



WATSON'S HOTEL.

fraternal affairs, and is a prominent member of the Mooses. Recently Mr. Watson erected a handsome residence opposite his place of business, and his other investments in real estate indicate that he has faith in the growth of the city.

THE LYRIC.

PLAINFIELD'S NEW PLAY HOUSE.

Moving pictures have revolutionized the theatrical business, and there is now no doubt, in the mind of any thoughtful man or woman, that they have become a permanent feature in the amusement world, especially since the character of the picture theatres have so greatly improved and a higher class of films made. Plainfield, usually up with the times, has been a little slow in keeping step with progress in this direction, and until the Lyric opened its doors, in September, did not have a theatre devoted exclusively to moving pictures at popular prices. The Lyric, located at 204 West Front street is a perfect little gem of a playhouse, and represents the last word in picture parlors. It was entirely rebuilt inside last September by the proprietors, Metz & Gold, artistically decorated, steam heat equipment installed and completely furnished with the very latest chairs and other furniture. Only the best and latest pictures are shown at the Lyric, the choicest work of Pathe, Essanay, Kalem, the Vitagraph and Biograph, Lubin, Melle, Selig and Cines, and from the very first night the house scored a success. It is now the popular resort of the amusement-loving people of Plainfield, and is crowded every afternoon and evening with the best class of people. The house is comparatively small, the seating capacity being only 299, but what it lacks in size is made up in cosiness and comfort. The building is as absolutely fireproof as it can be made. The floors are marbled, the only flooring of the kind in Plainfield, with the exception of that at Elks Hall, the walls are covered with a fire-

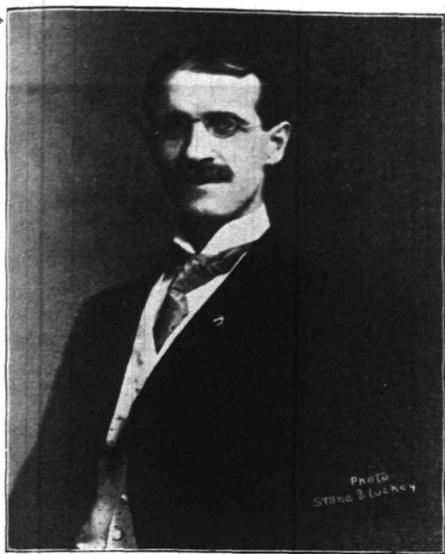


MONUMENTAL WORKS OF L. L. MANNING & SON.

Plainfield Business College and School of English (Herr's School)

DAY AND NIGHT SESSIONS

Rooms splendidly lighted, ventilated and furnished with every convenience to make study attractive



PROF. A. S. HERR.

This is the era of business. It is the age of commerce and industry conducted along new lines, and the young man or woman, who has a modern business training possesses an incalculable advantage over the one who has none. The business man of today has little time to train his employes, he is too busy, his time is too valuable and when application for employment is made to him, probably the first question he asks is whether the applicant is familiar with modern business methods. If the answer is in the negative, the chance for employment is infinitesimal. The office, factory and store have ceased to be a kindergarten, and to obtain lucrative employment in the business world, training is almost indispensable. The young man or woman with a diploma from a business college of standing is given the preference every time and this fact is every day becoming more apparent to the great army of workers. As the standard required of employes has advanced, as has that of the business college and the commercial school, the modern college is very different from that of a few years ago. One of the best types of the new institution is the Plainfield Business College and School of English, or as it is rapidly becoming known, Herr's School, after its proprietor, Mr. A. S. Herr, who has built up a unique organization and one

that is doing a great work in supplying students with a superior business education. Herr's School must not be confounded with the cheap, short course business colleges that furnish superficial training in a few months and sometimes leave the student less prepared to begin life when he graduates than when he enters. It is a high class school in every particular and its equipment is of the best. The school occupies the entire third floor over the great department store of the Woodhull & Martin Company, having an entrance at 171 East Front street. The school rooms are splendidly lighted, ventilated and furnished with every convenience to make study attractive. There is something vital about the place, an atmosphere of optimism that must be inspiring to the young men and women preparing for their life work. Although the school is old in years (having been founded in 1895), it is modern in every particular, and under the able management of Mr. Herr it has grown wonderfully, the average number of students being in the neighborhood of 300, coming from a radius of 40 miles of Plainfield. There are both day and night sessions, and students may enter at any time. For a number of years the school was located over the City National Bank, and it was there when Mr. Herr became a teacher, coming here about 10 years ago. He was born

in Northwestern Ohio, and is a graduate of the First Pennsylvania State Normal School of Millersville, Pa., and the Pennsylvania Business College at Lancaster, Pa. Mrs. Herr, who has worked hand in hand with him in the building up of the institution, is also a graduate of the Normal, and is widely known as a teacher of the highest type. Two years after coming here, the principal of the school where both were employed, died, and they purchased it from the estate. Mr. and Mrs. Herr had original ideas of their own, as to how a commercial school should be conducted, for they are essentially teachers with high ideals and convictions and they have carried them out in building up this institution so successfully. These could not be better expressed than in their own words. "This effort," they say, "strikes a true and timely note in educational progress; it is developing a type of school whose spirit, ideals, purposes, duly attested results, and most inspiring possibilities for good, point imperatively to a sure and definite line to be followed in giving the fundamentals of education to our modern youth; it leads direct to the solution of that present vital problem, the proper and adequate training of boys and girls to the point of 'conscious practical efficiency' backed by a rightful attitude of mind and heart toward the opportunities, obligations,

and ever more exacting conditions of the life their new generation must encounter. The supreme emphasis is focused upon the development of the highest values in the individual, in the true conservative spirit, and the product is self-sustaining, progressive, sterling manhood and womanhood. This institution offers liberal and thorough courses of instruction; it has a staff of Technical and Normal Graduate Teachers; it graduates classes publicly each year; it has an Alumni Association, a School Paper, a loyal student body and patronage, and enjoys the confidence of educators, public officials, professional and business men, and citizens of the best type, both in Plainfield and in the surrounding counties. It is the highest ambition of this school to accomplish a work of the greatest good, and so inspirational in its influence that many earnest teachers may be thereby incited to labor in the same spirit in other communities." Herr's School has the earnest and generous support of the people of Plainfield and this section, who recognize the fact that it is doing a great work in the cause of higher business education. Thoroughness is the keynote, there is nothing superficial about the work done there, and when a student receives a diploma it means something, for no one is graduated until he or she has reached the high standard re-

quired. Getting employment is not difficult for a graduate of the Plainfield Business College and School of English and the great majority are placed by the management immediately upon the conclusion of the course, which is from 12 to 15 months in length. Some idea of the standing of the school can be obtained by reading the hearty endorsements of such men as Former Mayor Gilbert, president of the Market and Fulton National Bank, and ex-president of the New York Clearing House; Edward L. Suffern, president, the American Association of Public Accountants; L. V. F. Randolph, former mayor of Plainfield and ex-president of the Consolidated Exchange of New York; H. M. Maxson, superintendent Plainfield Public Schools; H. C. Krebs, superintendent Schools of Somerset County; W. A. Ackerman, superintendent schools of Somerville; J. J. Salitz, superintendent Union County Public Schools; Dr. William C. Boone and a host of other prominent people of this city and section. Although a busy man, Mr. Herr always finds time to take an active part in anything that concerns the upbuilding of the city, is one of the active working members of the Board of Trade, its vice-president and a member of its board of directors. He is active in every movement that is for the welfare of Plainfield and he and his charming wife have a host of friends.

proof asbestos composition, and there are three large exits, enabling the house to be emptied of the audience in less than a minute. Nothing that long experience could suggest and ample capital supply for the comfort and safety of patrons has been neglected. The firm of Metz & Gold have been in the moving-picture business for the last twelve years and own three theatres in Paterson and one in Newark. Mr. Metz, under whose personal di-

rected art store, conducted by one who thoroughly understands his business and is in love with his work. Nothing adds more to the charm and beauty of a home than well-chosen pictures, they give a pleasure nothing else can give and speak louder than words of the taste and character of the owner. This city has in the Plainfield Art Store of which Mr. J. W. Brady is the proprietor, an establishment which has for a dozen years

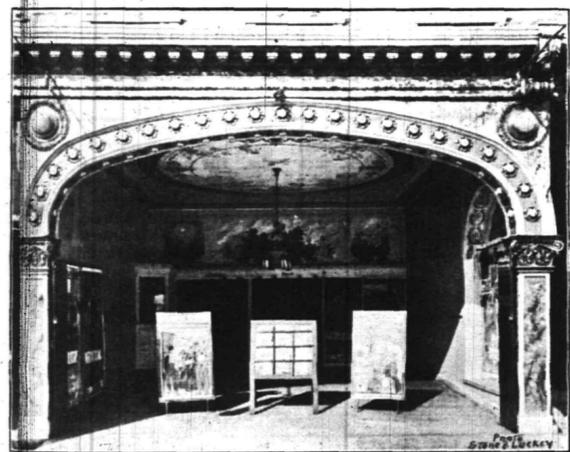
stocked art store, conducted by one who thoroughly understands his business and is in love with his work. Nothing adds more to the charm and beauty of a home than well-chosen pictures, they give a pleasure nothing else can give and speak louder than words of the taste and character of the owner. This city has in the Plainfield Art Store of which Mr. J. W. Brady is the proprietor, an establishment which has for a dozen years

with the greatest care, and the workmanship is of the best. Mr. Brady handles the celebrated "Anaco" cameras and photographic supplies and also does printing for amateurs promptly and at reasonable prices. He keeps thoroughly in touch with every advance that is made in the world of art and photography and can supply everything that is latest in this field. Mr. Brady is progressive and public spirited, always ready to do his share in making Plainfield a bigger and a better city along the most attractive lines.

Kodak Company, the largest concern in the world. Amateur developing, printing and enlarging is furnished in a thorough and carefully handled way, insuring the best possible results. Mr. Vail has been in the jewelry and watch repair business at least 40 years, and comes from one of the pioneer families of this part of New Jersey, one of a number of Friends who were among the first settlers, and whose descendants recently celebrated the 125th anniversary of the building of the old meeting house on Watchung avenue. He is one of Plainfield's most progressive citizens and has always taken an active part in its development and progress.

convenience and comfort, making it one of the most up-to-date shoe stores in the State. The stock is kept thoroughly fresh, the firm handling goods directly from the factory to the consumer, eliminating the profits of middlemen, and furnishing its patrons with the best footwear at the most reasonable prices. It continues to handle, as a leader, the famous Waldorf Shoe

and fashion of Plainfield during shopping hours. It was a happy thought for Mr. Fiedler to locate a branch in this city and that his enterprise is appreciated is proven by the generous patronage he has received. Recently he has removed to Plainfield and has since, more closely than ever, been identified with the business life of the city.



ENTRANCE TO THE NEW LYRIC THEATRE.

rection the Lyric was fitted up, is a theatrical man of long experience, having at one time been manager of a theatre in Passaic, while his partner, Mr. Max Gold, has been interested in the business about ten years. They are public spirited and progressive gentlemen who have practically proved their confidence in the future of Plainfield by making a large investment here, and are always ready to do anything in their power for its advancement and prosperity.

been headquarters for the art lovers and students of Plainfield and this section. It is a beautiful store, located on the ground floor of the C. A. Building, at 187 East Front street, and Mr. Brady has made it a success because he is particularly fitted by nature and inclination to conduct a business of this kind. The walls are covered with the latest etchings, engravings, photographs, rare prints, water colors and oils, and on the shelves are to be found a rare collection of unique bric-a-brac. Mr. Brady also carries a large, select and complete stock of artist's materials, of all kinds, and at all prices, from the simple outfit of the amateur beginner to that of the professional painter. His framing department is one of the largest, best equipped in the city, and he is prepared to furnish promptly and at reasonable prices all kinds of frames made to order. His stock of fine, frame mouldings has been select-

CHAS. E. VAIL.
OPTICIAN AND JEWELER.

Among the establishments that go toward making up the business life of every city, the high-class jewelry store, conducted along the best lines, is one of the most attractive and makes an especial appeal to every lover of beautiful things and admirers of fine workmanship. The trade of the jeweler is one of the oldest and most honorable of all occupations, and the men who follow it successfully must be of more than average intelligence, for it is more of an art than a trade, with those who love the work. One of the leading jewelers and watchmakers of Plainfield is Mr. Charles E. Vail, whose

STUART'S SHOE SHOP.
WHITTEMORE & STUART, PROPRIETORS.

There is no article of dress that should be selected with greater care than shoes for nothing is more conducive to the health, comfort and appearance of the wearer. A shoe that is not properly fitted is liable to spoil the feet, by producing corns and bunions, and no matter how well otherwise one may be dressed, footwear out of style spoils the whole effect. Nothing is more attractive than a well-shod foot, it adds style and



STUART'S SHOE SHOP.

for ladies and gentlemen, a shoe which at \$2.50 and \$3.00 is the equal of any shoe at a dollar more a pair. There are other makes handled at \$3.00, \$3.50, \$4.00 and \$5.00, and every member of the family, from grandfather to the baby, can be suited. "Stuart's Shoe Shop" is the money saving store, and that its efforts to give the people high-class footwear at a reasonable price are appreciated is shown by the generous patronage that has been given it. The business was founded by Mr. P. E. Stuart, the father of Mr. Kenneth H. Stuart, the managing partner, a number of years ago, and was sold by him to the Waldorf Company. Mr. Stuart was with this concern about seven years as manager, and was practically brought up in the business. Mr. Whittemore is one of the best known shoe men in the country and has a number of stores in various large cities, his home being in Framingham, Mass., a great shoe manufacturing centre. These connections enable Mr. Whittemore, by buying in large quantities, for his different stores, to sell shoes to the consumer at more reasonable prices than otherwise could possibly be done. Stuart's is a gem of a shoe shop, and since the improvements have been completed it is one of the most attractive stores in the business section.

to them, the store here being a branch of the New York establishment. Here a large retail business is carried on, the firm having direct connections with the great Paris designers, who supply it with models as soon as designs are ready. Paris, however, is by no means depended upon altogether, however, the firm having its own clever artists and some of the most beautiful creations in hats originate with them. The Plainfield store is one of the most attractive in the city, extending 25 feet along Front street in the centre of the shopping district and back about 100 feet. The front portion is devoted to a splendid exhibit of the latest modish, and to all kinds of supplies, while the workrooms are in the rear. Every convenience and comfort has been provided for the use of patrons and the place is a rendezvous for the beauty

C. H. BISHOP.
WOODEN AND WILLOW WARE, PAPER, PAPER BAGS, TWINE, NOTIONS, BASKETS, ETC.

One of the surest signs that Plainfield is growing in commercial importance is the fact that it is making a place for itself as a wholesale centre and is competing successfully for the trade in the surrounding country throughout a considerable radius. Among the recent additions to its wholesale houses is that of C. H. Bishop, dealer in wooden and willow ware, baskets, paper, paper bags, brooms, twine, at 163 East Second street. Although Mr. Bishop has only been established here since January 1, he has already built up a large and growing business in the city and country, going as far as New Brunswick, Roselle, Somerville and the other towns contiguous to Plainfield, and the future is bright with promise. There is a fine territory to draw from and Mr. Bishop is just the man to cover it thoroughly, for he is young, ambitious and energetic, and knows his business in every detail. Since boyhood he has had practical experience in every department, having been for years associated with his father, Mr. C. H. Bishop, Sr., one of the largest dealers in the same line of business in Newark, where he has been established for 25 years or more. Mr. Bishop carries a large and varied stock both at his salesrooms on East Second street and at his warehouse. He is in a position to make immediate deliveries at the shortest notice and is making a specialty of fruit, berry and flower baskets, catering to the trade of the farmers in this section to whom he is making special inducements. His delivery service covers the territory thoroughly and there is no place so remote in his territory that he cannot reach. He handles the highest class of goods, while at the same time, his prices will be found

THE PLAINFIELD ART STORE.
CAMERA AND PHOTO SUPPLIES—ARTISTIC FRAMING A SPECIALTY.

Among the attractive stores of a city there is none that makes a stronger appeal to a large class of cultured and intelligent people than the well-



THE PLAINFIELD ART STORE—J. W. BRADY, PROP.

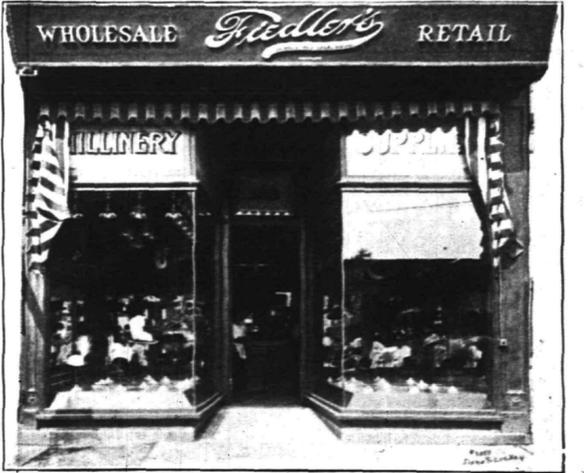
VAIL'S JEWELRY ESTABLISHMENT.

attractive establishment is located at 236 Park avenue, opposite North. Mr. Vail has certainly a gem of a shop, stocked with a collection of diamonds and other precious stones, jewelry, watches, silverware and cut glass that has been selected with rare taste and skill, and so artistically arranged so as to make a display that appeals to every lover of jewelry. There are, of course, larger stores, but in the opinion of his patrons, none surpasses that of Mr. Vail in completeness. The repairing department turns out the highest character of work only, and the optical department is equipped with every appliance for the skillful and expert examination of eyes. An immense stock of lenses, from the best manufacturers, is also carried and glasses are made to order from prescriptions. Another department of this leading establishment is that devoted to photography. A full line of kodaks and Brownie cameras is carried, together with a complete stock of supplies, made by the Eastman

distinction to a person and the selection of the family shoe merchant is of more than passing importance. Although Stuart's Shoe Shop has been in business under this name only since January 1, it is by no means a new enterprise, having for the last nine years been conducted here by Mr. Stuart as the Waldorf Shoe Company. On January 1st, the firm of Whittemore & Stuart was formed to carry on the business at 215 West Front street, Mr. Kenneth H. Stuart, who had been manager of the company forming a co-partnership with Mr. George G. Whittemore, secretary of the Waldorf Co., extensive manufacturers of shoes, at Framingham, Mass. Recently the store has been practically rebuilt and is now one of the most attractive establishments, devoted exclusively to handling footwear, in the city. A new front of plate glass and metal has replaced the old one, providing an unusually large space for display and the interior has been remodelled and furnished with every

M. FIEDLER'S.
CHOICE MILLINERY.

That the crowning glory of a woman's toilet is her hat hardly admits of contradiction. It has always been and probably always will be, unless the styles change so that she will have to do without a hat altogether, and this is almost beyond the range of probability. Located here in Plainfield is one of the most attractive millinery and millinery supply establishments in the State, or, in fact in the coun-



FIEDLER'S MILLINERY EMPORIUM.

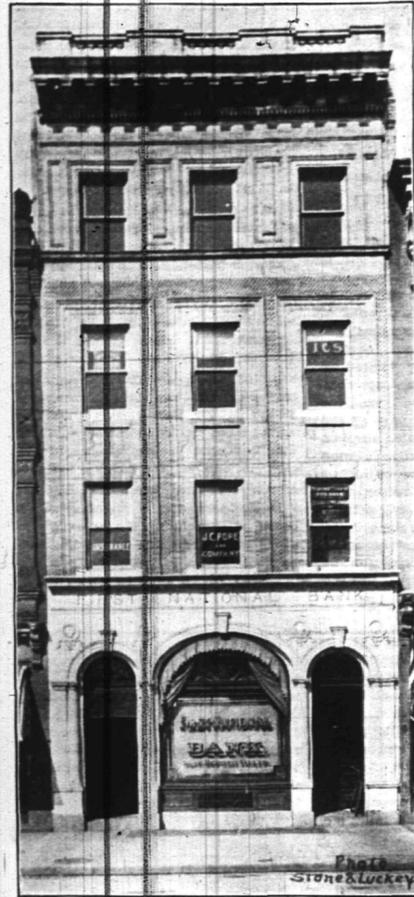
First National Bank of Plainfield

OLDEST BANK IN PLAINFIELD—ORGANIZED 1864

Invites Your Banking Business

4 Per Cent. Paid on Savings Accounts

SAFE DEPOSIT BOXES, \$5.00 and Upward



HOME OF THE FIRST NATIONAL BANK

There is no gainsaying the fact that age confers a prestige and begets a confidence that nothing else can do, and this is particularly true when thought of in connection with financial institutions. But this prestige can be maintained, and at the same time the institution that enjoys its advantages may be as modern and enterprising in its methods of doing business as others only a few years old. This can be said of the First National Bank of Plainfield, the oldest in point of years in the city, and one of the most progressive. The bank began business in 1864, and next year will celebrate its fiftieth anniversary of service to the people of this city and section. During this long period it has probably done more than any one institution toward the development of the resources of this part of Jersey. It has always been true to the trust imposed upon it, and has a history of which those connected with it may well be proud. Financial depressions have come, great financial institutions have not been able to weather them, but the old First National has always stood as firm as a rock, every year growing in popular favor with depositors in all the various walks of life. Before the organization of the First National there had never been but two banks in Plainfield, a state bank, known as the Plainfield Bank, which was operated from 1837 to 1847. After the lapse of a dozen years the Union County Bank was chartered in 1859, and this was superseded by the First National. The building it now occupies at 111-113 East Front street was rebuilt in 1895, and converted into a high class bank with every modern convenience, including the most improved safe deposit vaults. It is a handsome four-story structure, valued at \$50,000, and the equipment has been kept thoroughly up-to-date. The bank has for years been recognized as the leading financial institution of Plainfield, having always had intimate relations with the most prominent business men of the city, but there is no department of banking that it does not cover in the most thorough manner. This includes a savings department, 4 per cent. interest being paid on deposits.

At the present time the bank has greater resources than at any time in its history. By the last statement, issued August 9, it is shown that the individual deposits have reached the sum of \$2,495,131.88, the largest in its history. A glance at the report will give the reader the present condition of the bank's affairs, a most admirable showing: Resources—Loans and discounts, \$1,544,276.61; overdrafts, secured and unsecured, \$111.87; U. S. Bonds to secure circulation, \$150,000; other bonds to secure postal savings, \$10,000; bonds, securities, etc., \$892,726.21; banking house, furniture, and fixtures, \$50,000; due from national banks (not reserve agents), \$22,408.21; due from state and private banks and bankers, trust companies, and savings banks, \$13,930.56; due from approved reserve agents, \$202,019.74; checks and other cash items, \$5,296.33; notes of other national banks, \$2,735; fractional paper currency, nickels and cents, \$1,194.66; lawful money reserve in bank, viz: specie \$148,660.85; legal-tender notes \$30,000.00 or \$178,660.85; redemption fund with U. S. Treasurer (5 per cent. of circulation), \$7,500; total, \$3,080,860.04. Liabilities—Capital stock paid in, \$200,000; surplus fund, \$100,000; undivided profits, less expenses and taxes paid, \$85,306.58; national bank notes outstanding, \$145,600; due to other national banks, \$795.71; due to trust companies and savings banks, \$2,976.60; due to approved reserve agents, \$3,577.03; dividends unpaid, \$234; individual deposits subject to check, \$2,495,131.88; demand certificates of deposit, \$19,365.52; time certificates of deposit, \$19,000; certified checks, \$6,783.90; postal savings deposits, \$2,088.82; total, \$3,080,860.04. The officers of the First National have been connected with it for many years. They are A. J. Brunson, president; J. A. Smith, vice-president, and D. M. Runyon, cashier. Together with B. Frank Coriell, W. R. Codington, J. A. Hubbard, Elias H. Bird, C. Frank French and C. J. Zoglio, they constitute the board of directors. All of them are public spirited and progressive citizens of the highest standing in the community.

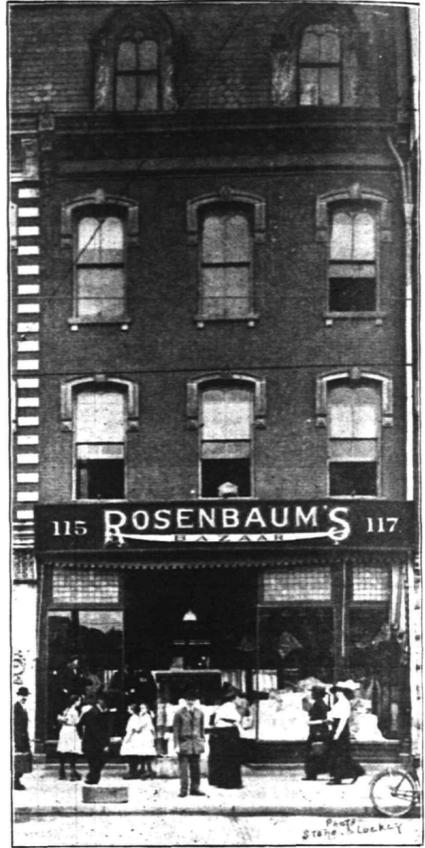
ROSENBAUM'S BAZAAR

ROSENBAUM BROS. Props.

Cloaks, Suits, Millinery, Dry Goods and Furnishings

Among the stores in the shopping district there is none more attractive and popular than Rosenbaum's, one of the most up-to-date, modern dry goods, cloak, suit and ladies' and children's furnishing stores in this part of New Jersey. It has become, within a comparative short time, one of the leading establishments of the kind in Plainfield, by straightforward merchandising methods and the fact that its owners, Messrs. Samuel and Henry Rosenbaum, have made a successful effort to sell the best goods procurable at reasonable prices. This is one of the principal foundation stones upon which their success has been built and the results have been most gratifying, both to the patrons of the store and to its proprietors. The efforts of the firm have been appreciated by the people of Plainfield, this being evident from the fact that ever since the two brothers started in business on their own account in 1907, there have been a number of enlargements until the firm now occupies the entire building at 115-117 West Front street. In 1907 Rosenbaum Bros. started business on a modest scale at 237 West Front street with but little capital, save their energy, enterprise and determination to succeed. They worked early and late, did business along fair and square lines and gradually outgrew the old quarters. In April of last year the business was removed to the present location, only the ground floor, 22x110, being at first occupied. The same policy of the best goods for the

least money, was continued at the new stand and it was not long before there was a further enlargement, the basement being fitted up for a bargain department, which has become one of the most popular features of the store. This season the upper floor, 22x100, has been handsomely fitted up for the cloak and suit department, formerly on the first floor, and has been made into one of the handsomest and best appointed departments of the kind to be found in a store located, in a town the size of Plainfield, in the country. Nothing has been neglected or forgotten to make it complete in every particular. There are dressing, alteration and retiring rooms for the patrons of the house and the stock that has been laid in is from the best makers in this and other countries. At the same time the brothers took the opportunity of completely renovating the dry goods and millinery departments on the first floor, and the bargain basement, and the store as it stands today, is practically a new establishment. Like nearly all successful enterprises, that of Rosenbaum Brothers has grown from a modest beginning. Fourteen years ago the members of the firm came to this country and started in business at the very bottom of the ladder as peddlers and their success has been won by industry and merit alone. They are progressive and public spirited and are always ready and willing to do all in their power toward the advancement of this city and section.



ROSENBAUM'S BIG STORE

most reasonable. There is nothing in the basket, wooden and willow ware, paper, paper bag and twine line that he cannot furnish, and the fact that he has built up a flourishing trade in so short a time shows plainer than

street. There are large stores in the city, but none where fresher or better goods can be found at reasonable prices, where the surroundings are cleaner, and more sanitary, and where patrons will receive more courteous

many years ago by Mr. Love. Last July Mr. Bennett bought out the interest of Mr. Williams and became the sole owner. He has made a number of improvements in the establishment and intends to make many more, but as it is now conducted the store is a model grocery of the best modern type. That Mr. Bennett's efforts have been appreciated by the discriminating public is proven by the fact that the trade has almost doubled since he came into possession. This generous support has come from people who know from experience that Mr. Bennett is thoroughly reliable and that he would handle nothing but what was high-class. The store fronts 20 feet and extends back 65, is well-lighted and ventilated, all loose groceries are kept in closed bins, and every effort is made to furnish customers with the

THE PLAINFIELD FURNITURE COMPANY.

SACHAR & SHIFF, PROPS. FURNITURE, BEDDING, STOVES, ETC.

Modern methods of merchandising have revolutionized many lines of business, and none more than the furniture trade. A man of good habits and reputation can today furnish a home completely, or any part of it, by paying small, weekly or monthly installments and, almost before he is aware, it is paid for with money that in many cases would have been foolishly spent. Hundreds of thousands of happy homes are owned all over the country that would never have been established except for the installment plan. The business has under-

found just as reasonably priced as those in any store in this or any other city. The company has set a new standard in the installment business and this fact has been recognized by the people of Plainfield,

favorably with those made by the most expensive tailors of New York, with whom he has successfully competed for years. Mr. Bantle has made his attractive establishment, 428 Watching avenue, headquarters for the best

attention to every order entrusted to him. His reputation as a fine, painstaking workman is of the highest and he can confidently refer to scores of the best dressed ladies of this city and section. Mr. Bantle is a native of Germany, is a thoroughly practical man and has been actively identified with the business interests of Plainfield ever since he has made his home here.

CLARENCE L. THORN. BICYCLES AND SUNDRIES.

More bicycles are seen on the streets of Plainfield than in almost any city of its size in the country, and it can be stated, upon the authority of a salesman for one of the largest manufacturers, that more wheels are sold here than in any city of its population, with a single exception. Those who remember the days when bicycles were at the height of their popularity would, upon coming to Plainfield, think that it has never waned and it has not, so far as this community is concerned. Every one rides, men, women and children, professional and business men, society women and working girls, and every year the popularity of the wheel increases. The leading dealer here is Mr. Clarence L. Thorn, who is also the oldest, having begun business in Plainfield 19 years ago and conducted it most successfully ever since. He makes a specialty of bicycles; it is not a mere branch of his business, but the whole business, and he gives his undivided time and personal attention to giving his patrons a service that cannot be improved upon. Mr. Thorn has occupied his present



BISHOP'S PAPER HOUSE

any written word could do that he showed shrewd judgment in locating in Plainfield. Mr. Bishop is a fine type of the energetic young business man who is doing so much toward the up-building of the city and deserves credit for his enterprise.

J. L. BENNETT.

THE PURE FOOD GROCER.

As an example of what a thoroughly modern grocery and produce store should be it would be difficult to find a better illustration in a city the size of Plainfield than that conducted by Mr. J. L. Bennett, at 257 West Front

and efficient service. It is an attractive store in every way and the first impression one receives upon entering it is one of wholesome, cleanliness, an impression that is carried out by the facts, for on this point Mr. Bennett has most decided views. He has had years of experience in the grocery business, in fact, he may be said to have been brought up in it, having for 24 years occupied a responsible position with the firm of J. A. Smith & Brothers. About two years ago he decided to branch out on his own account and bought an interest in the business of J. G. Williams & Co. This business was one of the oldest in Plainfield, having been established

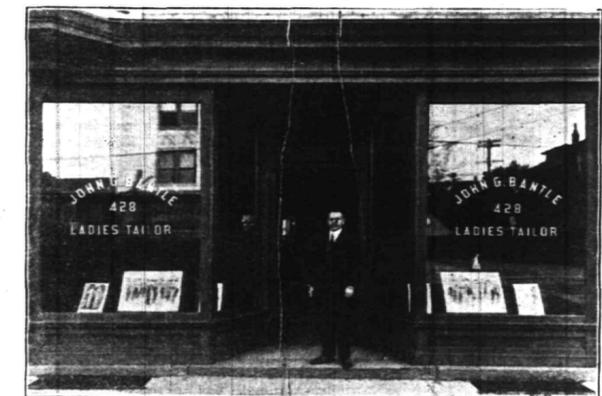


STORE OF THE PLAINFIELD FURNITURE CO.

purest goods it is possible to obtain. A well-organized delivery service covers the city and suburbs thoroughly and prompt and efficient service, together with reasonable prices, may be depended upon. Mr. Bennett is a native of Rahway, but has lived here since his youth. He is an excellent type of the young business man who is doing so much toward making for Plainfield a larger place on the map, and is always ready and willing to do his share to bring about this result. It should also be added that Mr. Bennett is agent for "White Rose" canned goods and health food products, which are the best in the world.

Write Plainfield Board of Trade or Chamber of Commerce for full information regarding this grand old town.

gone a good many changes in the last decade. When it was first introduced many dealers sold the cheapest kind of furniture at the most exorbitant prices, but methods have changed for the better and the finest and best made furniture and house furnishings can now be bought at very reasonable prices, when a firm like the Plainfield Furniture Company is dealt with. By doing a fair and straightforward business and furnishing its customers with reliable goods, the company, which is owned by Sachar & Shiff has built up an immense and constantly increasing business which extends throughout this city and section. At its warehouses, 139 East Front street, it has a select stock of furniture, bedding, stoves, rugs, matings, carpets, linoleums and house furniture for the inspection of the public, and these goods will be



BANTLE'S FASHIONABLE TAILORING ESTABLISHMENT

who have shown their appreciation by according the company a generous patronage. The firm is prepared to furnish a home either for cash or on the easy payment plan, and its reputation for reliability and integrity is of the best. Mr. Kaspar Sachar, of the firm, has charge of the furniture department, while his partner, Mr. Louis Shiff, spends most of his time on the road attending to the clothing and dry goods trade, which the company also sells on installments as well as for cash. They are among the most progressive merchants of the city and have, within a comparatively short time taken their place among the leaders.

JOHN G. BANTLE, LADIES' TAILOR.

Nothing in her wardrobe is more prized by the really well-dressed woman as her tailor-made suits, for every woman who has any pretensions to being well-dressed has at least one. They are always in style, always look well and are suitable for almost any occasion, if made by a tailor who keeps in touch with the world of fashion and thoroughly understands his business. For over sixteen years Mr. John G. Bantle has been the leading ladies' tailor of Plainfield, numbering among his patrons some of the most stylishly gowned ladies of this city and section, and a Bantle garment will compare

ladies' garments, his patrons come to him season after season, an indication that his service is most satisfactory. His show rooms and shop occupy the entire two floors of 428 Watching avenue, and every comfort and convenience has been provided for his customers. Mr. Bantle keeps in constant and intimate touch with the centres of fashion in Paris, London, Berlin and Vienna, he employs only the most skillful and experienced workmen and gives his personal at-



STORE OF J. L. BENNETT, THE PROGRESSIVE GROCER



THORN'S UP-TO-DATE BICYCLE SHOP

C. W. SPICER, Pres.

H. M. MAXSON, Vice Pres.

GEO. L. BABCOCK, Treas. and Gen'l Mgr.

A. F. RANDOLPH, Secty.

A. W. STONE, Supt.

SPICER MANUFACTURING COMPANY

SPICER UNIVERSAL JOINTS For Automobiles, Motor Trucks, Motor Boats and Shaft Driven Machinery

One of the most rapidly growing industries of Plainfield, and one that has done as much for its industrial advancement as any other, is the Spicer Manufacturing Co., makers of the Spicer Universal Joint for automobiles, motor trucks, motor boats and shaft-driven machinery in general. The product of the factories of this company is shipped all over the world, and the name "Universal" is a most appropriate one for this clever inven-

tion. Like nearly every large and successful enterprise, the Spicer Manufacturing Company started on a modest scale, and is a home company. The inventor of the Universal Joint is Mr. C. W. Spicer, president of the concern, who invented it while a student at Cornell University. He left that institution the year before he would have graduated for the purpose of manufacturing the little invention that was to become famous, especially in the

automobile world, and came to Plainfield, where he had relatives. With but small capital he began the manufacture of the "Universal" joint in a small room in the works of the Potter Printing Press Co., and at first only three men were employed, the output being limited. Recognition of the merits of the invention were almost immediate, however, the demand increased rapidly, and larger quarters became necessary to supply it. These

were found at 308 West Fourth street, the present site of the general offices and one of the plants, the force was increased to about fifty men, and it was not long before the building had to be enlarged. It now occupies a space of about 150x200 and is used exclusively for finishing purposes. The other shops are in South Plainfield, along the railroad tracks, and are splendidly equipped with the most improved machinery. There are three large, well-lighted and ventilated buildings, 90x260, 70x150 and 50x90, and all of the work on the Universal Joint is done right here in Plainfield. The class of workmen employed is high and the product of the factories are as perfect as first-class material and workmanship can make them. The demand for the "Universal" comes from manufacturers of high-class machines only, such as the makers of the Chalmers, Cadillac, Marmon, Baker Electric, Hudson, Correja, Velle, Babcock Electric, Kissel, Buick and Selden. Oil and dust proof, it is the acme of joint manufacture. The growth of the business has been nothing short of phenomenal. It started in the spring of 1904 in a humble way and today, nine years later, 500 men are employed, exclusive of

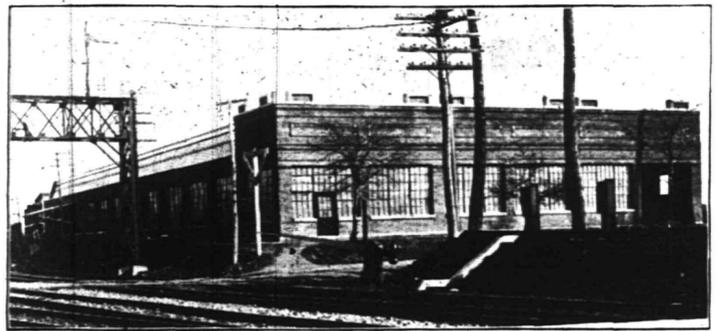
the office force. As the automobile and kindred industries grow, the demand for the Spicer "Universal" joint is bound to increase, and this company bids fair to play a still more important part in the growth and development of Plainfield. The officers of this company, all of whom live here, are C. W. Spicer, president; H. M. Maxson, vice-president; George L. Babcock, treasurer and general manager; A. Seth Randolph, secretary, and

A. W. Stone, superintendent. Mr. Spicer, the inventor, comes originally from the West, but since making his home in Plainfield has become thoroughly identified with the city. Mr. Maxson has for years been superintendent of the public schools. Mr. Babcock has long been one of the leading men of the city, and has been most intimately associated with its progress along the most advanced lines. He was a member of the last

General Assembly, in which he made a most excellent record, and is president of the Chamber of Commerce of Plainfield, one of the leading commercial organizations of New Jersey. Mr. Randolph is a leading member of the bar and is counsel of the company, and Mr. Stone, the efficient young superintendent, has been connected with it for years.



WEST FRONT STREET WORKS, SPICER MFG. CO., PLAINFIELD.



SOUTH PLAINFIELD WORKS—SPICER MFG. CO.

salesroom and shop at 405 Park avenue for the past 16 years, and is splendidly equipped to do all kinds of repairing from the simplest to the most intricate job. His shop is provided with every improved appliance and he employs only the most expert workmen. His stock of new and second-hand bicycles is the largest and most select in the city and bargains are always to be found at this store. All makes of wheels are carried, but a specialty is made of "Crescent" and the "Triumph"; standard wheels, up-to-date, reasonably priced and absolutely dependable. Mr. Thorn is well and favorably known to every bicycle owner in Plainfield, nearly all of whom have at some time been among his customers, and is one of its substantial and progressive business men.

did fire-proof warehouse, the one conducted by Conover & Son is undoubtedly the best in New Jersey. Both the members of this old firm are public spirited and progressive men of the best class. Telephone, 1399.

RANDOLPH'S PHARMACY.

L. W. RANDOLPH, PROP.

One of the oldest in point of years, but at the same time one of the most modern in its equipment and methods of doing business, is the pharmacy conducted by Mr. L. W. Randolph, at 143 West Front street, in the center of the shopping district of Plainfield. It is also one of the largest and most popular, having as its patrons a large number of the most particular and discriminating people not only of the city but of the entire section of New Jersey, where its reputation for dealing in only the freshest and purest of medicines was established when Plainfield was but little more than a country village of a few thousand inhabitants. In no field of endeavor has a greater advance been made during the last decade or two than in that of pharmacy. There has been a vast improvement

tion department has always been the leading feature and in the opinion of many, it is the largest and best equipped in this part of New Jersey—certainly it is one of the most generally patronized. The greatest care is taken in compounding, only the purest and best drugs being used, and physician and patient, both feel satisfied when the name of Randolph, a sure sign of highest quality, is in a bottle or package of medicine. The store is a most attractive one, the stock arranged with unusual taste and is a model of cleanliness and sanitary. The soda fountain, of marble and onyx, is the largest in Plainfield, and modern in every particular. Mr. L. W. Randolph is a public spirited and progressive citizen, and a man that Plainfield might well feel proud of.

WELSH FARMS DAIRY CO.

PURE CREAM, MILK, EGGS DIRECT FROM THE FARM.

There is no article of food so wholesome and healthful, as well as nutritious, as pure cream, milk, butter and cheese, and the freshest of eggs. And it may also be said in passing that no

authorities at frequent intervals to detect the slightest taint of tuberculosis or other disease. If such is found the animal is immediately destroyed. Welsh farms are among the model dairy farms of the country, and are managed by men of long experience, who have made a study of sanitary dairying, and they have been placed in



HOME OF THE WELSH FARMS DAIRY (INC.)

the highest plane. To obviate any unnecessary handling of the milk for the retail trade it is bottled at the farm in hermetically sealed bottles and, along with the milk for wholesale in cans, is shipped by special cars to Plainfield, as are also the eggs sold by the company, laid the day before. The butter and pot cheese is made at the creamery of the company on East Front street, the equipment being of the latest and the surroundings sanitary in every particular. The creamery which was established about 12 years ago by John I. Brokaw is an attractive one, and is a popular place to drop into and get a glass of cool sweet or butter milk. In the rear are the separators, churns, and other machinery for making sweet and salt butter and pot cheese. The capacity is about 120 pounds of butter a day. Still further in the rear are the headquarters of the delivery system, which covers the entire city as well as Dunellen, North Plainfield, Netherwood, Scotch Plains and the surrounding country thoroughly. Since the creamery passed into the hands of the Welsh Farms Dairy (Inc.), they propose to make a number of improvements, and the already fine service will be extended and further systematized. The officers of the company are J. C. Welsh, president; R. W. Squire, vice-president; Wm. N. Runyon, secretary, and D. A. Hulick, treasurer. Associated with Mr. Hulick in the management of the creamery is Mr. A. R. Phillips, who, for a number of years was in the milk and butter business here, and is widely and favorably known as a dairyman. Mr. J. C. Welsh is one of the most prominent men in this section of Jersey, and is the founder of the model farms that supply such a large percentage of Plainfield's population with the purest of products. Mr. Squire is an experienced dairyman whose business was taken over by the company, and Mr. Hulick, by profession a civil engineer, is one of the energetic young business men of this section.

advertisement.
Come to Plainfield.
Thirty factories in Plainfield.
A splendid place to live is North Plainfield.

outs seen on its thoroughfares. The automobile, instead of detracting from the popularity of the horse in this city, seems rather to have increased it than otherwise, and many of the well-to-do class own both carriages and machines. The headquarters of lovers of good horses in this city and section has for many years been the livery and boarding stables of Mr. A. C. Blair, located at 114 West Sixth street, near the center of one of the most rapidly growing residential sections. Fronting 50 feet on Sixth street, the building extends back near 200 feet, is well ventilated, lighted and drained and especial attention is paid to sanitary conditions. Mr. Blair has always maintained that the home of the horse should be wholesome and healthful, and he carries this idea out in his own stables, which are models of cleanliness. Among his patrons are the owners of some of the best blooded stock in this city, and the fact that they have boarded their horses with him for years instead of maintaining private stables is the best evidence that his service has been most satisfactory. The stables can comfortably accommodate about 40 head of horses on the first floor, the second being given up to the storage of vehicles. Mr. Blair carries on a general livery business and has for hire equippages of every kind, excellent horses and careful and experi-



STABLES OF A. C. BLAIR.

enced drivers. When an equippage leaves his stables it has none of the appearance of the average livery team, but is as spick, span and classy as can be found anywhere. Mr. Blair, who is a public-spirited gentleman, is a native of this section, has been in the livery business at his present stand for about 15 years, and is familiar with its every detail. His facilities are of the best, the largest weddings and teams for other big occasions can be served promptly and his terms are always reasonable.

MILTON H. HINCHCLIFFE.

HATTER AND RENOVATOR, MEN'S SOFT HATS MADE TO ORDER.

For many years the manufacture of hats was the most important industry of Plainfield, and headgear made in this city was worn in all parts of the country. That this industry is to be rejuvenated would appear to be apparent from the success with which Mr. Milton H. Hinchcliffe has met at his factory and salesrooms, 132 North Avenue. Mr. Hinchcliffe is a practical hatter, and since starting in business on his own account, has been most suc-

order and after his own ideas. When he once has a hat made to really fit him at Hinchcliffe's and enjoys the sensation of having a new hat as comfortable as any old one he ever wore, and at the same price as the ready-made article, he will become a convert to custom made hats, as many of the best dressed men in Plainfield have already. Mr. Hinchcliffe makes soft hats exclusively, but he also keeps on hand a fine lot of all kinds of head wear. He also has unusual facilities for renovating and refinishing old hats and cleaning and reblocking both for ladies and men. All work is done with the greatest care and skill, not by inexperienced men, who are liable to ruin fine hats or by high-power machinery, often run by boys, but by practical hatters, who thoroughly understand their business, and are under the supervision of the proprietor. Mr. Hinchcliffe came here from Newark where he learned his trade and worked for a number of years. He was for a time located on Madison avenue, but about two years ago moved to his present conveniently located quarters in the business section of the city. He is one of the progressive manufacturing merchants of Plainfield and is always ready and willing to do his



HAT ESTABLISHMENT OF M. H. HINCHCLIFFE

cessful. His place of business is conveniently located and he is building up an excellent trade especially in custom made hats. The average man has become so accustomed to buying his hats ready-made that he does not realize the comfort and satisfaction to be derived from a hat made to his

full share toward making it a bigger and a better city along the best lines. Mr. Hinchcliffe is standing at the door with a hat on the block ready to be finished.

PLAINFIELD STEAM LAUNDRY.

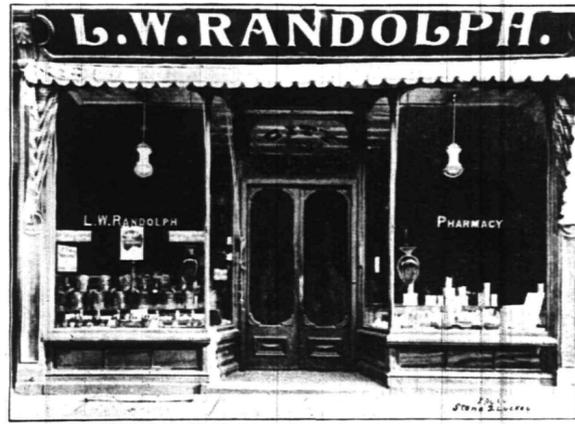
H. G. YOUNG, PROP.

Steam laundries, conducted along the best lines have done more for cleanliness than almost any other one thing, and at the same time they have relieved the average housewife of one of her most nervous duties—that of looking after the washing and some times doing it herself. The steam laundry has also encouraged sanitation. Nothing carries infection quicker than clothing and in the old days of the wash woman, when the household linen was taken to her home, no one could know what the surroundings were, or who wore them before they were returned, a week later. The steam laundry has changed all this so far as thoughtful and discriminating people are concerned and every season the steam laundries grow larger and better in their equipment and service.

GEORGE CONOVER & SON.

TRUCKMEN AND RIGGERS.

One of the oldest and most flourishing enterprises in Plainfield is that conducted by the firm of George Conover & Son, truckmen, riggers and storage warehousemen, whose stables are located at 15 Jackson avenue, and offices at 169 North avenue. The business was established nearly 40 years ago by the late George Conover, who was succeeded by his two sons, Messrs. Walter and George Conover, who may be said to have been raised in the business. The firm has one of the best equipments in the city, and its business extends throughout all this section. It has the largest moving vans of any concern in this vicinity, and this service includes two of the finest and most up-to-date motor vans in the State. A specialty is made of moving furniture, pianos and goods requiring particular care in handling. Prompt and quick service has always been one of the characteristics of this concern and its reputation has been built upon the solid foundation of reliability. It has a staff of careful, experienced and obliging men, many of whom have been in its employ for years, and its patrons are among the most discriminating people of this section. Particular care is given to packing china, bric-a-brac and fragile goods of every kind, and satisfaction is guaranteed. This is one of the greatest features of a high-class furniture moving business, and experience has fitted this firm for the calling, more, perhaps, than any other concern in this part of the county. Both members of the firm are energetic young men and are natives of Plainfield, where they have resided here all their lives. They have built up a large trade by strict attention to business and straight forward dealing, and cover their field completely, for the long distance of 200 miles from Plainfield in every direction. In the way of a splen-



PHARMACY OF L. W. RANDOLPH

in every department and Randolph's has always been in the van, leading in the movement that has resulted in making modern drug store probably the most attractive establishment in every progressive community. It never belonged to that class of old apothecary shops, unsanitary and unattractive that preceded the modern type of pharmacy, but has been kept, as it still is, fully abreast of the times. While a complete stock of fancy goods, toilet articles, confections and specialties usually found in the high-class drug store is carried. Randolph's prescrip-

foods are so dangerous when stale, or adulterated. Too much care cannot be exercised by the consumer in selecting his dealer in these articles and the people of Plainfield are fortunate, indeed, that they have located here such a model plant as that of the Welsh Farms Dairy (Inc.), which recently succeeded to the business of the Brokaw Creamery, at 188 East Front street. Through the medium of this company it is possible for the consumer of this city and section to get the very highest grade of dairy products, fresh from the Welsh Farms in German Valley in the Schooleys Mountains, handled in the most sanitary manner and guaranteed to be free from the slightest contamination. Analysis has shown that the milk, cream and butter from the herds in German Valley is richer and purer by far than that from those on the hills, the pasturage being finer in every way. Welsh Farms comprise about 2,000 acres, upon which graze one of the finest herds of cattle in the State, numbering about two hundred. These cows are for the most part a cross between Jersey's and Holsteins, experience and investigation having shown that cattle of this kind are less liable to disease than the thoroughbred registered cows, and the milk is also richer. Every care is taken at the farm and all cattle are inspected by the State



ONE OF CONOVER'S SPLENDID MOVING VANS.

PLAINFIELD SAVINGS BANK

ORGANIZED 1868

Safe and Sound Financial Institution

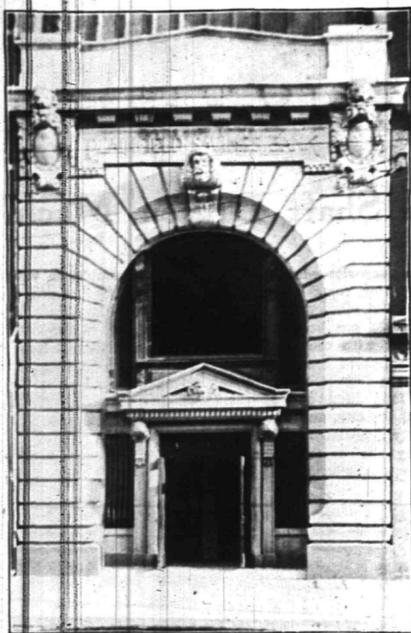
... OFFICERS ...

WM. F. ARNOLD, President

A. C. STEBBINS, Vice-President

J. C. POPE, Treasurer

H. A. POPE, Assistant Treasurer



PLAINFIELD'S SAVINGS BANK.

Savings institutions have done as much and probably more than any other one thing to encourage habits of industry and thrift among the wage earners of the country, though the depositors are by no means confined to this large class, but includes people in every walk of life, from the capitalist to the office boy. In the Plainfield Savings Bank this city has one of the model institutions of the kind to be found anywhere, and its steady and continuous growth since it was organized in 1868, as the Dime Savings Institution, demonstrates how

much its efforts to give the people a high class institution have been and are appreciated. It was continued as the Dime Savings Institution until 1883, when it was organized as the Plainfield Savings Bank and at the close of business on August 9, of this year, its deposits amounted to \$1,190,314.16. This showed an increase of \$30,000 over the deposits on January 1, 1913, when the last annual report was made. At that time the bank had as assets, bonds and mortgages amounting to \$685,700, municipal, county and railroad bonds \$483,675, demand loans \$1,300, interest

due and accrued \$7,689.86 and cash in hand \$31,076.35. The value of the handsome banking house, at 110 East Front street, owned and occupied by the bank, is placed at \$31,000. The amount of deposits on January 1 was \$1,139,240.55, while the surplus amounted to \$81,200.66. It will be seen by this statement that the bank is in a most flourishing condition and indicates that the wage earners of this city and section are prosperous and frugal. The Plainfield Savings Bank is the only purely savings institution in the city and occupies a field all its

own. It is managed by a board composed of some of the leading bankers, business and professional men of this section. The president, Mr. William F. Arnold, is the treasurer of Plainfield and is also vice-president and cashier of the City National Bank, a banker with years of experience. Mr. A. C. Stebbins, the vice-president, is general manager of the Pond Machine Tool Co. Mr. J. C. Pope, the treasurer, has for years been connected with the institution and has taken a most active part in its upbuilding, and Mr. H. A. Pope, the assistant treasurer,

also gives his entire time to the bank. The board of managers is composed of Wm. F. Arnold, Albert C. Stebbins, Lemuel B. Woolstone, James C. Pope, Asa F. Randolph, George F. White, George M. Griffen, Jacob Voehl, F. W. Wescott, M. D., William H. Shotwell, John P. Emmons, David E. Tittsworth, Herman Schwed, Louis K. Hyde, men of the highest standing in the community.

This, at least is the case with the Plainfield Steam Laundry, of which Mr. H. G. Young is the energetic and progressive proprietor. This is the pioneer steam laundry of Plainfield, having been established as far back as 1878. It was conducted for 30 years or more by A. G. Thorne, from whom it was purchased five years ago by the present proprietor, Mr. Young, and under his enterprising management the business has increased wonderfully. The plant of the laundry is located at

KREWSON'S. PLAINFIELD'S LEADING BILLIARD PARLORS—13 TABLES.

There is not a cleaner, healthier or more scientific indoor sport played than pocket-billiards, if enjoyed among proper surroundings at a place frequented by intelligent men of the best class. The game is especially the favorite of men who lead sedentary lives, whose work confines them to store or

class. No betting or the slightest disorder is allowed in the rooms, which are conducted along the best lines for the accommodation of people who really love the sport and wish to enjoy it among the pleasant surroundings. That the methods of Mr. Krewson have met with the appreciation of the public is indicated by the fact that his establishment has grown from an equipment of three tables to one of thirteen, and every season grows more popular. The size of his rooms were exactly doubled last April, when he took the third floor of the building and equipped it in the same modern manner as the old quarters. Mr. Krewson is a native of Pennsylvania, having been born in Bucks county, but has been identified with the social and business life of this community for the last twenty-two years, since he first started rooms

is constantly increasing. Expenses in the centre of the city are large and the customers have to pay the bill. They are small, comparatively, in the suburbs, and the telephone in connection with an excellent delivery service, has annihilated distance, so that the consumer, in any part of Plainfield can order from home, take advantage of more reasonable prices and get the goods by dealing with Mr. Keenan. His patrons are not confined to the neighborhood in which he is located, but are scattered throughout Plainfield and its suburbs. A trial order nearly always makes a permanent customer. Mr. Keenan is one of the most successful and progressive business men of the city, and is always ready to do his share toward its advancement and prosperity.

advertisement

of the private apartments of the family, they are well furnished, neat and sanitary and every convenience and comfort has been provided for the guests. In the rear are fine sheds and stables for the accommodation of stock, for the Hotel Chatham has for years accommodated the farmers of this section. Mr. Blatz, assisted by his brother, gives his personal attention to making his guests comfortable, and anyone requiring permanent or transient quarters in Plainfield, convenient to the business section, but far enough away to escape its noise and confusion, can make no mistake in stopping at the Hotel Chatham. Its proprietor is a public spirited and progressive gentleman, who does all he can to advance the city in which he has cast his fortunes.

advertisement

PLAINFIELD SURPRISE STORE. CLOTHING AND FURNISHINGS.

Well-dressed men are the rule, rather than the exception at the present time, for people have begun to realize that, to a great extent, good clothes are the stamp of the successful, progressive citizen. The man who is always shabby, even though he is brainy in other ways, is bound to suffer by comparison, and many a splendid opportunity has been lost because a man did not have a "good front." Clothes were



THE PLAINFIELD SURPRISE STORE

ity of goods at lower prices. The Plainfield Surprise Store fronts on Front street, about 22 feet and extends back about 70, providing a large space in which to show goods. A specialty is made of "Great Six" clothing, one of the best and most reliable brands ever placed on the market. The winter stock is now in, complete and at its best, and if you haven't bought your winter suit try Mr. Steigman and you will never regret it. Mr. Steigman has

at 324 West Front street, where he remained for nine years. About a year ago, he removed to his present stand at 219 West Front street, which he greatly improved and now has one of the most attractive establishments in the city. Mr. Steigman since living in Plainfield has been actively identified with its business life and is one of its most enterprising merchants.

advertisement

THE P. F. KAINE CO.

PLUMBING, HEATING, TINNING AND METAL WORK.

Plumbing, roofing and heating are three of the most important things to be considered in the building of a house, and no matter how well the carpenter, mason and other mechanics have done their work, particular attention must be paid to the important details. Sanitary plumbing, steam and hot water heating has long since ceased to be a luxury in the modern home, no matter how modest it may be, and the house in which they are not installed, will wait long for a tenant. Although it is necessary for all of them to pass an examination before being allowed to work at the trade, in the very nature of things, since plumbers are superior workmen to others and use better materials, just as is the case in any other business, so that too much care cannot be used in selecting the concern to do your work. To those contemplating building or are considering the installation of sanitary plumbing and heating, the suggestion is made that they consult the P. F. Kaine Co., whose handsome showrooms and modernly equipped shop is located at 128 North avenue.



THE PLAINFIELD STEAM LAUNDRY.

547 East Third street, between Richmond and Beckman streets. Since he came into possession of the plant Mr. Young has been constantly making improvements and the laundry has been practically rebuilt. New machinery is installed as soon as it has been tested and found worth while, and the equipment is thoroughly modern in every particular. The laundry is sanitary to a degree not found in many, where work is done in the basement, the ventilation of which must necessarily be poor. His washing and ironing rooms are on the first floor, the building is not surrounded by other structures, is well ventilated and bright, with a free circulation of fresh air at all times. Every sanitary precaution is taken, and clothing coming from the Plain-

office for long hours during the day, though all classes enjoy it. Not too severe on the muscles of the most delicate, it is a healthy stimulant both to the mind and body, drives dull care away as no other game does and the element of chance is almost entirely eliminated. Billiards and pocket-billiards are essentially games of skill. There are few of the large residences of Plainfield, belonging to well-to-do people, that do not have a billiard room, and the game is recognized as the sport of intelligent people. Plainfield has in Krewson's Billiard Rooms, 153 West Front street, one of the best equipped and most popular places in New Jersey—the resort of all lovers of the game not only in this city, but throughout this section. The surround-



R. H. KEENAN'S SANITARY GROCERY.

on a modest scale on North avenue. Mr. Krewson is progressive and always ready to help any cause that is for the welfare of old Plainfield.

advertisement

R. H. KEENAN.

STAPLE & FANCY GROCERIES.

In the absence of any central markets, such as exist in larger cities, the housekeepers of Plainfield are dependent, to a great extent, upon the grocers of the city to supply them with produce and provisions as well as groceries. As a consequence, stores of this kind are more numerous here than in many communities, and as a class are much superior. Competition is also unusually keen which rebounds to the benefit both of the merchant and the consumer. It has also resulted in the establishment of a number of high-class stores, near the residential sections. These are not mere corner groceries, of the type so familiar a few years ago, but modern establishments conducted along the best lines, many of them quite as large as those in the business center. Among these must be classed the store of Mr. R. H. Keenan, located at the corner of East Fifth and Richmond streets. Mr. Keenan's establishment would be a credit to any city many times the size of Plainfield; it is splendidly stocked with a large line of staple and fancy groceries from the best manufacturers, and there is no better example of what a high-class modern grocery store should be in this city and section. Starting on a modest scale about 15 years ago, in a much smaller store just across the street from his present location, Mr. Keenan has by industry and enterprise built up a large trade which extends throughout the city and

HOTEL CHATHAM.

HILAIRE C. BLATZ, PROPRIETOR.

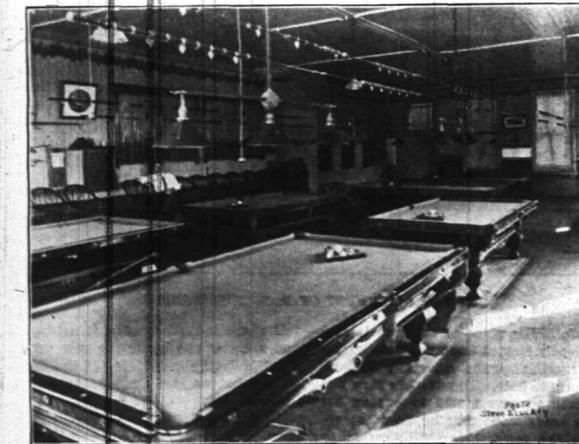
There is no one thing that indicates better the prosperity and growth of a city than the success of its hotels. Progressive communities always have good hotels, and the town that does not have them is laboring under a handicap that is difficult to overcome. One of the most popular hosteries in the two Plainfields is the Hotel Chatham, located at 70-72 Somerset street, of which Mr. Hilaire C. Blatz, is the enterprising and progressive proprietor. This has long been one of the recognized institutions of North Plainfield and has a large patronage, made up of the best people of the two cities and the surrounding country. It was established over twenty years ago by Joseph A. Blatz, father of the present proprietor, who conducted it most successfully until about three years ago, when his son assumed the management. He has kept the place fully up to the high standard maintained by his father, who was in the hotel business for many years, having at one time been the proprietor of the Mountain Inn, further down Somerset street, and it was when he was the owner of this hotel that Mr. Hilaire C. Blatz was born. Mr. Blatz was associated with his father in the business from boyhood and thoroughly learned the details of hotel management from him. He is giving the people of the twin-cities a fine service and they appreciate the fact by bestowing upon him a generous patronage. The Hotel Chatham has one of the handsomest cafes in the city, and the stock of fine wines, liquors, beers and cigars kept on hand are of the best. The hotel contains 10 sleeping rooms, exclusive



HOTEL CHATHAM H. C. BLATZ, PROP.

never so cheap and, at the same time, well and stylishly made, as they are at the present and the man who knows how and where to buy can always be well-dressed for a comparatively trifling sum. Try Louis Stiegman, at the Plainfield Surprise Store, 219 West Front street, just once and you will become a permanent customer. If ever an enterprise was appropriately named "The Surprise Store" it is this store, for the shopper will find surprises there in prices and values, no matter which way he may turn. Mr. Steigman's stock of clothing for men and boys and gentlemen's furnishing goods is one of the most select in Plainfield. His store is not as large as some, but it must be remembered large stores necessarily have to carry stocks over from season to season, while the smaller merchant turns his over rapidly and has always a fresh supply on hand. This is one of the secrets of the success of "The Surprise Store." Goods found there are always strictly up-to-date, and the fact that his expenses are more modest than some competitors enables him to sell the same qual-

ity of goods at lower prices. The Plainfield Surprise Store fronts on Front street, about 22 feet and extends back about 70, providing a large space in which to show goods. A specialty is made of "Great Six" clothing, one of the best and most reliable brands ever placed on the market. The winter stock is now in, complete and at its best, and if you haven't bought your winter suit try Mr. Steigman and you will never regret it. Mr. Steigman has



KREWSON'S BILLIARD PARLORS.

field Steam Laundry is as fresh, clean and sweet smelling as when new. Mr. Young has given the people of this city and suburbs a high-class laundry and they are showing their appreciation of the fact by giving him a generous and rapidly increasing patronage. They have found by experience, that the work done at his plant is as good as can be done anywhere and much better than at many laundries with an old and inferior equipment. Mr. Young is a native of Fanwood, where he lives on Forrest road, but for many years in New York, where he was employed at the Produce Exchange.

Excellent Chamber of Commerce and Board of Trade in Plainfield.

A splendid place to live is North Plainfield.

ings are of the best, and the most particular could find no fault with the manner in which the establishment is conducted by Mr. C. F. Krewson, the enterprising proprietor. Both floors over Laing's book store are occupied; the rooms are bright, well furnished and sanitary, and the thirteen high-class tables are kept in the very pink of condition. There is no pleasure in playing on tables that are not kept in the best of order, and no one appreciates this fact more than Mr. Krewson. He has had over 20 years of experience in the conduct of billiard and pocket-pool parlors. Having been established in Plainfield since 1892, his business has been built up to its present dimensions by the fact that nothing but the highest class of equipment would satisfy him and the further fact that his clientele of patrons are among the most discriminating



HEADQUARTERS OF THE P. F. KAINE CO.

Plainfield-Union Water Co.

GENERAL OFFICE:

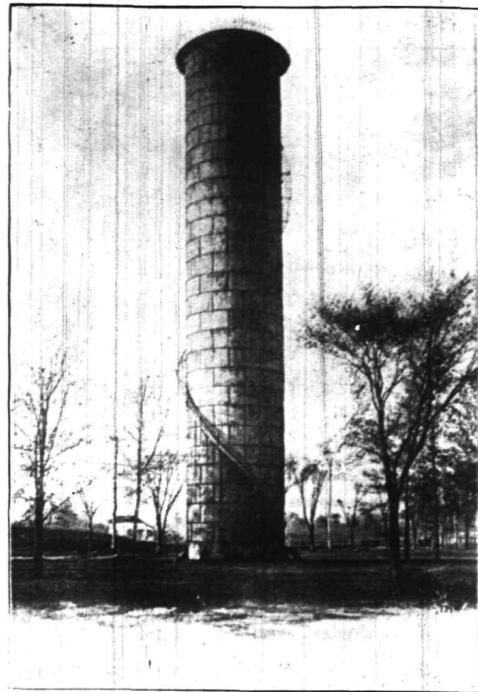
175 NORTH AVE.

Incorporated 1891

One of the City's Greatest Blessings

Without a pure and abundant water supply that can be depended upon in all seasons a city is hopelessly handicapped that wishes to keep its place among progressive and growing communities. It constitutes one of its most valuable resources; one that should be most carefully guarded and protected, for upon it, to a very great extent, depends the health of the inhabitants. Almost the first question asked by the prospective home-seeker or investor when visiting a city is in regard to the quality and quantity of water available for use, and fortunately this is a question to which a most satisfactory answer can be given when it is asked about Plainfield. The water supply of this city and its suburbs is supplied by the Plainfield-Union Water Company, and has been appropriately described as the purest

and sweetest that Nature can yield. It is drawn from 39 artesian wells ranging in depth from 70 to 500 feet on the property of the company from Leland avenue to Terrell road. The supply, bright, cold and sparkling, undoubtedly has its source in springs in the Watchung Mountain, although it has never been accurately located, but it evidently comes from a considerable height, for the subterranean stream has, it is estimated, a fall of about nine feet to the mile, flowing over a rocky bed, which adds to its purity and wholesomeness. The supply is practically inexhaustible and such a thing as a scarcity of water in Plainfield is never to be feared. Recently extensive improvements have been made by the company through the installation of the Harris Air Lift System which has been perfected.



TOWER OF THE PLAINFIELD UNION WATER CO.—NETHERWOOD.

This is operated by Ingersoll compressed air machinery and the improvements have made the plant a model one in every particular. In fact it is one of the show plants of the country, its builders using it as an example of all that is most complete in modern water supply systems. The company has spared no expense in giving Plainfield and the surrounding country the best that can be had and the service it furnishes is most satisfactory and dependable. While the rates are reasonable. Besides this city, the company supplies the cities of North Plainfield, Fanwood, Westfield, Garwood, Cranford, Kenilworth, Roselle and Roselle Park, and has laid approximately 150 miles of water mains. The water supplied by the Plainfield-Union Water Company has been analyzed by Allen Hazen, a

leading hydraulic expert of New York, and pronounced by him to be of "great organic purity," and in a letter to one of the company's patrons he adds, "You are to be congratulated upon having so good a supply, and you need have no anxiety whatever as to its wholesomeness." Herbert B. Baldwin, chemist to the department of public health of the city of Newark, N. J., made an analysis on September 22, 1911, of samples of water taken from the mains of the company in three different places in the city of Plainfield and states: "Both chemical and bacteriological data in these samples show the water to be of an unusually good quality from a sanitary point of view." The Plainfield-Union Water Company, the general offices of which are located at 175 North avenue, was formed in 1896 as the result of the

merger of The Plainfield Water Supply Co., and the Union Water Co. The former company at the time of the consolidation was supplying Plainfield and North Plainfield only, while the Union was furnishing water to the towns east of Plainfield to Elizabeth. Since the merger many improvements have been made, and the service has been excellent. The interests of the company are closely identified with those of the communities it serves, and it is the policy of the management to do its full share to promote their growth and prosperity. The officers of the company are Messrs. Frank Bergen, president, William J. Whelan, secretary and treasurer, and Amos Andrews, superintendent.

KELLER'S

Although this leading concern has just rounded out four years of existence, it has built up a splendid business here in Plainfield and the surrounding country amongst the most careful and particular property owners, contractors and builders, and every season shows distinct progress. Some of the handsomest stores and most attractive residences contain examples of the high-class work done by the company, which also does all kinds of the roofing, guttering, spouting and sheet metal work. The business was established by Mr. P. F. Kaine, who came here from New York, where he was formerly in business for 15 years, and although the competition is unusually keen in this line of endeavor, he soon built up a large patronage. About two years ago it was decided to incorporate, and the P. F. Kaine Company was formed. Mr. P. F. Kaine is president, William Ball, vice-president, E. A. Caffrey, treasurer, and Mr. M. E. Tunison, all of them being thoroughly practical plumbers and progressive business men.

make good, with the result that their patrons get the best kind of service. About a year ago the Reliable Jewelry Shop, of which Penn & Bernstein are the owners, opened its doors at 245 West Front street, and solicited a share of the public patronage. Both of the proprietors are well known in Plainfield as men of unusual skill, Mr. Penn having been with one of the local jewelers for three years, and Mr. Bernstein with another for six years and they started with the best wishes of a host of friends. From the first their enterprise was a success and, in the comparatively short time that has elapsed since the firm started in business, an extensive trade has been built up among the most discriminating people of this section. The facilities of the firm for doing all kinds of repairing, stone setting, engraving and watch making are of the best and the members give their personal attention to all work entrusted to their care. Mr. Penn is one of the most skillful jewelers and engravers in the city, while Mr. Bernstein is a watchmaker of long experience. The stock carried by the Reliable Jewelry Store is new, and some of the designs are to be found in no other place in Plainfield. The diamonds, precious stones, rings, bracelets, brooches, watches, charms and silverware, cut glass and artistic bric-a-brac are tastefully arranged in plate glass cases and nothing has been forgotten or left undone that would help to make this a thoroughly modern jewelry store, conducted along the best lines. The firm is composed of Messrs. H. W. Penn and M. Bernstein, both of whom are of that type of young business men who are doing their full share toward the up-building of the "City by the Hills."

KELLER'S CLEANING SHOP.

YSBRAND DE DOOD, PROPRIETOR.

Comparatively few people seem to realize what a great and economical saving they can make in their clothing and dressmakers' bills by patronizing a high-class cleaning and dyeing establishment, such as Keller's Cleaning Shop, located at 125 Park avenue, of which Mr. Ysbrand de Dood is the enterprising proprietor. Many a suit or gown has been thrown aside or given away which could have, in skillful hands and by the use of modern methods, been made almost as good as it ever was by trifling expenditure. Keller's Cleaning Shop has for years been one of the best known institutions of Plainfield, and numbers among its patrons many of the most discriminating and particular people of this city and section, who have learned by long experience that the very highest class of work only is done at this establishment and that the most delicate fabrics can be safely entrusted to the care of its skillful and efficient workmen. Keller's is not one of those little shops that are springing up almost every day, like mushrooms, the entire capital of the proprietor being an ironing board, a couple of irons and a bottle of gasoline. Those who entrust fine clothing to such places do so at their own risk, and if the garments are damaged or ruined, as they often are, the owner has no redress. Keller's is one of the leading enterprises of Plainfield, it was established in 1894, and for nearly a score of years has catered to the wants of the people of this section, giving them an unequalled service, which they appreciate by responding with a generous patronage. This plant is the largest, as well as the most completely equipped, in this part of New Jersey. The most improved processes are used in all the departments which are equipped with the latest machinery, operated by the most skillful employees under the direct supervision of Mr. De Dood, who gives every detail of his establishment his personal attention. All kinds of dyeing, cleaning, repairing and pressing is done on ladies' and gentlemen's clothing, hats, gloves and apparel of every description, and satisfaction is guaranteed in the minutest particular. Though having all the prestige that only years of good work can give, Keller's is conducted along the most modern lines, and is kept thoroughly up with the times. An excellent delivery service calls for and delivers clothing in all parts of the city and suburbs, and orders by mail, to be shipped by express or parcel post, receive prompt attention. Mr. Ysbrand de Dood, the proprietor of Keller's Cleaning Shop, is a thoroughly practical man of long experience. He is a native of Amsterdam, Holland, where his father runs an extensive dyeing and cleaning plant and there he

learned his business under the most favorable circumstances. Fourteen years ago Mr. De Dood came to this country and was for years superintendent of the establishment of Rees & Rees in New York, which employs



HEBREW SYNAGOGUE.

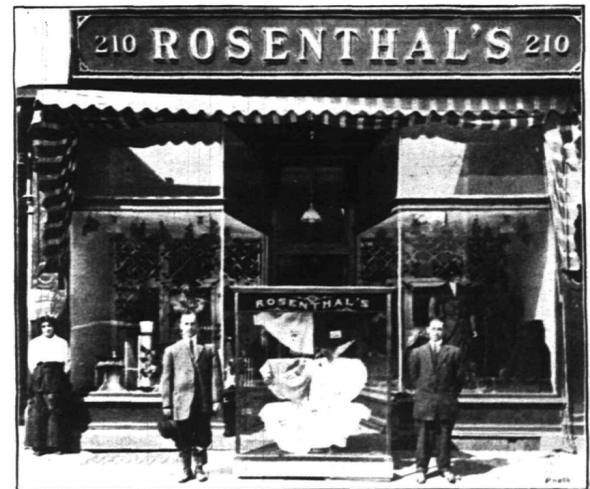
about 350 people. On April 22, of the present year, Mr. De Dood bought Keller's and has, besides making many improvements, kept up the high standard of excellence which has always been maintained.

N. MEYERS & SONS.

COAL AND WOOD.

Fuel is one of the largest items in the budget of every family and too much care cannot be used in the selection of the coal and wood dealer. Most people seem to think that coal is not differently graded, that the coal from one mine is quite as good as that from another, while as a matter of fact no greater mistake could be made. High grade coal is free from slate and dust, its heat producing properties are greater and it burns freer, although it looks

precisely like the inferior grade. Only the dealer and expert can tell the difference before it is used and the dealer who knows and provides his patrons with the best is the one that discriminating and economical people buy from. It is because they have always protected their customers, given full and honest weight and prompt service that the firm of N. Meyers & Sons, has, in the face of the keenest kind of competition, built up an immense business here in Plainfield in the comparatively short space of four years. The yards of this enterprising firm are located along the railroad tracks between Washington and Richmond streets, occupying nearly the entire block. Coal is unloaded directly into the yards, is sheltered from the weather and comes from the best mines in the country. That the efforts of this firm to give the people of Plainfield superior fuel at the lowest



ROSENTHAL'S FINE ESTABLISHMENT.

considerably less than half as large as at present, property having been purchased on East Fourth street, and houses moved to make room for the larger stock required by a constantly increasing business. The office at the yards is at Fourth and Washington streets, and there is also an office at 121 Watchung avenue. Orders sent through telephone, 152-W and 1911, by mail, or left at either office will receive prompt attention. The firm is composed of Mr. N. Meyers and his sons, Joseph A. Meyers, and Samuel R. Meyers, who came here from Long Island and have since been thoroughly identified with the business life of the city. They are among the progressive merchants of Plainfield and never hesitate when called upon to do anything that is for its growth and prosperity.

ROSENTHAL'S.

CLOAKS, SUITS, MILLINERY, DRY GOODS AND FURNISHINGS.

Everyone likes to deal at a new store, there is always such an air of freshness about it, no shop worn goods left over from seasons past and gone, but everything just from the best makers. It makes an appeal to the shopper that nothing else can make especially if the most stylish and reliable goods are sold at prices that are just right. The merchant just starting in business has his way to make and he has to give unusual inducements, for at no time was competition keener than it is at present. But competition puts life and snap into trade.

the wide-awake merchant who knows that straightforward dealing must win out, welcomes it, and works all the harder to please his customers. Although Rosenthal's cloak, suit, millinery, dry goods and furnishing store was only opened, at 210 West Front street, last April, it has in the few months that have elapsed made a place for itself among the leading establishments of the kind in Plainfield, and already the proprietors, Messrs. M. I. and D. Rosenthal, are contemplating enlarging. The present store, located in the centre of the shopping district, is fast becoming inadequate to the demands made upon it, for no enterprise ever started in Plainfield has made a greater success in so short a time as has this. Fronting in the main shopping thoroughfare of the city, 25 feet, Rosenthal's extends back 110 feet, providing a large, bright, well-ventilated sales room where one of the most select stocks of cloaks, suits, jackets, blouses, dry goods, notions, toilet requisites, children's clothing, millinery and scores of articles needed by the well-dressed woman, ever seen in this city has been assembled. Every article in the store is the latest product of the best makers, the owners of the enterprise determined at the beginning to keep nothing but the freshest of stocks and dispose of everything by the end of every season no matter what the sacrifice might be. This policy has been in the past and will be in the future rigidly adhered to. The firm are young men who are well and favorably known in Plainfield, where they have lived for years and have hosts of friends. Mr. M. I.

THE RELIABLE JEWELRY SHOP.

PENN & BERNSTEIN, PROPRIETORS.

Among the establishments that go toward making up the business life of a growing and progressive city like Plainfield, there is none more attractive than the modern jewelry store, especially if it is conducted by young, practical men who are just beginning their business life on their own account. Beginners in business put a vim and vigor into their enterprise that is lacking in older competitors, they have the future before them and are willing to do their very best to

Thirty factories in Plainfield.



THE RELIABLE JEWELRY SHOP.



COAL AND WOOD YARDS OF M. MEYERS & SONS.

THEODORE J. SHIRLEY

SHIRLEY & JOHNSTON

JOHN S. JOHNSTON

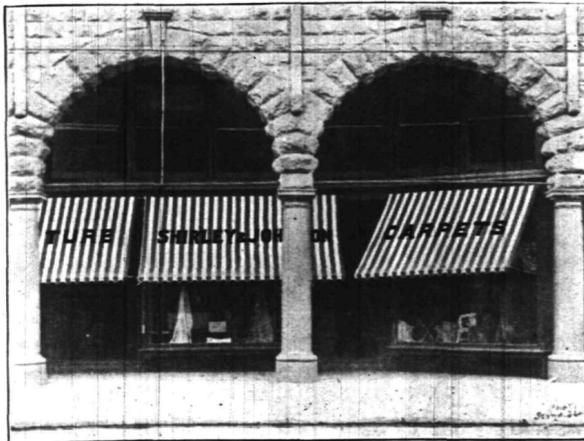
Carpets, Furniture, Awnings, Window Shades Linoleums and Mattings

BABCOCK BUILDING

Next to Post Office

There is no valid reason why any family, with a reasonably steady income, should not in time possess an attractive, and comfortably furnished home, by the practice of a little economy, and the selection of the right place to buy furniture and household goods. High class furniture was never so reasonably priced as at the present time, due to improvements in manufacturing processes and modern methods of merchandising, together with keen competition. Plainfield is a city of beautiful homes and hundreds of the most attractive of them have been furnished by Shirley & Johnston, whose splendidly stocked establishment is located in the Babcock Building on Front street. Since it was established, ten years ago, this enterprising firm has built up an immense business, which is by no means confined to Plainfield and this vicinity, but extends as far as New York, Jersey

City, New Brunswick, Elizabeth and smaller cities where frequent shipments are made. The firm is constantly extending the radius of its operations and its growth has been rapid and continuous. An immense stock of all grades of furniture, from the best to the lowest priced, is carried and any taste and purse can be suited. A specialty is made of awnings, window shades and draperies, the firm being the largest manufacturers of these articles in Plainfield and a large business has been built up among the most discriminating people of this section. The facilities of the firm are of the best, its plant, run, by electricity, is equipped with the latest improved machinery, the most skilled workmen are employed and the product is of the highest class. Awnings, shades and draperies are made to order in any style desired, and the prices will be found most reasonable, when



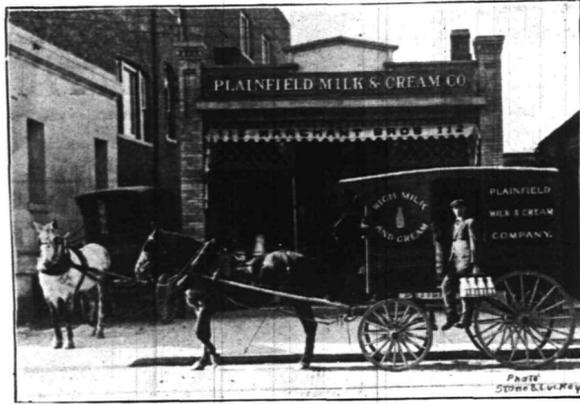
STORE OF SHIRLEY & JOHNSTON.

the high character of the work and materials are considered. The firm also deals in curtain poles and brass rods, lace curtains and portieres and its stock of fine rugs, linoleums and mattings challenge comparison with that of any store in cities many times the size of Plainfield. Shirley & Johnston are always studying the wants of its patrons, its members are men of initiative and are conducting their establishment along the most modern lines. As an instance the concern rents canopies and carpets for weddings and receptions and have men of experience to attend to every detail in placing, and removing them. This department has become very popular and filled a want that had long been felt. The store is most conveniently located and attractively arranged. Fronting 40 feet on Front street it extends to the rear 200. Both the main floor and basement are occupied, pro-

viding a floor space of 16,000 square feet. Every available foot of this large space is utilized, yet the stock is so cleverly arranged that the purchaser has every opportunity to examine goods. The firm is composed of Messrs. T. J. Shirley and J. S. Johnston, both of whom are thoroughly practical men of long experience. Before going into business on their own account they were connected with Woodhull & Martin. Mr. Shirley is a native of Plainfield, while Mr. Johnston comes from Hackettstown, but has lived here for the past 15 years. Among other enterprises in which he is interested is the Independent Ice Co., of which he is president. Progressive and public spirited the members of the firm of Shirley & Johnston are always among the first to do everything in their power to advance the growth and prosperity of Plainfield.

advertisement.

Rosenthal was formerly proprietor of the French Millinery Store on Front street, and is an authority on specialties in women's wearing apparel and his brother was for 10 years in the clothing trade, conducting a successful installment business. They are wide-awake and progressive merchants, modern in their methods and reliable in their dealings and have given Plainfield a store of which they have a right to be proud.



HEADQUARTERS PLAINFIELD MILK & CREAM CO.—MARCHANT BROS.

entrusted to them and have among their patrons some of the most discriminating and particular property owners of this city. Two years ago they bought out the business of the late M. Armstrong, one of the most prominent plumbers of Plainfield, and have since conducted it most successfully. Some good examples of the kind of work they do may be found in the Roth Building, now being erected on Front street, the Monroe Avenue M. E. Church, and a number of handsome dwellings on Park avenue and other principal thoroughfares. While they have worked here for a number of years both brothers have had valuable experience in New York and Brooklyn. Both gentlemen are progressive citizens who are always ready and willing to lend a helping hand to good old Plainfield.

PLAINFIELD MILK AND CREAM COMPANY.

MARCHANT BROTHERS.
112 WATCHUNG AVENUE, NEAR EAST FRONT STREET.

There are no foods more delicious, healthful and nutritious than pure milk and cream, fresh eggs and butter, such as are supplied to the people of Plainfield and its environs by the Plainfield Milk & Cream Co. For the past fifteen years this concern, or its

cars to the Watchung avenue plant, which is the distributing point for Plainfield as well as Fenwood, Dunelton and other suburbs. The company also handles the famous Quaker Hill Farm milk, produced just beyond the Country Club grounds and the Raritan



THE WELL-KNOWN WEISS PHARMACY.

Valley Farm's Certified Milk. The entire city and its environs is completely covered by a splendidly organized delivery service and a call over Telephone 840 will bring one of its wagons promptly to your door. Ask anyone in the territory covered by this company for an opinion of the products it supplies. The company is willing to abide by the result, for its trade rests strictly upon the solid foundation of merit. When the business was started, 15 years ago, by Marchant Brothers, the highest standard of excellence was determined upon, this standard has been rigidly adhered to, and it has brought full measure of success. About six years ago it was decided to incorporate as the Plainfield Milk & Cream Co., under the laws of the State of New Jersey. Since then the business has greatly enlarged, the present handsome and finely equipped plant at 112 Watchung avenue built, and many improvements in the service made. The officers are William B. Marchant, president, and M. H. Marchant, secretary and treasurer, both members of the old firm of Marchant Brothers. They are public spirited and progressive citizens, who have been identified with the business life of Plainfield for years and have always been ready to do anything in their power for its growth and development.

WEISS' BORO DRUG STORE.
THE REXALL STORE.
NORTH PLAINFIELD, N. J.

Modern pharmacies, conducted along the best and most progressive lines, are among the most attractive stores that go toward making up the business life of every city. In no line of en-

deavor has a greater advance been made during the last few years, than in this and the dusty old apothecary shop of the past, with its crowd of loungers, seems but a dream. That the pure drug laws had much to do with bringing this change about there can be no doubt, still there are many men engaged in the business who did not require any law to make them keep a high-class place, and those who know Mr. Louis Z. Weiss, also know that he is one of the men. Mr. Weiss is the popular proprietor of the Rexall Drug Store, at Somerset street and Craig Place, one of the best examples of what a high-class pharmacy should be that is to be found in the city. A drug store has been located at this point for more than 30 years, but Mr. Weiss has only been the proprietor for the past two years. During this comparatively short time the trade of the store has greatly increased, all of the old patrons having been retained and many new ones added. A number of improvements have been made, and while the business has all the prestige that only months of fair and straightforward dealing can give it is conducted along the most modern lines. A complete stock of the famous Rexall Remedies and preparations is carried.

medicines and the prescription department of the Boro Drug Store is one of the best patronized in Plainfield. Only the freshest and purest drugs are used, compounded by registered pharmacists. The Weiss' Boro Drug Store is the only store in the city where delicious sodas and ice cream can be had on Sunday. Mr. Weiss is a Seventh Day Adventist and does not sell anything, except necessities, on that day. Another feature of his store of great convenience to his patrons and the public generally, is that it is a branch of the Western Union Telegraph Co., and messages are sent to all parts of the world at regular rates. Mr. Weiss came to Plainfield from Toledo, Ohio, over two years ago and, has, since that time, been actively identified with the business life of the city.

H. E. GAYLE HARDWARE CO.
GENERAL HARDWARE AND HOUSE FURNISHING GOODS, STOVES, MIXED PAINTS, ETC.

There is probably no business more difficult in many ways than that of the hardware merchant, and to be successful, he must be especially fitted for the task. The business is constantly changing, new goods are placed on the market almost every day, taking the place of those long considered standard, a demand is created by extensive advertising and he must meet it or see his customers go to a rival. An immense stock must also be carried, so varied is the class of goods coming under the head of general hardware, a large capital is required and store space must be ample. Dealers in hardware must conduct business on a big scale to be successful and, as a class, are among the most progressive merchants of every community. One of the largest and oldest hardware concerns in this section of New Jersey is the H. E. Gayle Hardware Co., whose establishment is located at Front street and Park avenue, in the centre of the city's business section. Its salesrooms form an L, providing two entrances, one on each of the two principal thoroughfares of the city, and though a large space is thus secured it is not nearly enough to accommodate the immense stock carried. Parts of the second and third floors, as well as the basement, are used for storage of the reserve stock, providing a floor space in the neighborhood of 7,000 square feet. There is no room to spare, every foot available is utilized and more could be used, but the arrangement of the stock is so admirable, and the fact that it is space for new goods. It would be difficult to find a better stocked establishment than that of the H. E. Gayle Co. A full line of general hardware, builders' hardware, tools, cutlery, sporting goods, horse equipments, stoves, house furnishing goods, Benjamin Morris & Hollywood mixed paints, and painters' supplies, agricultural implements, seeds and fertilizers, and, in fact, everything usually found in a high-class hardware store is handled.



HOME OF THE GAYLE HARDWARE CO.



"ONE OF THE FIVE FLOORS OF MURRAY'S FURNITURE, AUCTION AND STORAGE" HOUSE.

Nothing has been forgotten or neglected to make this store complete in every particular; to reach perfection is the constant study of the officers of the company and their employees. Though one of the pioneer enterprises of the city, having the prestige that only years of fair and straight-forward dealing can give, it is thoroughly modern in its methods and fully abreast of the times. The business was founded many years ago by Berry & Thorn, that firm being succeeded by the J. P. Laire Hardware Co., which conducted the business for about 10 years. In 1900 the H. E. Gayle Hardware Co. was incorporated, and took over the business which has under its enterprising management had a rapid and continuous growth. The officers are: Mrs. Flora M. Gayle, president; John P. Laire, secretary, and H. E. Gayle, treasurer and general manager. Mrs. Gayle, who is the wife of the general manager, does not take an active part in the business. Mr. Laire is an experienced hardware man and was formerly at the head of the old company, and Mr. Gayle, was, before going into the hardware business, in 1900, a prominent builder and contractor of this city with the business interests of which he has been long actively identified. The officers are among the substantial and progressive men of the city, and are always ready to do their share toward its advancement.

ROBERT MURRAY.
BARGAINS IN FURNITURE, ANTIQUES, STORAGE AND GENERAL AUCTIONEER.

Comparatively few people realize the wonderful bargains that can be found in high class auction rooms such as those carried on by Mr. Robert Murray at 326-328 West Front street. Mr. Murray, besides carrying on the largest auction business in this city and Elizabeth and throughout the State, is also an extensive dealer in furniture, household goods of every kind, books, bric-a-brac, pictures, antiques and hundreds of articles that can be found in no other store in Plainfield. His establishment is a veritable bazaar of bargains, they are to be found on every hand and he numbers among his patrons hundreds of discriminating people who know by experience that they can every day find at his warehouses something of value at simply astonishing prices, rare antiques being a leading feature. This, however, is only one department of the large business conducted by Mr. Murray. From Nos. 326 to 332 West Front street are his storage warehouses, the oldest in the city. Several years ago Mr. Murray, who was then located at 332 Park avenue, bought out the business of the Plainfield Storage Co., at his present location, the oldest concern of the kind in this section. He has over 50 separate rooms of various sizes, all well-venti-

ated, clean and sanitary, which are rented for storage purposes at unusually low rates. Mr. Murray has had an experience of over a quarter of a century in buying, selling, packing, handling and appraising goods, and this must prove of the greatest value to his customers. He also does repairing and polishing as well. Many classes of breakable goods, such as furniture, glass and crockery, pictures and bric-a-brac are ruined by careless handling, as every owner is aware, and the facilities of Mr. Murray will be appreciated, particularly by owners of such articles. Mr. Murray is a native of Scotland, having been born in Sutherlandshire, near Dun Robin Castle. He came to this country when quite a young man, and before coming to this city lived for a time in Elizabeth, where he was successfully engaged in business. About 12 years ago he moved to Plainfield and has since been actively identified with the business life of the city. Besides his auction and storage business, he is an experienced appraiser, deals in real estate and conducts an employment agency. Although he has long been an American citizen, Mr. Murray still takes great interest in anything that concerns "Bonny Scotland" and is Past Chief of the Clan MacKenzie, No. 204, O. S. C., and Past Royal Deputy of the State of Jersey. Mr. Murray is an all around athlete in the clans and takes much interest in all their sporting events. He is one of the progressive and successful merchants of Plainfield and has an abiding faith in its future growth and development.

ALFRED A. KEENAN.
CHOICE MEATS AND POULTRY.

Meat has steadily advanced in price all over the country for several years, and the high cost of living has become one of the most vital questions to every housekeeper. The selection of the family meat dealer is a most important one and the discriminating head of the family is always ready for any suggestion that will bring relief. Probably it has occurred to many that when they buy meats from the big dealers in the business centre of the city, where expenses are large, that exorbitant prices are caused by these expenses, that they are paying for them instead of for what is sent home in their market baskets. They are correct in taking this view, for it is a fact that they can get the same meat from a high-class dealer in the suburbs, like Mr. Alfred A. Keenan, whose establishment is located at the corner of East Fifth and Richmond streets, for less money, just as good and fresh. They simply pay for the meat and not the rent. Mr. Keenan started in business at his present stand about seven years ago, and has been



G. W. V. MOY, ESQ. FORMER MAYOR OF PLAINFIELD.

E. F. BORMAN & BRO.
PLUMBING, STEAM AND HOT WATER HEATING, GAS FITTING, TINNING AND FURNACE WORK.

Sanitary plumbing and heating have long since ceased to be a luxury to be enjoyed only by the well-to-do, and today nearly every home, factory, public building, store and office of every kind, no matter how modest it may be, is supplied with one or both of these modern conveniences. Plumbing is one of the most important things to be considered in the building of a house, and no matter how well the other work is done particular attention should be paid to the sanitary arrangements, for upon these depend the health of the occupants. To those



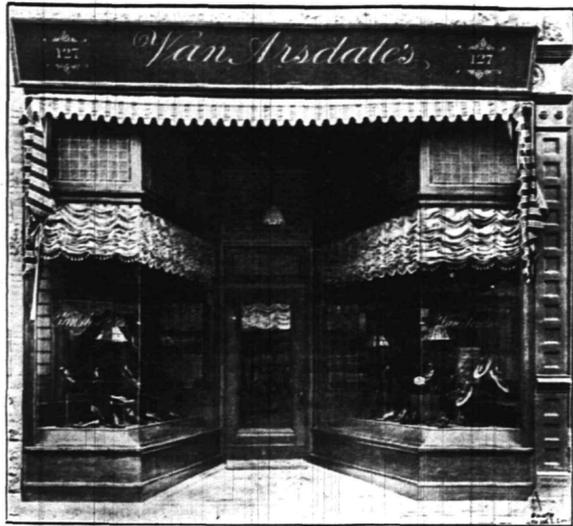
BORMAN'S PLUMBING ESTABLISHMENT.

contemplating the installation of modern plumbing or heating in their homes, or other property, the suggestion is made that before the contract is awarded that the firm of E. F. Borman & Brother be consulted. Their establishment is located at 115 Church street, and the facilities of the firm for doing the highest class of plumbing and heating work is unsurpassed. The shops, recently erected of concrete block, are large and supplied with every appliance for doing all kinds of jobs, requiring shop work, promptly and in the most capable manner, only the most experienced workmen being employed and the best materials used. The firm is composed of E. F. and Charles Borman, both of whom are thoroughly practical men who give their personal attention to all work

owners, Marchant Brothers, under which firm name the company formerly operated, has been one of the best known institutions of this city, and has during that time, built up a reputation for the purity of its dairy products of which any concern might be proud. The plant of the company at 112 Watchung avenue, built of brick and concrete, is a model one, equipped with every modern appliance for handling the large business. Clean and sanitary in the highest degree, nothing has been forgotten or left undone to make it complete in all its appointments. The main receiving plant of the company is at Hampton, Hunterdon county, N. J., about an hour's ride from Plainfield. Milk, cream and buttermilk are bottled and shipped from this point each night in refrigerator

M. C. VAN ARSDALE

There is no article of apparel in the selection of which greater care should be taken than in the important one of footwear for the entire family. Nothing adds more to the comfort, health and appearance of everyone than well-made, stylish shoes that fit, for unless the feet are properly shod comfort is out of the question and life loses much of its zest. This being true the merchant who supplies the family with its footwear should know his business in every detail for the comfort of his customers are, to an extent, in his keeping. For over twenty-five years Mr. M. C. Van Arsdale has been supplying the people of Plainfield with shoes, with the exception of four years when he lived in Connecticut. Many of his original customers are still buying their shoes from him, the best of evidence that the goods he handles give satisfaction and are as representative of footwear like time. When shoes are first worn they look very much alike, the good and the worthless can hardly be told apart, except by the expert, it requires wear to tell the tale and it stands to reason that Mr. Van Arsdale could not sell the



VAN ARSDALE'S SHOE STORE.

FINE SHOES

same customers season after season, unless the character of his goods warranted their custom, for competition in the shoe business is more than usually keen. The Van Arsdale shoe store, located at 127 East Front street, in the centre of the shopping district is one of the most attractive in Plainfield and would be a credit to any city many times the size of this. An immense stock of shoes for every member of the family, from grandparents to the latest baby, is kept on hand and the store is handsomely fitted up with an eye solely to the comfort and convenience of its patrons. The front portion is devoted exclusively to ladies' and children's shoes, while the men's department is in the rear. A specialty is made of the celebrated "Dorothy Dodd," and the Armstrong shoes for ladies, and in men's shoes, Stacey, Adams & Co., Heywood Boot & Shoe Co., Slater-Morrill (Inc.) Most of the goods handled by Mr. Van Arsdale are made expressly for his trade by some of the leading manufacturers of the country and are stamped with his name, a guarantee that means something, for unless a shoe is precisely as it is represented to be this store is al-

Where Quality and Prices Are Just Right



INTERIOR OF VAN ARSDALE'S SHOE STORE.

ways ready to make good. A few years ago the store was completely renovated and an addition of 24 feet added, over which the office and wrapping department was placed. The establishment is equipped with the Lamson delivery system, and modern methods prevail throughout. Every box of shoes in the store is numbered, and as soon as a sale is made its place is taken by a duplicate from the reserve stock in the basement, so that the stock in the store from which selections are made is always up to the mark and to the high standard Mr. Van Arsdale has set for himself. The business was founded under the name of Doane & Van Arsdale, about 26 years ago and Mr. Van Arsdale has been the owner about 16 years, Mr. Doane retiring. He has been in the shoe business all his life and there is no detail of it with which he is unfamiliar. Mr. Van Arsdale is a resident of North Plainfield, was for 10 years a member of the Council of the Borough, and is a director of the State Trust Co. He is one of the progressive and substantial business men of the city, always ready to do his full share for its growth and prosperity. advertisement

most successful. His is one of the most attractive stores in the city, always clean and sanitary, and nothing has been forgotten or neglected to make it a model. There are many larger stores, but none where better goods can be found under more sanitary conditions or better service rendered. Beside always having on hand the freshest of beef, pork, lamb, mutton, Mr. Keenan is an extensive dealer in poultry and game, in season, and also carries a select delicatessen stock. His refrigerating facilities are of the best and everything perishable is kept under cover, where there is no danger of contamination. An excellent de-

than words of his reliability. He is an acknowledged authority on horses and mules, and his guarantee means exactly what it says. Mr. Jackson has traveled extensively, purchasing stock in the Virginias and Maryland as well as in the West, and has connections with the best breeders, enables him to always have on hand some choice stock. His stables, bright, well ventilated and drained, accommodate about 60 head. Mr. Jackson is a native of Martinsville, but has lived in Plainfield nearly all his life and has been actively identified with its growth. He is vice-president of the Independent Ice Company, and is also

the same thing may be said from an artistic viewpoint, for the ornamental iron work being made today is far superior to that cast and forged in the past. Some of the finest work in the country that is being done in this line of endeavor is turned out right here in Plainfield, at the Kennard Iron Works, of which Mr. Edward T. Kennard is the proprietor and which are conducted under his immediate and personal supervision. This is one of the live industries of the city and the products of the foundry stand in the very front rank. Not only do the works turn out all kinds of structural and ornamental iron work, but a large staff of skilled workmen are in its employ who are prepared to promptly install the product. About 20 men are employed all the year round. The Kennard Iron Works are located at 150 East Fourth street and occupy a space 90x200 feet, not including the yards. The equipment is up-to-date in every particular and since Mr. Kennard bought the plant from the W. T. Kirk Co., about a year ago, he has made many improvements. Under his energetic management the business has grown rapidly and the future of this, one of Plainfield's leading industries, is bright with promise. Any one contemplating the installation of structural or ornamental iron work could make no mistake in asking the Kennard Iron Works for estimates, which will be cheerfully and promptly furnished. A specialty is made of artistic designs made after plans furnished by the company's own designers or by others. The proprietor of the growing industry, Mr. Edward T. Kennard, has only been a resident of the city a comparatively short time, but during the year he has lived here has made a host of friends. He is a public spirited and progressive citizen of the type that is placing Plainfield where she belongs—among the industrial cities of New Jersey. advertisement



A. A. KEENAN'S MARKET.

livery service is maintained, covering the entire city and suburbs, and orders given personally or sent by telephone, 1909-W, will receive prompt attention. Mr. Keenan is a fine type of the young Plainfield business man, who is doing his part toward pushing the city to the front. Progressive and industrious he has fully merited the success he has won and the future of his enterprise is bright with promise. advertisement

interested in other enterprises. Every movement for the growth of Plainfield and North Plainfield has his ardent support and his confidence in the future of this section is unbounded. advertisement

KENNARD IRON WORKS.

STRUCTURAL AND ORNAMENTAL IRON WORK.

Iron is the most useful of all metals and never before in the history of the world has it been in such general demand. Not only from the standpoint of utility is this fact recognized, but

PETER DELGYER.

HIGH-GRADE WATCHES AND JEWELRY.

Few places are so interesting and attractive as a modern jewelry store, conducted along up-to-date lines by a merchant who thoroughly understands



JEWELRY HOUSE OF PETER DELGYER.

with it his personal guarantee. The optical department, located in the rear of the store, is equipped with every modern appliance for the thorough examination of the eye, and the stock of lenses and frames carried is complete in every particular. A specialty is made of repairing high-grade watches and jewelry, resetting stones and engraving. Mr. Delgyer is a native of Holland, the home of the world's greatest lapidaries, and his knowledge of stones has been gained under some of the greatest experts. He learned his trade in Holland, coming to this country nine years ago, after spending some years in Germany and Switzerland. Mr. Delgyer purchased the business he now owns from Marcus Silbert four years ago, has made many improvements and contemplates making others, one of the most important being the removal of the repair department to the second floor so as to make more room. He has made many friends in Plainfield and has been most successful. advertisement

to a great extent taken the place of the hand-worker, but the best cutters must still know how to use their tools to do a great deal of the work required. Among the industries of Plainfield that richly deserves a place in this edition, is the Brown & Gillespie Granite Works, located at the corner of Fourth and Richmond streets, on the Main Line trolley cars. The business is an old one, having for over 22 years been conducted under the name of Townsend's Granite Works, by Mr. J. E. Townsend, who sold it last year to the present proprietors. The plant fronts on Richmond street about 75 feet and extends along Fourth street about 50 feet. A fine stock of monuments is kept on hand constantly for immediate use and the firm has the best of facilities for making any kind of monument desired, after their own or designs furnished by customers. The plant is equipped with the latest improved machinery, compressed air being used, and only the most skillful and capable workmen are employed, and the best material used. Besides monuments, the concern does all kinds of ornamental work and trimmings for buildings, both of the partners having had long experience in this character of work. Among the buildings Mr. Brown has worked on are the Congressional Library at Washington and the New York Custom House, two of the finest structures in America. Mr. Gillespie was foreman of the Municipal Building in New York and also worked in the library building with Mr. Brown. Both are thoroughly practical men and give their personal attention to all work entrusted to them. The firm is composed of J. J. Brown and Joseph Gillespie, both of whom are from Brooklyn, and although they only succeeded to the business in last

BROWN & GILLESPIE.

GRANITE AND MARBLE WORKS.

Workers in stone, marble and granite are among the most indispensable and skillful of the many and varied craftsmen who go toward forming the population of a progressive and growing city like Plainfield. They must be men of intelligence, for it requires more than average ability to take a rough block of material just from the quarry and, with mallet and chisel, fashion it into a beautiful monument, an artistic corner, or panel, that will last through the ages. Machinery has



KENNARD IRON WORKS.

STONEWALL JACKSON.

SALES STABLES—DEALER IN HORSES AND MULES.

Plainfield is an important centre for the sale of horses and mules, supplying the surrounding section for a radius of a number of miles. For years the leading dealer here has been Mr. Stonewall Jackson, whose well appointed sales stables are located at 297 Somerset street. This is not a stock raising country, to any considerable extent, and by far the larger number of horses are shipped here from the West and South in carload lots. For 20 years Mr. Jackson has followed the business most successfully, and has built up a large and constantly increasing trade by his industry and straightforward dealing. The fact that he holds his old customers and is constantly adding others speaks louder



HEADQUARTERS OF STONEWALL JACKSON.

his business. Jewelry possesses to most people more than an intrinsic value, most of it is given as a present and has memories, and there are few people who do not have a ring, watch or ornament of some kind that is of more value to them than its worth in dollars and cents. This is one reason why people, when they buy jewelry want to go to the most reliable merchants, one whom they can trust implicitly not to misrepresent, and the fact that Peter Delgyer has built up such a large trade in the comparatively short space of four years, speaks volumes for the record he has made for himself. Mr. Delgyer's establishment is located at 130 Park avenue, near Front street, and his stock of diamonds and other precious stones, watches, rings, brooches and other jewelry, clocks, silverware, cut glass and bric-a-brac is one of the largest and most complete in the city. There is absolutely nothing in his line that Mr. Delgyer cannot supply and every article that leaves his store carries



WORKS OF BROWN & GILLESPIE.

December, have, since making their home here, thoroughly identified themselves with the business life of the city. advertisement

PLAINFIELD AUTO TIRE CO.

EVERYTHING FOR THE MOTORIST—WHOLESALE AND RETAIL.

Plainfield and the surrounding country has probably as large a percentage of automobilists as any city in the country. Fine streets and roads, a beautiful country, and its proximity

sides in this city, while his brother Mr. F. L. Way looks after the Easton interests. advertisement

THE A. M. GRIFFEN CO.

HARDWARE AND HOUSE FURNISHINGS.

When an enterprise has been successfully conducted for nearly thirty-five years, all the time adding new patrons, while retaining its old customers, no better proof is needed that its methods have been of the best and its dealings always straightforward and satisfac-



STORE OF THE PLAINFIELD AUTO TIRE CO.

to New York all go toward making it an ideal automobile country, and as a consequence the city itself has become headquarters for the automobilists of this section. A large percentage of machine owners buy their supplies from the Plainfield Auto Tire Company, wholesale and retail dealers in everything for the motorist at 407 Watchung avenue. Although this concern was only established about six years ago it has from the first been a leader. With it dealing in auto supplies is not a side line, to be looked after in a perfunctory way, but an exclusive business, for nothing else is

Time gives a business a prestige that it can get in no other way, but to be successful it must keep fully in touch with the spirit of modern merchandising. This is particularly true of the hardware and house furnishing goods business, for in no field of endeavor has a greater advance been made. The leading concern, as well as the oldest and largest, engaged in this line in Plainfield and this part of New Jersey, is the A. M. Griffen Co., 119, 121 and 123 East Front street, of which Mr. A. M. Griffen is the president. This company not only handles all kinds of hardware and house furnishings, but



STORE FLOOR OF THE A. M. GRIFFEN CO.

handled. What is worth doing at all is worth doing well, and this company's establishment is certainly the last word in auto supply houses. While it does not deal in or repair machines, it does look after accessories in a way that would be impossible for any concern to do that did not make a specialty of the business. Its stock of tires of all makes, including the "Firestone" and "Century," the latter a home product, is especially large and varied, and attached to the establishment is one of the best and most up-to-date vulcanizing plants in the country, in charge of expert and experienced vulcanizers. The company also deals in automobile paints and enamels. Starting with a modest business six years ago its trade has grown rapidly and about two years ago a branch establishment was started in Easton, Pa., under the firm name of Way Brothers, which is also doing a splendid business. Mr. E. J. Way is the managing proprietor here, and re-

also a large dealer in agricultural implements, seeds, fertilizers, and all kinds of garden supplies. It is one of the largest dealers in ready-mixed paints, oils, varnishes and painters' supplies, and in addition has a plumbing, heating and tinning department that has for years done an immense business, having as its patrons some of the leading property owners, builders and contractors of this section. The various departments of the A. M. Griffen Co. occupy one of the largest stores in the city, at 119, 121 and 123 East Front street. Extending along the main thoroughfare of the city, in the centre of the business section, 40 feet, the building runs back 145 feet and the entire three floors and basement are occupied by one of the largest stocks ever assembled in Plainfield. It fills over 20,000 feet of floor space, every available foot being used, but the goods are so conveniently arranged that they can readily be inspected

NEUMAN BROS.

DEALERS IN

Fancy Groceries

Choice Teas and Coffees

FINE BUTTER A SPECIALTY

TELEPHONES: 760, 761, 762, 763

500 and 502 Watchung Avenue



NEUMAN BROS. BIG GROCERY.

Probably in no other line of endeavor has a greater advance been made during the last decade than in the retail grocery business. The modern grocery and produce store, bright, well ventilated and sanitary, is in striking contrast with those of a few years ago, when more than superficial attempt at cleanliness was the exception, rather than the rule, and but little effort was made to regard the most primary rules of sanitation. There were, of course, exceptions, but they were few and among them was the establishment of Neuman Brothers, which has since it was founded, 24 years ago, been one of the leading commercial institutions of Plainfield. From the time it was first started a high standard has been maintained, and as an example of what a thoroughly modern grocery should be the establishment, into which the firm recently moved, at 500 and 502 Watchung ave-

nue, is one of the best illustrations that could be found anywhere. For twenty-two years Neuman Brothers conducted business directly across the avenue, and by their fair and straightforward business, built up an immense trade. Larger quarters were demanded, and the present building occupied by the firm was completely renovated, the interior being practically rebuilt. It fronts on Watchung avenue about 50 feet, extending back about 100, and together with the basement contains approximately 10,000 feet of floor space. The front on both the avenue and Fifth street is almost entirely of plate glass, there is an entrance on both thoroughfares and nothing has been neglected that would go towards making this a model grocery and produce store in the minutest particular. Spotlessly clean, well ventilated and lighted, stocked with the best that the manufacturer, dairyman and farmer

has to offer it would be difficult to suggest any improvements, for the establishment is the result of years of practical experience. Neuman Brothers do an immense business, which is by no means confined to Plainfield, but extends throughout the surrounding country. It has customers from New Brunswick, Westfield, Long Hills, Dunellen, Bernardsville, Scotch Plains and other cities and towns within a radius of many miles. This fact speaks volumes for the enterprise, and standing of this firm, especially when the unusually keen competition in the grocery trade is taken into consideration. The delivery service of Neuman Brothers consisting of thirteen modern delivery wagons is splendidly organized, and promptness and accuracy has always been one of its strongest characteristics. The firm is composed of Messrs. Peter and Adam Neuman, both of

whom are natives of the beautiful and historic Washington Valley across the Watchung Mountains. Mr. Peter Neuman, as a young man lived in Newark for seven years, where he was employed by the firm of Estelle & Taylor for seven years. Upon his suggestion a branch store was opened in Plainfield, October, 1888, 25 years ago, and he became junior partner, the firm name being Estelle, Taylor & Neuman. Two years later he and his brother, Mr. Adam Neuman bought out the interest of the other members, and have since successfully conducted the business, giving the people of Plainfield a pure food store of the highest class. Both gentlemen are noted as progressive citizens, ever ready to help along its interests and welfare of Plainfield.

by the purchaser. The stores of the A. M. Griffen Co. are one of the institutions of Plainfield, and an immense and constantly increasing business is done. Every department is complete, nothing has been neglected and the great business is conducted along the most modern and progressive lines. The enterprise was founded on a modest scale by Curtis & Griffen in 1879, and was conducted by them until 1884, when Mr. Griffen bought out the interests of his partner. He successfully carried on the business for some years, when it was incorporated under the laws of the State of New Jersey, Mr. Griffen being made president and manager. He is one of the substantial citizens of the community, and is always ready to do everything in his power for its advancement.

HAND STORAGE AND EXPRESS COMPANY.

PUBLIC TRUCKMEN AND APPRAISERS.

One of the pioneer enterprises of Plainfield, as well as one of its largest and most successful, is the business carried on by the Hand Storage and Express Co., at 63, 65, 67 and 69 Somerset street. This is one of the institutions of Plainfield and has probably, at some time, served every busi-

ness house and family in this city and the surrounding towns. There is an unusually large demand for express service in this section where the towns are in such close proximity and the Hand Storage and Express Co. supplies the demand most admirably with its thoroughly up-to-date equipment. There is nothing too heavy or too light for it to haul, if it is haulable, and recently one of its teams took a load weighing 18 tons through the streets of Plainfield. Ten horses were required to haul the load which was the largest ever hauled in Plainfield. Its express business is by far the largest in the city, the company having in commission 25 wagons of different

charges are reasonable. The stables in the rear of the storage warehouse are models of cleanliness and sanitation and are supplied with every comfort and convenience. The concern owns only the finest stock and it takes care of them in a way befitting their value. The floors are of concrete, the stalls are large and roomy and the ventilation is perfect. The stables were erected about three years ago and have accommodations for 20 horses and a large number of vehicles. The storage warehouse of the company fronts on Somerset street 180 feet, extending the rear 300 feet, is of brick and three stories in height. This immense structure is used for the storage of furniture and non-perishable goods of every description. It contains 250 rooms of various sizes so that the property of patrons is kept entirely separate and distinct. Every precaution is taken against fire and a faithful and alert watchman is always on duty. Most of the goods stored consists of furniture and household goods and in this connection it may be well to mention that the Hand Storage & Express Co. are the owners of the largest and most modern furniture moving vans in this section. The finest furniture may be entrusted to their care with the greatest confidence, and the company numbers among its patrons some of the most particular and discriminating property owners of



JACK HORNER'S BICYCLE HEADQUARTERS.

worked with untiring industry and the business grew rapidly. It was removed to larger quarters on Second street and seven years ago the present structure was occupied and the business which had at first been carried on under the name of William Hand, and then Wm. Hand & Son, was incorporated. The officers of the company are Frederick W. Hand, president; C. Frank French, secretary and treasurer, who together with William C. Smith, constitute the Board of Directors. Mr. Fred Hand is a son of the founder of the business and devotes his entire time to its up-building. He is a chip of the old block and one of Plainfield's most energetic business men. Mr. French is also one of the city's substantial citizens and is treasurer of the Crystal Ice Co. Mr. Smith is a leading contractor and builder. Although having the prestige of long years of service, the company is thoroughly modern in its methods and its service is unsurpassed.

advertisement.

CRYSTAL ICE CO.

B. FRANK CORRELL, PRESIDENT AND GENERAL MANAGER.

Pure ice is just as essential to health as pure food, and this fact is beginning to be recognized by those who are giving the subject of right living the consideration that it deserves. The old idea that the mere freezing of water eradicates all impurities it may contain has long since been dispatched, for chemists tell us that contaminated water will make contaminated ice, and freezing does not change its constituents to any appreciable extent. So the purchaser of ice should give the same attention to his supply as he does to anything else that might affect his health, and that of his family. There could not possibly be made purer ice than that made at the plant of the Crystal Ice Co., for every possible precaution is taken to prevent contamination from the beginning of its manufacture until it is completed. In the first place the water is pure when it comes from the company's own artesian well on the premises. It has not been brought for miles through pipes, the inside of which have not seen the light of day for probably years, but comes fresh from Mother Earth, clear and sparkling. Chemical analysis has shown its absolute purity, but the management of the Crystal Ice Co. decided to make assurance doubly sure and when they installed the Wolf-Linde compression ice-making machine, they also installed a double distilling machine with it and all water goes through this process before being converted into ice. Then again the surroundings of the plant are the most sanitary. The building, which is located at Arlington avenue and Third street, is of concrete, the cleanest material that can be used, and it is kept

as neat as a new pin. It fronts 100 feet on the avenue and extends back an equal distance, providing a floor space of 10,000 square feet. The plant has a capacity of 50 tons a day and this is sold wholesale to dealers and large consumers. The company does not sell at retail. What is not sold here is shipped to Jersey City, Newark, Elizabeth, New Brunswick and smaller towns in this vicinity where there is always a demand for the pure hygienic ice made at this modern factory. The Crystal Ice Co. was incorporated in July, 1909, and the officers are B. Frank Correll, a well-known real estate man of this city, and a director in the First National Bank, president and general manager; C. Frank French, an officer of the Hand Storage Co., treasurer, and John E. Dunn, formerly with the J. D. Lolzeaux Lumber Co., but now a wholesale lumber dealer in New York, secretary. They are substantial and progressive citizens who have for years taken an active part in the development of Plainfield.

advertisement.

JACK HORNER.

BICYCLES, MOTOR CYCLES.

There is no city in the country better adapted to the use of the bicycle and motorcycle than Plainfield, and nowhere are these machines in more general use, both for business and pleasure. The wheel may have lost its vogue in other places but not here, and is steadily advancing. The splendidly paved streets of the city and the fine roads that intersect the section in every direction are a great factor in making wheeling popular, and also the fact that located here is one of the largest and best bicycle and motorcycle dealers and repairers in New Jersey. The establishment of Jack Horner, 33 Somerset street, is one of the most complete enterprises of this kind in the country. Fronting 30 feet on Somerset street, the building extends back

a distance of 100 feet, and that part occupied by him contains a floor space of nearly 5,000 square feet. The attractive salesrooms occupy the front part of the store and here is assembled the largest stock of bicycles, motorcycles and accessories to be found in this section. All of the leading standard makes are kept in stock and the latest models are received as soon as they are placed on the market. A specialty is made of "Indian," "Harley-Davidson," "Rope" motorcycle and "Coca-Cola" and "Hartford" bicycles, but any machine made can be obtained at horner's, and he always has on hand bargains in second-hand wheels. There is absolutely nothing in the latest and best accessories and parts that cannot be obtained from him and his place has long been headquarters for the leading bicyclists and motorcyclists of this city and section, as well as for the many tourists passing through Plainfield. The line of tires carried is particularly large and complete. In the rear of the building is the splendidly equipped repair shop, where the latest improved machinery is installed, and any job, no matter how difficult, can be done promptly and by the most experienced mechanics, who have given special attention to machine work for years. Mr. Horner is himself a thoroughly practical man and gives his entire attention to all work entrusted to his care, and every job done carries with it his personal guarantee of high-class workmanship. He established the business on a modest scale five years ago across the street from the present plant, and on the site of the Ford Automobile Garage. It grew rapidly, and more room was soon required, so that three years ago the building at 33 Somerset street was leased and "The Big Store" has since been one of the best known institutions of Plainfield. Mr. Horner came here about seven years ago from New York city, and has since that time been actively identified with the business life of the city.

advertisement.

DEBELE & STAHL.

ICE CREAM AND CONFECTIONERY.

Pure candy and ice cream are among the most delicious, and at the same time nutritious of foods, but the materials from which they are made must be of the purest and freshest. Few articles are more easily adulterated and despite the pure food laws this is still done by unprincipled manufacturers. The only way to avoid this imposition is to buy from home manufacturers, from men of established reputations, reputations made by years of fair and straightforward dealing. Such is the firm of Debele & Stahl, manufacturers and dealers in ice cream and candies at 111-113 Somerset street. For twenty-two years this firm has been supplying the people of Plainfield and this vicinity with

pure goods, it has all the prestige that time alone can give, while at the same time it conducts business along the most modern lines. Its candy and ice cream factory is thoroughly clean and sanitary, there is not a chance of contamination and it numbers among its customers some of the most particular and discriminating people of the city and suburbs who have learned by long experience that Debele & Stahl deal in nothing but the purest and best goods, made under their personal supervision. The firm also conducts a general confectionery store, handling all kinds of candies. The members are William G. Debele and Julius J. Stahl, two of the most prominent business men of North Plainfield, where both were born and have always lived. Mr. Debele at one time served as chief of the North Plainfield Fire Department and has also held the office of Overseer of the Poor. He is also connected with the Prudent Realty Co., and is interested in other enterprises. Mr. Stahl is now serving his second term as member of the Council from the Fourth district, and has made an excellent record as a law-maker. He was for 15 years a member of the volunteer fire department, and was chief at the time it was succeeded by the paid department. He is also a member of both the Plainfield and the North Plainfield Exempt Firemen's Association and a life member of the New

and as clean as could be, and anyone seeking board by the day or week, at reasonable terms, could make no mistake in becoming a guest of the Mountain Inn. The dining rooms are handsomely furnished, and the best of diners can be served to parties. There is a well appointed pool room and a fine stock of cigars and tobacco is carried. Recently a number of improvements have been made on the building, and Mr. Jensen keeps fully abreast of the times in every way. He is a native of Denmark, but has lived in this country for many years, coming here in 1888; taking out his naturalization papers in 1893. He purchased the Mountain Inn in 1902, after having rented it four years, and has since conducted it successfully. Mr. Jensen is the manufacturer of C. J. Jensen's Liniment, for neuralgia, rheumatism, pneumonia, sore-throat, coughs, colds and kindred complaints, one of the greatest remedies ever placed upon the market. It has great healing power and is used by some of the best known baseball players, prize fighters, boxers and athletes in the country. Progressive and public spirited Mr. Jensen has given the city one of its best hostelries, and he fully deserves the splendid patronage which has been accorded him, both by the people of Plainfield and the traveling public.

advertisement.



THE MOUNTAIN INN.

Jersey State Fireman's Relief Association. Since January 1, of the present year, Mr. Howard G. Debele, a promising young business man, has been a member of the firm, which is composed of public spirited and progressive citizens who are always ready to aid in any movement that has for its object the prosperity and growth of this section.

advertisement.

THE MOUNTAIN INN.

C. J. JENSEN, PROP.

There are few more valuable assets a city can possess than well conducted hotels. People judge a community, to a great extent, by the quality of its hostelries and the accommodations they receive, and it will always be noticed that the more progressive a town becomes the better they are. One of the best places for the accommodation of the public in North Plainfield, is the Mountain Inn, 225 and 227 Somerset street, of which Mr. C. J. Jensen, is the popular and enterprising proprietor. Located at the corner of Greenbrook road and Somerset street it is in the very centre of North Plainfield, and is directly on the trolley line, near the foot of Watchung Mountains, which are within a few moments walk. The house which has been a hotel for the past 40 years has 22 rooms, of which 15 are handsomely furnished bedrooms. Everything is kept as neat

QUEEN CITY LAUNDRY.

K. I. FAUCETT, PROPRIETOR.

Modern steam laundries have been wonderful agencies in reducing the cares of the housewife, making the bachelor still more content with his lot and have minimized the danger of infection from clothing by doing their work amidst the cleanest and most sanitary surroundings. There is no one modern innovation that has done more for cleanliness, and consequently health, than has the steam laundry, and in the Queen City Laundry, the people of Plainfield and this section are fortunate in having one of the very best and latest type. The Queen City Laundry, of which Mr. K. I. Faucett is the energetic, enterprising and progressive proprietor, is located at 303 Filmore avenue, and has, within a comparatively short time, taken a leading place among the best laundries of New Jersey. The enterprise was established about five years ago, and for a time had a rather varied and uncertain existence, passing through several managements. Like every other business, however, experience is absolutely necessary to bring success, and this is more than usually true of the steam laundry. People do not care to have their clothing experimented on by learners and pay the bill besides, so when Mr. Faucett took charge of the plant, nearly two years ago, the patronage had dwindled into



HOME OF HAND'S STORAGE & EXPRESS CO.

business house and family in this city and the surrounding towns. There is an unusually large demand for express service in this section where the towns are in such close proximity and the Hand Storage and Express Co. supplies the demand most admirably with its thoroughly up-to-date equipment. There is nothing too heavy or too light for it to haul, if it is haulable, and recently one of its teams took a load weighing 18 tons through the streets of Plainfield. Ten horses were required to haul the load which was the largest ever hauled in Plainfield. Its express business is by far the largest in the city, the company having in commission 25 wagons of different

this section, who will entrust their goods to no other concern. Taken as a whole this is one of the most complete storage warehouses in the country. As has been said, like all big enterprises the Hand Storage and Express Co. had a modest beginning and made its way step by step. It was started on a small scale by Capt. William Hand, in 1859, on Mechanic street, since renamed Madison avenue. When the War Between the States broke out two years later Capt. Hand responded to the call to arms, fought throughout the war and after the surrender of Lee returned to his home in Plainfield and began his interrupted business life. He again started his express company,

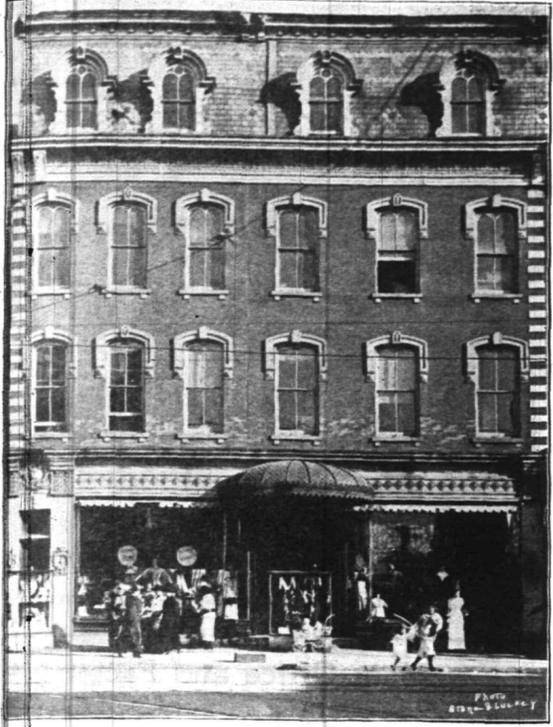


PLANT OF THE CRYSTAL ICE CO.

kinds, and one of the largest in New Jersey. Like most big enterprises it was started modestly and has built up its success upon the firm foundation of good service. The management always has the best teams, the most capable drivers and assistants, and its



CONFECTIONERY AND ICE CREAM STORE OF DEBELE & STAHL.



TEPPER'S DEPARTMENT STORE—MOST UP-TO-DATE IN TOWN.

MORE FOR YOUR MONEY AT
TEPPER'S
 PLAINFIELD'S LEADING DEPARTMENT STORE
 HONEST GOODS HONEST PRICES

FIRST OPENED JULY 1907

109-111-113 WEST FRONT STREET

That the department store has become an established institution goes without saying, for every year it grows more and more popular with all classes of people and is continually widening its scope. It is the perfection of modern merchandising and, even in the smaller towns of the country, will be found establishments that would be a credit to much larger cities. In the department store, popularly known as Tepper's, Plainfield has an establishment of this kind, of which any city might justly be proud. Located in the centre of the shopping district, it is easily reached from any section, and has ever since it opened its doors, in July, 1907, held a leading place among the most enterprising establishments of the city. The build-

ing occupied by this enterprising concern is at Nos. 109, 111 and 113 West Front street, and extends along that thoroughfare 45 feet, running back 150 feet, terminating in an L, 20x45 feet, which gives it also an entrance on Park avenue. The basement and first and second floors are occupied by the firm of M. and A. Tepper, providing a floor space of about 20,000 square feet. This immense space accommodates one of the finest stocks of dry goods, millinery, ladies' and children's ready-to-wear garments, cloaks and furs, gentlemen's furnishing goods and notions, blankets, white goods, laces, embroideries and toys, ever brought together in this city. The store has become, by fair and straightforward dealing, and the fact that it sells the best and most

reliable goods at reasonable prices, headquarters for a large percentage of the most discriminating buyers of Plainfield and vicinity. There are hundreds of articles to be found in these attractive stores at bargain prices that are never mentioned in their advertising and a visit to the establishment is a revelation to anyone who is not a regular patron. The goods are most attractively displayed, and, notwithstanding the size of the stock, are easily examined on account of the systematic manner in which they are stored. The fall and winter styles are to be found here just at this time in richest profusion and never before in the history of the store have the selections made by the firm appealed more strongly to its patrons.

Every year sees a distinct advance at this store, it is thoroughly progressive and is continually adding to its departments. Particular attention should be called to the handsomely furnished millinery parlors on the second floor and the splendid display of the latest models that is being made. Although Tepper's is a splendid example of what the modern store should be, the business is one of the oldest in Plainfield, having been established over 35 years ago by I. H. Bohm. After its purchase by the present proprietors, extensive improvements were made and are continually being made. The first store established by Tepper Brothers, of whom there are five, was started in Selma, Ala., in 1893, and is the leading enterprise of that progres-

sive Southern city. It is managed by Mr. B. F. Tepper. They are also largely interested in the exclusive Central Alabama Dry Goods Company, wholesale, located there. Their first venture outside was in Plainfield, which was a success from the start and is managed by Mr. Max and Jacob Tepper. Another was established in 1910 in New Brunswick, where Mr. J. Tepper resides, and the present year still another was established in Elmira New York, presided over by Mr. Adolph Tepper. They are among the most progressive merchants in the country and their success has been fairly won by straightforward dealing and the fact that their patrons get the full worth of their money.

WILLIAM JEFFERY

∴ Real Estate Operator ∴

JEFFERY BUILDING
 134 Park Ave.

The Sherman Park Development
 and The Little Farms Co.

CHOICE PROPERTY
 OF ALL KINDS

This is becoming more and more an era of suburban development in municipal growth, and every year the trend toward the country and away from the shops, offices and factory, becomes more pronounced. Not only in the largest, but in cities of the size of Plainfield, is this perceptible, and the fact was long ago recognized by men whose business it is to make a study of real estate conditions. Plainfield, from almost a suburb itself, now has suburbs of its own and none of

them is more popular than Sherman Park, the recent development of the Little Farms Company, less than one mile from Grant avenue Station. In both of these enterprises Mr. William Jeffery, one of the leading real estate men of the city and president of the Board of Trade, has been, and is, taking a most active part, being an officer in the company. Since coming here from New York in 1900, to make his home and engage in business, Mr. Jeffery has been most successful

and has built up a large clientele among property owners, investors and home-seekers. For a time after coming to Plainfield he conducted a general real estate business, but of late years has specialized, to a great extent, for he is a man of original ideas and would never be content to follow in the beaten path, being by nature a pioneer. His offices are in the Jeffery Building, 134 Park avenue, and anyone interested in Plainfield real estate, either as a home-seeker or investor,

will find in him one of the best informed men on the subject in this section. But although a busy man with his private affairs, Mr. Jeffery has always found time to devote toward making Plainfield a bigger and better city along the most modern lines, and his work as president of the new Board of Trade has been what might be called strenuous. Naturally a man selected as the head of a progressive organization, like this has proved itself to be, would be one who has for

years been identified with the interests of the city, has supreme confidence in its future and is willing to give of his time, energy and ability to its up-building. A man who is willing to make the necessary sacrifice required is difficult to find, in any community, and this is the reason why so many business organizations are practically useless. Plainfield has a live Board of Trade and this is so to a great extent because the man who is its president has a strong,

virtue personality, one who loves the work he is doing and communicates his enthusiasm to the other members. For a number of years he was in business in New York, but has lived here about 20 years. He belongs to that type of public spirited and progressive men who have confidence in the future growth and prosperity of Plainfield and are always ready to do their full share towards its advancement.

almost nothingness. Mr. Faucett had little capital, mighty little, as counted in dollars, but he had what was just as valuable—experience, industry and a determination to succeed that was bound to win out. He knew what good laundrying was, there was no detail of the work with which he was not familiar and he was not afraid to do it himself. For the first few months, with the help of Mrs. Faucett, and a single assistant, all the work was done, and done well. Pleased customers are splendid advertisements and Mr. Faucett saw to it personally that everyone of the few he had were pleased in every minute particular. He did his own soliciting, collected and delivered the washing to his customers, driving the single wagon he owned, and at night was at it until the small hours. It was hard, grueling work, but he kept at it and is still keeping the pace, giving his personal attention to the work, though he now has 30 employees, three wagons and an automobile delivery, modern machinery of the most improved pattern and a clientele of hundreds of pleased patrons, not only in Plainfield, but throughout this section. This has been accomplished in less than two years and illustrates what energy and hard work, properly directed, will do in Plainfield. The Queen City, formerly the "Ideal" and then the "Non-

parell" Laundry, has been almost entirely equipped with new appliances since Mr. Faucett came into possession of the plant, but there is one department—one that did much for his success—that has been retained. This is the hand-ironing for shirts. There has never been a machine devised that can iron a shirt as well as it can be done by hand and many careful dressers will have nothing but hand-ironed shirts. All shirts are done by hand and that this kind of work is appreciated is shown by the fact that the number of shirts ironed at the Queen City Laundry has grown from 35 a week to 1,500. Promptness in delivery has also been a great factor in the growth of the laundry in popularity. A splendidly organized system covers the entire city, and there are branches at Westfield, Crawford, Bound Brook and Dunellen. Mr. Faucett is a native of Texas, where he was in business several years before coming North to live. He has been in the laundry business all his life, having at one time managed the John Wanamaker Laundry in New York and the Blue Ribbon and Linen Supply Laundry at Yonkers. Since he came here to live he has been actively identified with the business life of the city and is one of its most public spirited and progressive citizens.

advertisement.

EDWARD A. LAING.
 STATIONER, NEWSDEALER
 AND BOOKSELLER.

Plainfield has probably the largest book and stationery store in New Jersey and certainly one of the most

to any community no matter what its size, speaks louder than any written word could do for the culture of intelligence and refinement of the people of this community. Laing's is a fine example of what the really modern book store should be. Besides all the standard works in history, science,



LAING'S STATIONERY STORE—LARGEST IN THE COUNTY.

attractive in the establishment of Edward A. Laing, 151-153 West Front street, in the centre of the business section of the city. Fronting 50 feet on the main thoroughfare it extends back 100 feet and including the basement, a floor space of 10,000 square feet is provided for the display and storage of the largest stock of stationery, books, office furniture and fixtures, sporting goods, games and similar articles ever assembled in Plainfield. Nothing has been neglected or forgotten that would go toward making this a complete establishment of its kind in every particular, and that Mr. Laing's efforts to give Plainfield a store of the very highest class are appreciated is shown by the generous patronage which he receives. The fact that the city can and does support an enterprise that would be a credit

poetry and art, a full line of the latest publications is carried and the best sellers can always be found on his shelves. Particular attention is also given to society stationery and all kinds of engraving is done in the latest style. The commercial stationery and office fixture department is also a leading feature of this up-to-date store, and all the latest labor-saving office devices are carried. But it is needless to particularize, the establishment is simply a model one, and does an immense business, which extends throughout a radius of many miles of Plainfield. Like nearly all successful enterprises, the beginnings of Laing's Book Store were modest and its growth has been the result of industry, enterprise and straightforward dealing. The business was started on a small scale nearly fourteen years ago, just

across the street from where it is now located. There years ago larger quarters were demanded, and the business was removed to the present store, or at least a portion of it, for it is just double the size it was formerly. Mr. Laing having taken the building next door formerly occupied by J. A. Smith & Brother, when they moved last year. He threw the two stores into one and gave Plainfield an establishment that few, if any, of its sister cities of the same size can duplicate. Especial attention should be called to the daily newspaper delivery, covering the city and suburbs. Mr. Laing is a native of Plainfield, where he has always lived, his ancestors having been among the first settlers.

VAN NEST DOOR AND LUMBER COMPANY.

SASH, BLINDS, DOORS, MOULDINGS.

In a growing and progressive city like Plainfield the building interests are naturally of great importance and the manufacturer of sash, doors and blinds, mouldings, flooring, ceiling and other builders' supplies is one of the leading industries. Nothing else shows the growth of a city better than does the activity of its planing mills and dealers in builders' supplies and to judge from the busy scenes that are

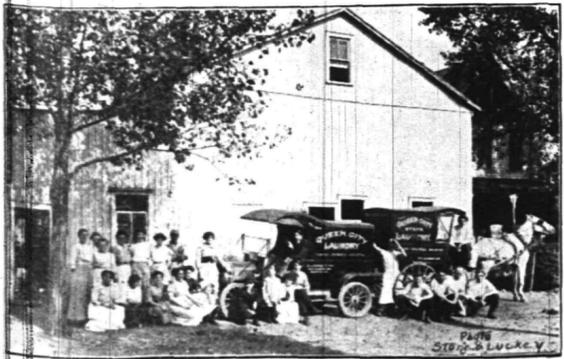
daily enacted about the mills of the Van Nest Door and Lumber Company, at 218-220 East Fourth street, the building industry is in a flourishing condition. This is one of the most flourishing enterprises of Plainfield and one that is growing rapidly, conducted as it is by men of long experience and plenty of energy. Although it has only been in operation about five years a trade has already been built up, in the face of keen competition, that places the company in the front rank. The plant is a model one of the kind, equipped with the very latest improved machinery for manufacturing sash, doors and blinds, mouldings, flooring and all kinds of trimmings. A specialty is made of making special work, and all kinds of odd sizes. The plant, built of cement blocks manufactured on the ground by Mr. Van Nest, is a handsome two-story structure fronting 60 feet on Fourth street and extending back 100 feet, the yard going further back to the residence of the company's president, Mr. L. C. Van Nest, and is two stories high, containing 12,000 feet of floor space. A large trade has been built up by strict attention to business and the manufacture of the best supplies in its line. The product of the company is also sold in New York, Newark, New Milton, the Oranges and other places, though the demands made upon the mill by local builders consumes nearly

the entire output. The company is also a large dealer in lumber and timber and all kinds of glass. Mr. L. C. Van Nest, the founder of the concern, and its president, conducted the business for nearly four years on his own account. About a year ago he decided to incorporate under the name of the Van Nest Door and Lumber Company, Mr. E. A. Van Nest being made vice-president, and L. R. Van Nest, a son of the founder, secretary and treasurer. The president is a thoroughly practical man of long experience and for 16 years was connected with Richard H. McCullough in the same business in North Plainfield. He is a native of Bound Brook, but has lived here for 45 years and has long been identified with the business life of the city. His son, the secretary and treasurer, has been with him a number of years. They are among the progressive citizens of Plainfield and are doing their full share towards its growth and progress.

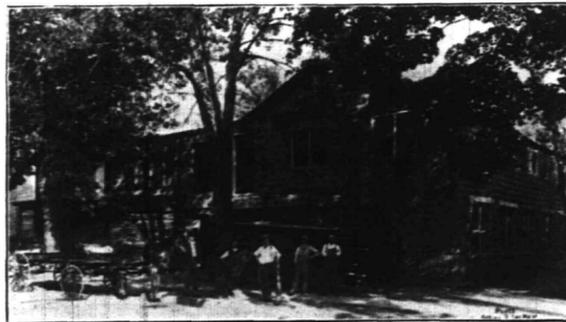
VOEHL & WALDRON.

PLUMBERS, HOT WATER,
 STEAM & GAS FITTING,
 & SHEET METAL WORK.

More serious attention has been given to sanitary plumbing and heating during the last decade than ever before in the history of the trade, and an immense advance has been made all along the line. People realize that not only their own health but that of the entire community in which they live depends to a great extent upon sanitation, and hardly a day passes but what some improvement is made. The successful plumber, to keep up with the times, must be a man of intelligence and ability, equipped to work with his brains as well as his hands, for he must adapt himself to the constant changes that are being made; a man able to cast aside old methods when something better is to be had, and not cling to them simply because they have been in use for years. One of the oldest and most progressive concerns in Plainfield is that of Voehl & Waldron, whose office, shop and



THE QUEEN CITY LAUNDRY AND STAFF.



WORKS OF THE VAN NEST DOOR AND LUMBER CO.



JOSEPH HARRIGAN'S NETHERWOOD ESTABLISHMENT.

JOSEPH HARRIGAN Coal, Wood, Hay, Grain and Feed

DEALER IN

"The Best and Only the Best"

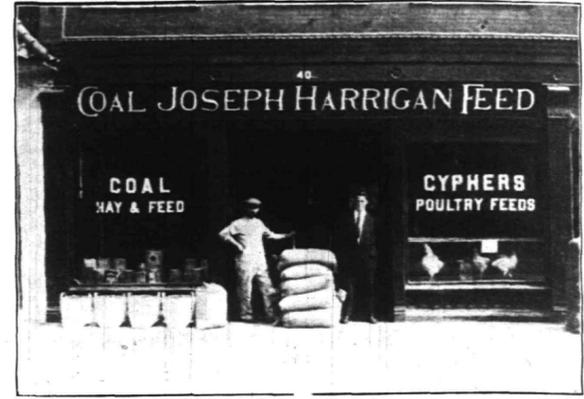
929 SOUTH AVE., NETHERWOOD

40 SOMERSET STREET

Among the more recent additions to the business establishments of Plainfield is a branch coal, wood, hay, feed and grain store, opened by Mr. Joseph Harrigan, who conducts one of the largest enterprises dealing in these commodities in this section, at 929 South avenue, Netherwood. Although his yards are located in that flourishing little suburb most of the trade of the firm is, of course, in this city and so rapidly has the business increased that Mr. Harrigan decided to open a branch at 40 Somerset street, which is in charge of his son, Richard J. Harrigan, an energetic young business man, who has been associated with his father at the main office and yards since entering active business life. The yards at Netherwood are

the largest in area in this section, fronting 200 feet on South avenue and extending along the railroad tracks 450 feet. An immense stock of coal, wood, grain, hay and feed is carried. At the Somerset street store only hay, feed and grain is kept in stock, but orders for coal and wood are promptly supplied from the Netherwood yards. Mr. Harrigan began business about 11 years ago on Cottage Place, near Richmond street, where he remained for about a year. The business in this time outgrew these quarters and six years ago the Netherwood property was purchased and Mr. Harrigan has recently installed an absolutely fire-proof iron and concrete trestle at these yards. Since then the trade has continued to grow

rapidly and now extends throughout this section. Mr. Harrigan is a native of Albany, N. Y., where his father was engaged in the grain business, with which he was also connected. He afterwards removed to New York where he was with the firm of W. & J. Sloan, before coming to Netherwood, eleven years ago to go into his present business. Since then Mr. Harrigan has been actively identified with the business life of this section. He is a public spirited and progressive citizen, who is always ready and willing to lend a helping hand to any cause that is for the welfare of old Plainfield and this section, in the future growth and prosperity of which he has the greatest confidence.



STORE OF JOSEPH HARRIGAN—SOMERSET STREET, PLAINFIELD

ZEEK BAKING CO.

MANUFACTURERS OF AND DEALERS IN

PURE AND SANITARY BAKE SHOP PRODUCTS

Main Office and Factory:
629 SOUTH AVENUE

Good, wholesome bread is one of the most delicious as well as nutritious of foods, while the reverse can be said of bread improperly cooked, for nothing is more indigestible. The same rule applies to cakes, pastry and all sorts of sweets, and the public is rapidly awakening to the fact that these most necessary articles of food can be far better prepared at a high-class, modern bakery, such as that conducted by the Zeek Baking Company, of Plainfield, by men who have made baking the study of their lives, than they can be at home by cooks who have no especial qualifications as bread and pastry makers, but have to give equal attention to everything prepared for the table. It is but reasonable to accept this as a fact, to prove it requires no argument, and the best way to find out its truth is to compare the products of the Zeek Baking Co. with those of your own kitchen. Then the fact that the preparation of these products is



STORE OF THE ZEEK BAKING CO.

thoroughly sanitary, all the work being done by machinery, weighs heavily in favor of the bakery. The store and pastry bakery of the Zeek Baking Co. is located at 170 East Front street, while the bread bakery is at 629 South avenue. Both of these establishments are thoroughly modern in every particular, the equipment is of the latest

design and the machinery is all new. At the bread bakery on South street, which is 60x80 feet, two stories high and contains nearly 10,000 square feet of floor space, two of the most improved ovens have been installed one a "Peterson" and the other a "Werner & Pfeiderer" double deck, draw plate ovens, with a daily capacity of 25,000

loaves of bread. There are no finer ovens manufactured and these are of the latest pattern. Everything at this plant is under the personal direction of Messrs. Ernest and Denton L. Zeek, two of the three brothers comprising the company, while the third brother, Mr. Lewis D. Zeek, spends most of his time at the up-town store and bakery. This is one of the most attractive establishments in Plainfield, and there is always on display a splendid stock of all varieties of bread, rolls, biscuits, cakes and pastry. The company has exceptional facilities for baking wedding, birthday and other special cakes and pastry and this department of the business is much patronized by the society people of this city and section. The company also makes two special brands of bread, "Foremost" and "Kleen Maid," which are the last word in break-making, and for which there is a large and constantly increasing demand.

This and its other products is delivered fresh from the ovens, throughout Plainfield and its environs. The delivery system has been organized with the greatest care and attention to detail. It consists of seven modern wagons, built expressly for the purpose and a motor car for delivering special orders and to supply the trade.

The growth of this concern has been remarkably rapid and furnishes the best evidence that the people of the city appreciate the efforts of the Zeek Baking Co. in giving them a really high-class bakery. The company only began business on January 23, of the present year at 174 East Front street, but these quarters were soon outgrown,

and on July 1, the store and pastry bakery were removed to the present commodious building, which occupies a space 25x90 feet. Within eight months it has built up a trade upon the merits of its product that requires seven wagons and a motor car to handle, and this is soon to be increased. The company is incorporated under the laws of the State of New Jersey, the officers being Ernest Zeek, president; Denton L. Zeek, treasurer, and Lewis D. Zeek, secretary. All the brothers are thoroughly practical bakers, having learned their trade with the S. Cushman's Sons, of New York, where they worked from periods ranging from 9 to 17 years. Since coming here they have been actively identified with the business life of the city, and have proved themselves public spirited and progressive citizens ever ready to do all in their power for the growth and prosperity of Plainfield.



EXTENSIVE PLANT OF THE ZEEK BAKING CO.

salesrooms are located at 224 East Front street, near Watchung avenue. Since 1897, when it was established by the present members, this concern has been among the leaders here and numbers among its patrons some of the most prominent property owners, builders and contractors in this part of New Jersey. It has unsurpassed facilities for doing all kinds of plumbing, steam and gas fitting, furnace and sheet metal work. Using only the best materials procurable and employing the most skillful and experienced mechanics, the firm has set a high standard which is rigidly maintained. It is prepared to do all kinds of repairing and jobbing promptly, in the most workman-like manner, including sewer and water connections at the most reasonable prices, and confidently refers to hundreds of patrons. Some of the most recent work done by the concern was for Capt. J. E. Curtis, 183 North avenue; Mayor Clark, of North Plainfield; on Watchung avenue, the residence of Edward F. Feukist, vice-president of the State Trust Co. at Dunellen; Abbott & Curtis, the contractors, on Hillside avenue, and the new residence of Warren H. Marsh. These are only a few among scores of others. The members of the firm are Messrs. J. Voehl, Jr., and Thomas J. Waldron, both of whom are thoroughly practical men, who give their personal attention to all work entrusted to them. Mr. Voehl is a native of Jersey City, but has been identified with the business life of the city for many years, while Mr. Waldron is a native of Plainfield. They have for

many years been identified with the growth and progress of Plainfield and are among its most substantial citizens.

advertisement.

FRANK NEIDIG. LINCOLN MARKET — CHOICE MEATS, POULTRY, CANNED GOODS, GAME, SEA FOOD AND FULL LINE OF DELICATESSEN.

One of the first things that attracts the attention of the visitor to Plainfield is the number of modernly equipped establishments devoted to the sale of choice meats, poultry, game, sea food, canned goods and vegetables. Few cities of the size of this has so many and it speaks well for the people of the community that they are so generously supported. Among the leading stores, and one that is patronized by the most particular and discriminating housewives, not only of Plainfield and North Plainfield, but of this entire section, is the Lincoln Market, of which Mr. Frank Neidig is the enterprising and popular proprietor. Located at 94 Somerset street, it is conveniently reached from every part of both cities, and as an example of what a modern, sanitary market of the best type should be, no better could be found anywhere. There are others larger, but in none can be found a fresher, purer, better stock of meats, poultry, game, sea food and produce than is always kept on hand at the establishment of Mr. Neidig. Cleanliness is one of the first impressions



NEIDIG'S "LINCOLN MARKET."

one receives upon entering Lincoln Market. It is insisted upon by Mr. Neidig and it would indeed be difficult to discover how his plant could be made more sanitary than it is. The establishment is equipped with the latest improved refrigerators, the danger of contamination is reduced to a minimum, and nothing has been neglected that would go toward making Lincoln Market high class in every particular. At the same time Mr. Neidig has practically demonstrated the fact that the best can be sold at reasonable prices. His place is outside the high-rent district. His expenses are consequently lower than many competitors. But the entire city is thoroughly covered by an excellently organized delivery system and orders by phone receive the same careful attention that is given those delivered in person. Mr. Neidig was born in Brooklyn, of German parentage, and before coming to Plainfield in 1903, was successfully in business in New York city for about five years. His enterprise here was started on a comparatively modest scale about 10 years ago, but its growth has been steady and substantial until he now has one of the most modern and popular establishments in the community. Mr. Neidig is a public spirited and progressive citizen, who is always willing

to lend a helping hand to any cause that is for the welfare of old Plainfield.

advertisement.

THE BOROUGH GARAGE.

RICHARD L. BELLIS, PROP.

Plainfield is an ideal home for the automobilist with its level, splendidly paved streets and the excellent roads, entering it from every direction and probably there are as many machines

owned in this city and section in proportion to its population than as can be found in any place in the country. This condition has resulted in the establishment of a large number of garages and repair shops and none of them has proven more popular, and consequently more successful, than has the Borough Garage, of which Mr. Richard L. Bellis is the proprietor. The Borough Garage is located at the corner of Watchung avenue and Race street, on one of the most frequented automobile drives in this part of New Jersey and is equipped with all the latest appliances for doing the most difficult motor work promptly and at reasonable prices. Although it was established only about four years ago, it has long been headquarters for a large number of the most discriminating and particular machine owners in this section, who have learned by experience to expect and get the highest grade of work. Mr. Bellis is a thoroughly practical man and gives his personal and particular attention to all work entrusted to his care. He is an expert in his line, has made an intelligent study of the automobile and keeps fully abreast of the times. Success has come to him early, but he has won it fairly by industry, ability and straightforward dealing. The Borough Garage fronts on Watchung avenue 30 feet and extends back 50 feet, providing ample room. There is an excellently stocked accessory department, all the latest improved automobile requisites being kept on hand. Mr. Bellis at present devotes himself entirely to repairs, storage and dealing in accessories but at an early date will handle one or more of the standard makes of machines. Being energetic and progressive, he is a fine

type of the hustling business man of Plainfield, who is pushing the city to the front.

advertisement.

GEORGE E. WATT.

PARQUET AND HARDWOOD FLOORING.

Parquet and hardwood flooring are among the most beautiful of interior decorations and never before has this class of work been more popular than it is at the present time among owners of attractive homes. Every year the designs become more artistic, some of the best designers in the country de-

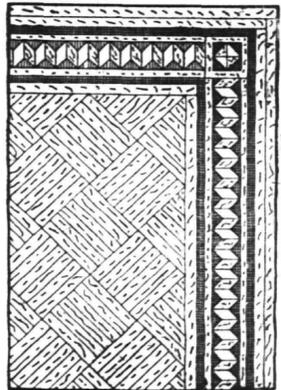


voting themselves exclusively to this line of endeavor. The demand does not come entirely from the owners of unusually fine houses, as was once the case, but from all sources, and some of the most modest and unpretentious cottages and bungalows in this section contain fine examples of parqueting. Since he started in business, five years



ago, Mr. George E. Watt, whose establishment is located at 150 North avenue, has built up a large clientele among the most discriminating and particular property owners, builders and contractors of this city and section. He is an expert, and gives his personal attention to all work entrusted

to his care, with the result that his patrons can be assured that they get nothing but the best. Some fine examples of the class of work he does can be seen in the handsome homes of former Mayor Charles J. Fish, on West Seventh street; Mr. Judd Stew-



art, 57 Willow avenue; P. Aklatvata, on Leland avenue; Judge Coddington, on Mountain avenue, and Mrs. Walter Scott, 418 East Front street. He also did the floors in the Marsh Building, and other structures in the business section. Mr. Watt does not confine himself to Plainfield and this vicinity, but goes throughout this and adjoining States. He is a native of Newark, where he resides, coming to Plainfield every morning; but his business interests are here and he is always ready to do his share toward aiding in any movement that is for the growth and prosperity of the city.

advertisement.

CHARLOTTESVILLE, VIRGINIA

GOD'S OWN COUNTRY

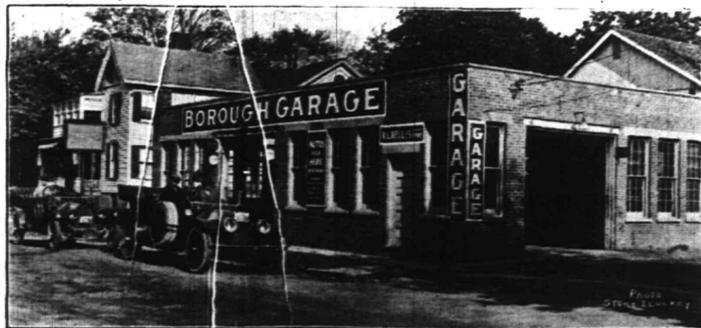
Big Boom On There Now

Once the home of Thomas Jefferson and seat of the University of Virginia.

Write Chamber of Commerce for full information regarding Gloriland.



VOEHL & WALDRON'S ESTABLISHMENT.



THE BOROUGH GARAGE.



EXTENSIVE GROCERY OF J. A. SMITH & BRO.

J. A. SMITH & BRO.

Plainfield's Oldest, Largest and Leading Grocers

ESTABLISHED 1836

301-303-305 WEST FRONT STREET

There is no class of establishment among the many that goes toward making up the business life of a city that has a stronger appeal to lovers of good things to eat as the thoroughly modern grocery, produce and fruit store conducted along the best lines. As an example of what such a store should be, no better illustration could be found than the establishment of J. A. Smith and Brother, the largest and oldest as well as the most modern grocery in Plainfield. This store would be a credit to any city, no matter what its size, and that the enterprise of its proprietors is appreciated is best shown by the immense patronage bestowed upon them by the most discriminating people of this city and section. In completeness it ranks with the best up-town stores in New York, catering to the best class of trade and the methods of these stores were carefully studied, before the firm moved into the new building at 301 to 305 W. Front street last March. This

building is one of the largest and most attractive in the city, it is modern in all its appointments and the first impression one receives upon entering the salesrooms is that of cleanliness and freshness. The store stands at the corner of Front street and Madison avenue, and both sides of the main floor are of plate glass, letting in a flood of light that reaches every corner and provides a splendid opportunity for the display of fine fruits and produce for which this firm has always been noted. The main floor, 50x110 feet, contains over 5,600 feet of floor space, the basement as much more and the arrangements for handling goods are perfect, a mistake in delivery being practically impossible. The delivery system has been given the same particular attention that has always been characteristic of the firm and nine modern delivery wagons cover this entire section. It is this strict attention to the smallest detail that has had much to do with

the success of the concern, for it is above all things dependable. Every modern improvement has been installed, including the best refrigerators obtainable and nothing has been forgotten or left undone to make this a model store in the minutest particular. The large, airy, well-ventilated basement, connected with the main floor by an elevator, is used for the stock room and the butter and cheese refrigerators. Vegetables are also kept here, the temperature being always cool. Every attention has been given to sanitation and the place is as sweet and clean as the rest of the establishment. The business now conducted by J. A. Smith and Brother, is by far the oldest in Plainfield, dating, as it does, from 1836, when it was founded by Ira Pruden. He was succeeded in 1866 by Theodore J. Pruden and he in turn by Smith and Rockwell in 1886. Mr. J. A. Smith, senior member of the present firm, bought out his partner a short time

later and in 1895 formed a co-partnership with his brother, Mr. Fred. E. Smith. Under their energetic management the business has grown wonderfully and has become one of the big enterprises of Plainfield. Since it was established in 1836, the store has had three locations, each time moving into larger and better quarters. At the beginning it was located at 119-121 West Front street, from there it was moved to 151-153 W. Front St. and last March to the present building. Both members of the firm are natives of this section and have been in the grocery, produce and fruit business all their lives and know its every detail. They are among the most progressive and substantial of Plainfield's business men and have always been among the first to do everything in their power for its growth and prosperity.

PLAINFIELD CAB COMPANY. LIVERY AND BOARDING STABLES. W. J. HUDSON, PRESIDENT.

One of the first things to attract the attention of the visitor to Plainfield and make a favorable impression, is the many stylish equipages seen on the streets. Though it is one of the greatest of automobile cities, the love of good horses and fine turnouts has always been characteristic of the inhabitants, and they have generously appreciated the efforts of the Plainfield Cab Company, in giving them a service that is high-class in every particular, while its rates are always rea-

ticular and discriminating horse owners of the city having long been permanent patrons. Fronting 50 feet on Second street the stables extend back a distance of 100 feet and are four stories high, containing a floor space of 20,000 square feet. Every floor is reached by the modern elevator service and every convenience has been provided for the proper care of stock. Mr. Hudson has for years been in the livery business and there is no detail of it with which he is not thoroughly familiar. Modern in his ideas and progressive in his methods he has a firm faith in the future growth of Plainfield, and is always ready to do his part to give it a boost.

advertisement.

prietor and manager of this hospitable old house, is a native of New Brunswick, but has lived in Plainfield for many years. For eleven years he was connected with the Hotel Waldolf and also with the Hotel Kensington. He succeeded Mr. Boice, the owner of Somerset, and has distinctly made good. Mr. Feaster has, since taking charge of the Somerset, given Plainfield a thoroughly good hotel and that the public appreciates his efforts is shown by the generous patronage bestowed. Although one of the oldest hotels in the city the Somerset is provided with all modern improvements and keeps fully abreast of the times.

advertisement.

W. W. WARNOCK.

BAKER, CONFECTIONER AND CATERER.

Few articles of food are so wholesome and delicious as well-made bread, cakes and pastry, from a clean and sanitary bakery presided over by a man who thoroughly understands his business. On the contrary, bread and pastry that is not properly baked is injurious, being about as indigestible a food as can be placed on the table. For nearly half a century the people of Plainfield and this section have been eating Warnock's bread, cakes and pastry, and epicures have pronounced the products of the bakery of the highest degree of perfection. Bakery or kitchen products could not be purer or better in any way than those made by Mr. W. W. Warnock, whose attractive and splendidly equipped establishment is located at the corner of North and Park avenues. Only the best materials procurable are used; the most expert and experienced workmen employed, and Mr. Warnock

FOURTH WARD HOTEL. JOHN C. CLARK, PROP.

For over forty years the old Fourth Ward Hotel has been one of the best known and most popular hostleries of Plainfield and this section of New Jer-



THE FOURTH WARD HOTEL.

sey. Located at 456 West Third street, it is the favorite resort of people living in the western section of the city, who have found, by years of experience, that they are always sure of

story built underneath in which the safe and office are located, adding a third more to the size. The upper floors are used exclusively for the dining rooms and chambers. Mr. Flannigan was succeeded by John Gough and he in turn by Hugh O'Donnell. About 14 years ago the late Bernard Clark,

of the most discriminating people of this section, people who want the best that is to be had at reasonable prices. At the attractive establishment, 98 Somerset street, an immense stock of the best brands liquors and cigars are carried, sold at wholesale only. There is no kind of goods more easily adulterated than wines and liquors, or so difficult to detect, and despite the pure food laws the practice is still wide spread. It was upon the firm and solid foundation of purity that the late Mr. Hoerster founded his business many years ago and the high standard he then set, has been rigidly adhered to by his widow, who has since his death most successfully carried it on. To the rear of the wholesale store and office is located one of the best bottling plants in this city and section, equipped with the latest improved machinery. Bright, well ventilated, clean and sanitary, only the highest class of goods are bottled here, and there is no possible danger of contamination. The purest materials are used and the most experienced help employed. Besides all kinds of soft drinks the leading brands of beer are bottled, such as Kupperts, Trifz, Schlitz, Pabst and Smith's Philadelphia ale and porter. Mrs. Hoerster has proved herself a splendid business woman, and is building up a constantly increasing trade. She is public spirited and progressive and ever ready to help good old Plainfield.

advertisement.

WASHINGTON HOUSE.

AT WETUMPKA FALLS IN THE NOTCH. FRANK PROBST, PROPRIETOR.

Located just outside of Plainfield, "at Wetumpka Falls in the Notch," is the quaint but modern Washington House, one of the historic stopping places in New Jersey, and a favorite resort with lovers of good things to

eat and drink, partaken of amid beautiful and delightful surroundings. The house is thought to be at least a century and a half old and the original building is still standing looking much as it must have appeared when George Washington stopped there on his way South to meet the English and engage in the battle of Trenton. A number

advertisement.



THE FAMOUS WASHINGTON HOUSE.



THE WARNOCK BAKERY—HOME OF GOOD BREAD.

gives his personal attention to every detail of his establishment. Fronting on North avenue 30 feet, the building occupied by Warnock's bakery extends back a distance of 80 feet to the railroad. The front portion is used as a salesroom, one of the most attractive that could be found anywhere, while in the rear is the bakery—clean, sanitary and thoroughly up-to-date, having only been built about three years ago, when the business was removed from Front street. The concern was established in 1866 by Alexander Warnock, father of the present proprietor, who conducted it successfully until about 17 years ago, when he was succeeded by his son, Mr. W. W. Warnock, who has fully maintained the high standard set by the founder. Mr. Warnock is a thoroughly practical man, a native of Plainfield, and has for years been identified with the business life of the city.

advertisement.

Shout for good old Plainfield.

finding there something refreshing to drink and a good meal, as well as comfortable sleeping quarters. Though one of the oldest hotels in this city the Fourth Ward is one of the most modernly appointed and has, under the capable and popular management of its proprietor, Mr. John C. Clark, been kept fully abreast of the times. The cafe attached to the hotel is most attractive, being unusually large, well-lighted and ventilated. There are tables for those who wish to partake of refreshments at their leisure or have a business or social talk and there is no place in Plainfield where a more enjoyable hour can be spent. The bar is stocked with the finest wines, liquors and cigars to be had, and the service is of the best, while at the same time the terms are reasonable. The Fourth Ward Hotel was established by Patrick Flannigan in 1872 and was at the time only two stories high. When the railroad tracks through the city were elevated in 1875, the building was razed and another

L. HOERSTER.

WHOLESALE DEALER IN FINE WHISKIES, BRANDIES, CORDIALS, WINES, ETC.

When a concern has for over half a century successfully carried on business, retaining old customers and constantly adding new ones no better evidence could be produced that its methods have been fair and straightforward. It is a record possessed by but few firms and constitutes a most valuable asset, one that could hardly be computed in dollars and cents. For the last 25 years or more the firm of L. Hoerster, dealers in fine whiskies, brandies, cordials and cigars, bottlers of foreign and domestic beers, ales and porters, and manufacturers of pure sarsaparilla, ginger ale and other soft drinks, has been a leading one in North Plainfield, having as its patrons some



ESTABLISHMENT OF L. HOERSTER.



GEO. S. CLAY,
PRESIDENT COMMON COUNCIL.



HOME OF THE PLAINFIELD CAB CO.

able. This is an ideal city and section for driving, with its splendid streets and stretches of fine roads, and for years the Plainfield Cab Company has done a flourishing business which every season grows larger. There is nothing in livery that this company cannot furnish promptly—carriages, cabs, buggies, surreys, coaches and Houghams. The people here want the best that is to be had and when a team leaves the stables of this company it has the appearance of a high-class private equipage, rather than the average livery rig. The business is one of the oldest in the city, having been established over 25 years ago. It was formerly owned by Daniel Roberts, from whom it was purchased about five years ago by the Plainfield Cab Company, of which Mr. W. J. Hudson is the enterprising and experienced president and manager. The stables at 130-134 East Second street are modern in every respect; well-lighted, ventilated and drained and particular attention is given to sanitation. Besides the general livery business a large business is done in boarding horses. Some of the most par-

SOMERSET HOTEL.

WILLIAM G. FEASTER, PROP.

For many years the old reliable Somerset Hotel has been one of the most popular hostleries in Plainfield, and never before in its long history has it been more generously patronized, than it is at the present time. Under the capable and efficient management of Mr. William G. Feaster, the Somerset has entered upon a new era of prosperity. Mr. Feaster became the proprietor two years ago, and from the first set a high standard, which he has rigidly adhered to. Always famous for its excellent cuisine, it has been made better than ever, and a meal at the Somerset is the best for the money that can be obtained in Plainfield. The rooms are light, airy, clean and comfortable, and the terms either by the week or day will be found reasonable, when the character of the service furnished is considered. Attached to the hotel is a handsome and well-stocked cafe, where the best of wines, liquors, beer and cigars are kept on hand. Mr. Feaster, the pro-



THE SOMERSET HOTEL.

BOYD FULLERTON, President

TELEPHONE 1345

ALLEN SNYDER, Sec. and Treas.

DEALERS IN

OFFICE AND YARD:

WATCHUNG STONE CO.

Sand, Cement, Brick, Lime, Plaster, Metal, Lath, Tile and Other Mason Materials

Plainfield Ave. & South 2nd Street



HOME OF THE WATCHUNG STONE COMPANY.

Every year there is an advance in fireproof building construction and less timber and other inflammable materials are being used today than ever before. Concrete, tile and metal are being substituted and the demand for all kinds of masons' materials was never so great as it is at the present time. Not only are they safe, but more durable and everything considered are not so costly as lumber. One of the leading dealers in sand, cement, brick, lime, plaster, metal lath, tile and other masons' supplies in Plainfield is the Watchung Stone Co., whose warehouses and yards are located at Plainfield Avenue and South

Second street. A spur from the railroad runs into the premises, and directly alongside the warehouses, furnishing excellent facilities, both for shipping and receiving materials. These are from the best manufacturers in the country and anything bought from this company may be depended upon to be just as represented. During the six years that have elapsed since it was organized the Watchung Stone Co. has made for itself a splendid reputation and it has for its patrons the leading builders, contractors and property owners of the city and the surrounding country where its trade extends in an ever-widening

radius. Everything needed by the mason, and especially for the builder of fireproof structures, is kept on hand and is sold at the lowest market prices. Promptness in delivery is one of the characteristics of this concern and it has an excellent delivery service. The yards and buildings provide ample storage room for the large and varied stock carried and the facilities of the company for attending to its growing trade are of the best. The officers of the Watchung Stone Company are Boyd Fullerton, president, and Allen Snyder, secretary and treasurer. Mr. Fullerton is especially familiar with the needs of masons and

concrete men. He is an engineer by profession and has had a long experience, both in the East and West, in designing and superintending large construction enterprises, having resided in St. Louis a number of years. He is secretary of the Plainfield Trap Rock Co., which has the handling of the output of three of the largest quarries in New Jersey, located near this city, and is a fine type of the modern business man. Mr. Snyder, the secretary of the company, is also a man of experience with a wide knowledge of the business which he has helped to make so successful.

SERVICE MOTOR CAR CO.

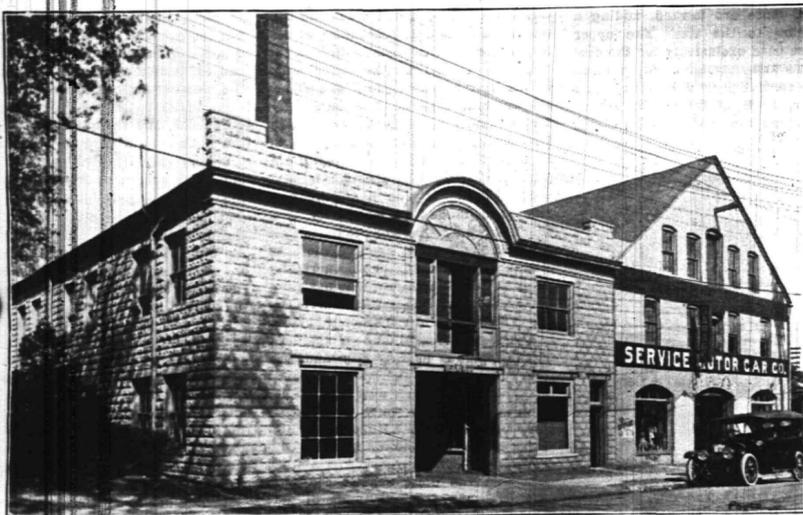
GARAGE AND REPAIR SHOPS:

149 East 4th Street

Opposite the Railway Station

AGENCY FOR THE

World Renowned Abbot-Detroit and Hupmobile Machines



HEADQUARTERS OF THE SERVICE MOTOR CAR CO.

That the remarkable development of the automobile will go down in history as one of the greatest wonders of this wonderful age, no thoughtful man can for a minute doubt. Every year improvements are being made and it would seem that perfection cannot be far off, though many contend that the present is comparatively nothing to what the future will bring forth in the development of this great industry. This may or may not be true, but the fact remains that every year sees an increase in the number of machines bought, and with most people who can afford the expenditure, it has become not a question of owning a machine, but that of what machine to buy. Plainfield is one of the best automobile cities in the country, with its splendidly kept thoroughfares and

the fine roads leading from it in every direction. Located here is also the finely equipped garage, repair shops and supply establishment of the Service Motor Car Company, one of the most complete in the State. Although this company has only been established in Plainfield less than three years, it has built up an immense business which is rapidly growing in every department and its garage has become headquarters for a large percentage of the best known automobilists of this city and section as well as for the great traveling public. The garage and repair shops of the Service Motor Car Company are located at 149 East Fourth street, just opposite the railroad station, and are of concrete block and brick, three stories high. Fronting on Fourth street 100

feet, the building extends back to the railroad tracks the same distance, providing a floor space of 30,000 feet for the use of the various departments. There is not a more complete establishment devoted exclusively to the automobile business in the country. The repair shops are equipped with the very latest automobile repair machinery and a large staff of the most skilled and experienced mechanics and machinists are employed. There is no job, no matter how difficult, that this company is not prepared to undertake and carry to a successful conclusion, as has been shown in many instances. The supply department is also complete in every particular and there is nothing needed by the automobilist that cannot be found in stock. The Service Motor

Company handles exclusively the Abbot-Detroit and the Hupmobile machines, both standard and among the biggest sellers. The company is the state agent for the Hupmobile and has 60 agencies in every part of New Jersey. Its officers are E. A. Craig, president; Frederick Harrington, vice-president; and George R. Morris, treasurer and general manager. Mr. Craig is a prominent electrical contractor of this city. Mr. Harrington is one of its best known business men and an extensive dealer in leather, and Mr. Morris, the general manager, is one of the most prominent men in automobile circles in the State, having been connected with the business for years and being familiar with its every detail. They are among the city's most substantial and progressive citizens.

MARSHALL'S LAUNDRY, Incorporated

Quick, Good Work at Honest Prices

MEMBERS OF BUSINESS MEN'S CREDIT ASSOCIATION

Watchung and Fourth Sts., Plainfield, N. J.

Most Modern and Best Equipped Laundry in this part of New Jersey

With the advent of the steam laundry there was a domestic upheaval in hundreds of thousands of American homes and no one can doubt that the time is fast approaching when that great bugaboo of the housekeeper, known as wash-day, will in the near future be but an unpleasant memory. No really good reason exists why there should be a wash-day in any modern home, and it has disappeared in many. An investigation of the service offered by Marshall's Laundry must convince any housewife that the modern methods of doing the family washing is best. She cannot help but decide after giving the matter the thoughtful consideration it deserves, that it is best to patronize this up-to-the-minute, sanitary establishment and eliminate wash-day forever. In the end she will find that it will be one of the most progressive and economical steps she ever made. Marshall's Laundry is not only the oldest but is also the most modernly equipped steam laundry in this city

and section. It had been thought by many that the last word had been said in steam laundry equipment, so many were the improvements that had been made over old methods, but it remained for Marshall's Laundry to show its patrons what a real modern laundry means to them. Last year entirely new machinery of the latest improved pattern was installed in the wash rooms, which occupy the entire basement of the handsome new building erected at the corner of Watchung Avenue and Fourth street, about four years ago. This is the best equipment that could possibly be made, and with it the work turned out at Marshall's Laundry will compare most favorably with that of any establishment, no matter where located. The wash room, which is 30x110 feet and contains a floor space of 3,300 square feet, is a model of cleanliness and sanitation, is bright and well-ventilated and every convenience is provided for the prompt execution of work. The power is furnished both by steam and elec-



THE BIG MARSHALL LAUNDRY

tricity, the laundry having its own 20-horse power dynamo as well as a 20-horse power steam engine. On the floor above the basement is the sorting, marking and finishing rooms and offices. These are also well arranged for rapid work, machinery being used wherever possible, and the system is so thoroughly perfected that mistakes and loss of garments is almost impossible. There is much less wear and tear of garments by the new machinery than the old, friction having been almost entirely eliminated. There is an impression prevalent among many that steam laundry methods wear out clothes, while as a matter of fact, it is hand work, the constant friction caused by the flat-iron of the hand worker, that is wearing. There is nothing washable that cannot be done in the very best style at Marshall's and the fact that the business is growing so rapidly is the best proof that the people of this city and section appreciate the efforts of the proprietors to give them fine service. The special

attention of housewives is called to the fact that the laundry does all kinds of rough-dry work, to be ironed at home, at reasonable rates. The delivery service has been organized with the greatest care and prompt delivery is one of the foundation stones upon which the success of Marshall's Laundry has been built. The service consists of four modern wagons and extends to Westfield, Dunellen, Netherwood and throughout the city and suburbs. About 25 people are employed in the plant. Marshall's was at one time conducted as the American Steam Laundry at 122 East Front street, where it was founded in October, 1890, just 23 years ago this month. Mr. Harry W. Marshall bought the property over 20 years ago and under his active and enterprising management it has grown from very modest proportions to be one of Plainfield's most flourishing enterprises. When it was decided to incorporate he was elected president and treasurer, the other officers being G. W. V.

Moy, Esq., vice-president, and A. L. Marshall, secretary. Mr. Marshall is a native of Newark and was for a number of years, before going into business on his own account, engaged in railroad construction work, being associated with one of the largest firms of contractors in that line. He worked on the Central Pacific, spending some time in the Indian Territory, now Oklahoma, and also on the Richmond and Danville and other roads. Since making his home in Plainfield he has been actively identified with the business and social life of the city. Mr. Marshall is secretary of the Mono Fireproof Storage Warehouse Company, vice-president of the Auto Distributing Company, president of the Business Men's Credit Association, treasurer of the Board of Play Ground Commissioners, and is a member of the Chamber of Commerce.

Central Bottling Works

SOLE BOTTLERS IN PLAINFIELD OF The Famous Bartholomay, Rochester Beer, "America's Finest Product" ALSO HANDLE THE BEST WINES, BRANDIES, CORDIALS, ETC.



CENTRAL BOTTLING WORKS

Wonderful progress has been made in the bottling business during the last few years, the demand for bottled beers, ales, liquors, sarsaparilla, soda and other drinks was never so great as it is at the present time, and there is no industry in the country in a more flourishing condition. The leading concern engaged in the business in this city and section is the Central Bottling Works, at 66 and 68 Somerset street, North Plainfield, of which Mr. Henry Haurand is the enterprising and popular proprietor. He has by his energy and enterprise built up a large and growing business which is by no means confined to Plainfield, but extends throughout this section, the radius of his trade constantly growing,

as the merits of his goods become better known. Mr. Haurand is the sole bottler in Plainfield of the famous Bartholomay, Rochester beer, which has been truly called "America's Finest Product," receiving it in carload lots and bottling it at his own plant by the most improved machinery and amidst the most sanitary surroundings. Without exception, this is the cleanest and most sanitary bottling plant the writer has ever visited, and he has inspected many in all parts of the country. The utmost care is exercised in bottling all goods, and patrons of Mr. Haurand can rest content in the knowledge that they are getting the purest of products. Peter Doegler's and F. and M. Shaffer's beers

are also handled, and a splendid line of wines, brandies, whiskies, cordials, gins and liquors are kept in stock. These are sold at wholesale only, nothing less than a quart being handled. The wholesale liquor department and offices are in the front portion of the establishment, while the bottling plant is in the rear. Fronting on Somerset street about 40 feet, the plant extends back about 200, giving a large space in which to conduct operations. A specialty is made of bottling "Plainfield Club" and "Monogram" whiskies, both brands belonging to Mr. Haurand. The delivery system of the Central Bottling Works is splendidly organized, covering this entire section, and orders by telephone, mail or other-

wise receive prompt attention. The business was established in 1900 and its growth has been exceptionally rapid. Mr. Haurand has for years been identified with the business life of the city, and is an active member of the Board of Business Men's Credit Association, New Jersey Liquor Men's Association, the Chamber of Commerce, the Elks, Moose and Red Men. He is also president of the Gesany and Turn Berein, and is captain of the Independent Shooting Club, and is one of the substantial and progressive citizens of this section in the future prosperity of which he has every confidence.



H. HAURAND

COMMERCIAL MILLS AND ELEVATOR

WHOLESALE AND RETAIL DISTRIBUTORS OF

FLOUR, FEED, GRAIN, HAY AND WOOD

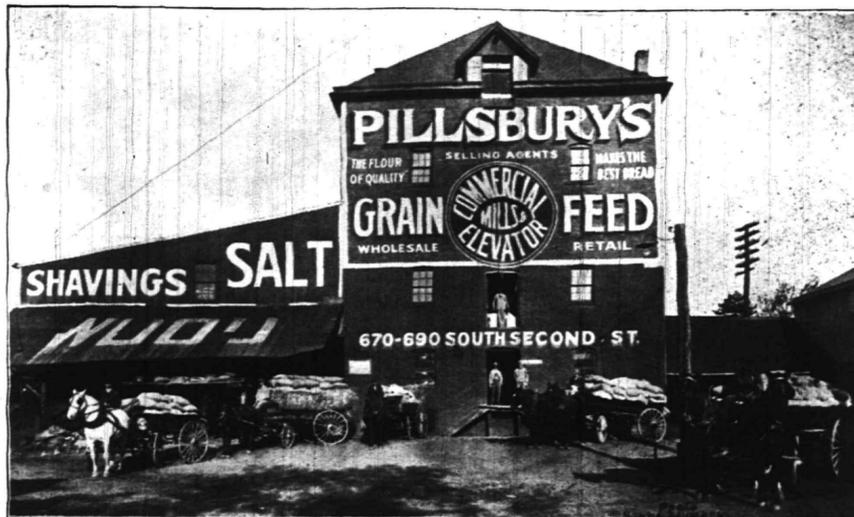
670 to 690 SOUTH 2nd STREET

ESTABLISHED 1860

PLAINFIELD, NEW JERSEY

For considerably more than half a century, or to be exact, since 1860, the year preceding the beginning of the Civil War, the Commercial Mills and Elevator has supplied a large percentage of the people of this city and section, wholesale and retail, with flour, feed, meal, grain, salt and wood, and today the business is being carried on with the same energy and progressive spirit that it always has been through the management has changed. This is a long record, one that is made of few concerns and indicates better than any written word could do, the result of fair and straight forward business methods. The Commercial Mills and Elevator plant is located along the railroad and Second street, the site taking in the numbers between 670 and 690 on that thoroughfare, providing a frontage of about 100 feet on Second street and extending back about 250 feet to the tracks,

with which they are connected by a siding, the first to be laid in Plainfield. This space includes the yards and sheds. The original mills built by Mr. A. L. Cadmus were built some years before 1860, along the brook and water power from the stream was used. At first only lumber was manufactured on a limited scale, for Plainfield was but a village and the demand was small. In 1860 a grist mill was built by Mr. Cadmus and the sawmill abandoned. For years this mill and French's were the only ones in this section, and farmers come from miles around, bringing corn to be ground and receiving meal, after toll had been taken. About thirty years ago the present plant was built, the scope of the business greatly broadened, an elevator with a capacity of handling 1,000 bushels of corn every two hours was built and a number of other improvements made. As usual the wisecracks



COMMERCIAL MILLS AND ELEVATOR.

of the little community declared that such an extensive enterprise could bring nothing but ruin to the owner, but Mr. Cadmus kept his own counsel, and was soon doing the largest business in this section. His business increased rapidly, and four years ago, having amassed a competency, it was sold by him to Mr. Otis Corbett for many years an importer and manufacturer of New York. New machinery was installed including a large separator through which all grains received in the elevator pass and are reclaimed, insuring their reaching the consumer absolutely clean and in best possible condition. The senior member of the old staff, Mr. Wm. H. Shotwell, who for twenty-five years has been identified with the mill, is still on duty. For 50 years the treasurer of his church, the First Presbyterian; a former treasurer of the city—as bank

official, or as executor or trustee, it can be said that no man in this community has served it more faithfully or enjoyed its confidence and respect to a greater degree. The business has continued to grow and the output is distributed throughout all this section of the State. Besides manufacturing a large quantity of the finest meal, made by the old methods, which contains all the rich flavor of the corn destroyed by the modern process, there is a large output of feed and "C. M. & E." poultry feed. For a great many years the C. M. & E. have been the selling agents for this section for the famous Pillsbury, Washburn's Best, and Imperial brands of flour—other of their agencies include the great Purma Mills of St. Louis, Worcester and other salt, beet pulp, etc. A large stock is carried of the various grains and seeds.

WOODHULL & MARTIN COMPANY

PLAINFIELD'S BON TON EMPORIUM

Dry Goods, Carpets, Furniture, Shoes, Housefurnishings and Gentlemen's Furnishings

EXCELLENT HOLIDAY GOODS

This is distinctly the era of the department store and the community that cannot support several of a high class must be placed in the list of unprogressive and unenterprising towns. No such charge can be made against Plainfield, however, for in the great establishment of the Woodhull & Martin Co. it has a department store of which any city many times its size might well be proud to possess. This thoroughly up-to-date establishment, extending from No. 163 to 171 East Front street has long been one of the institutions of Plainfield and that the enterprise of its proprietors is appreciated is best illustrated by the great success with which it has met. Coming into competition with the big department store of New York, it has grown steadily in popularity by selling the best goods at the most reasonable prices and using the most modern methods of merchandising. The principal departments of the Woodhull & Martin Co.'s store are dry goods, carpets, furniture, shoes, house furnishings and gentlemen's furnishings. It also conducts a high-class bakery on the premises where the finest home-

made bread, cakes and pastry are made fresh every day. The sales department on the first floor is a most popular and attractive one. The main floor covers over 20,000 square feet. This immense space is crowded with the best products of great factories, both at home and abroad, yet the arrangement of the various departments has been done so skillfully that the customer has no difficulty in making a thorough examination before purchasing. Most of these departments are really stores in themselves, better stocked than the average store, carrying a single line, and the department store policy of low prices is carried out to the letter. This store does not cater for the patronage of any special class, but is emphatically the people's store. Dry goods occupy the large space their importance demands, and there is absolutely nothing usually found in a high-class dry goods store that cannot be found here. The department devoted to carpets, rugs, druggists, matting, linoleums, shades, portieres, draperies, curtains and similar goods alone takes up a space 20x100 feet. Furniture and bedding occupy a



FINE DEPARTMENT STORE OF THE WOODHULL & MARTIN CO.

space in the rear and have always been one of the largest departments. Like the other departments it is a store in itself and a big one. In the basement is one of the most complete house furnishing departments to be found in a store of this kind of the size in the country. The section devoted to women's and children's shoes has proved very popular. Nothing has been forgotten or neglected and the store has long been the headquarters for the housewives of this city and the surrounding section. In this connection the fact should be mentioned that the Woodhull & Martin Co.'s store is headquarters for Standard Sewing Machines and Butterick Patterns. It is a real pleasure to visit a high-class store such as the one conducted by this concern. Everything is so attractively arranged, the clerical force so obliging and the prices so reasonable. The first impression the visitor has upon entering the store is that of the newness and freshness of everything, as well as that indefinable atmosphere of high quality prevailing. And the impression proves to be a correct one, upon investigation, the establishment

could be searched from one end to the other and not a piece of old or shop-worn goods could be found. The concern is not one of those that carry stocks over from season to season, until they are disposed of in one way or another. Before the close of a season, everything, except standard goods, is sold, no matter what the sacrifice may be and with the new season there is practically a new store. This is one of the methods of modern merchandising that has brought the enterprise success. The Woodhull & Martin Co. was established about 16 years ago. A high standard was set from the first and this has been strictly maintained. About seven years ago Mr. S. Schuldenfrei, of New York, became president. Mr. Schuldenfrei is a merchant of long and varied experience and has been most successful. He also has stores in Atlantic City and Lakewood. Mr. H. Schuldenfrei, the manager of the store, is also a gentleman of wide experience and the growth of the store is proof of his ability. They are progressive and public spirited and take pride in giving the people of Plainfield a department store of the most modern type.

Few cities of the size of Plainfield can boast of such a high grade establishment as that conducted by Mr. Frank Linke, wholesale wine and liquor dealer and bottler of beers, ginger ale, sarsaparilla and mineral waters at 227 Front street. For more than a quarter of a century Mr. Linke has been the leader in his line in Plainfield, and while he enjoys the prestige that only years of fair and square dealing brings, he has kept his establishment fully abreast of the times and it is conducted along the most modern lines. Mr. Linke carries an immense line of wines, liquors, cordials and cigars, and has as his patrons the most discriminating people of Plainfield, people who are judges of the good things of life. He does by far

the largest business in the city and his plant extends entirely through the block to Second street. The salesrooms front on the main thoroughfare of the city in the centre of the business section and are most attractively arranged. There is absolutely nothing in liquor, from the best distilleries of the world, that cannot be found here, much of it bottled in bond. In the basement are the wine cellars, kept at just the right temperature and filled with a splendid stock of both foreign and domestic wines of the best vintages, choice brandies, whiskies, rums and cordials. Mr. Linke is a direct importer from France, Spain, Germany, Portugal and other great wine-producing countries and his patrons are served direct from the

FRANK LINKE

Wholesale Wine and Liquor Dealer

Family Trade a Specialty

227 W. FRONT STREET



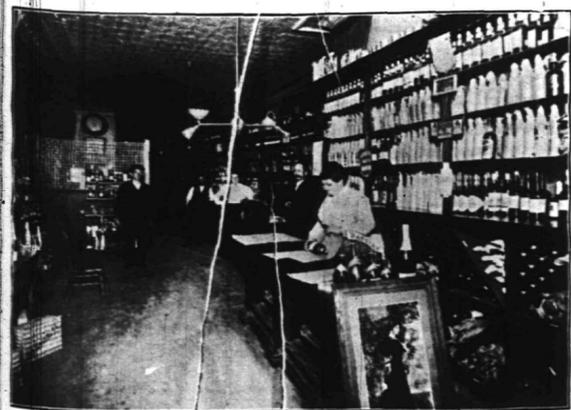
original casks as they came from the government bonded warehouses. Every kind of wine is carried, from Paul Roger, Pommery & Greno, Cliquot, Perrier-Joicet, Moet & Chandon's and Mumm's Champagnes, to the most reasonably priced domestic wines. A specialty is made of J. Calvert & Co. and Barton & Guerster's claret and sauternes and John Baptist Sturm Rhine wine. To the rear of the salesrooms on the first floor is the bottling plant, the best equipped by long odds

in this section of New Jersey, the latest improved machinery having been installed and particular attention being given to sanitary conditions. An immense business is done in the manufacture of ginger ale, sarsaparilla, root, birch and other temperance drinks, sodas and distilled waters. Linke's Celebrated Ginger Ale, Sarsaparilla and Club Soda have a wide sale throughout this entire section and are "Undisputed Rivals of the Imported." Made from the choicest

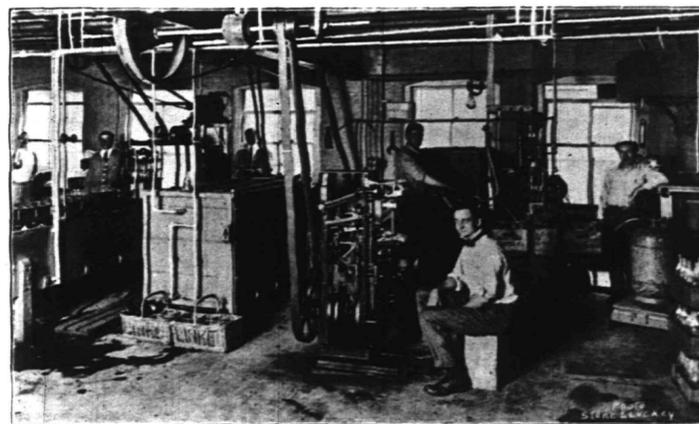
materials and guaranteed under the pure food act they are delicious. Pure water is one of the great essentials of soft drinks. That from which Linke's are made is procured from an artesian well sunk on the premises, which has been analyzed and pronounced to be perfectly free from any foreign substances. Before being used, however, it is distilled and every bottle is carefully sterilized, the most modern appliances being used. Mr. Linke also supplies distilled water by the demi-john or case and deals in Vichy, Seltzer, Carbons and other mineral waters. He also does a large beer bottling business, bottling on the premises, fresh from the keg, by the most approved methods, such choice brands of beer

as Pabst, "the beer that made Milwaukee famous," Beadleston & Woerz, Piel, Lemps, Anheuser-Busch, Feigen-spans and a long list of the standard imported beers, and a complete line of imported and domestic ales and porters. A splendidly organized delivery system covers the entire city and a telephone message through phone 157 will bring a wagon, auto delivery, to the door promptly with your order. Mr. Linke started in business on a modest scale in 1886 on Somerset street and was issued the first wholesale liquor license ever granted in North Plainfield. His business grew rapidly and it was not many years before larger quarters were found necessary, and in 1890 the pres-

ent site was purchased and the first wholesale license in Plainfield obtained. In the new store the business grew still more rapidly, and in 1908 the present handsome building was erected to meet its requirements. During the 27 years he has been a citizen of Plainfield Mr. Linke, who is a native of Germany, has been actively identified with the business life of the city. Mr. Linke's courteous treatment, pure quality of goods and prices as low as those of the larger New York houses, entitles him to your patronage, and we assure you if you extend to him one trial you will have no occasion to place your orders elsewhere thereafter.



FRANK LINKE'S SALE DEPARTMENT.



FRANK LINKE'S BOTTLING DEPARTMENT.

PETER J. McDONOUGH, Pres.

ANDREW H. WILSON, Vice-Pres.

WILLIAM H. TITUS, Treas.

HARRY H. CODDINGTON, Sec.

PLAINFIELD ICE AND SUPPLY CO.

Lumber :: Coal :: Building Material :: Ice

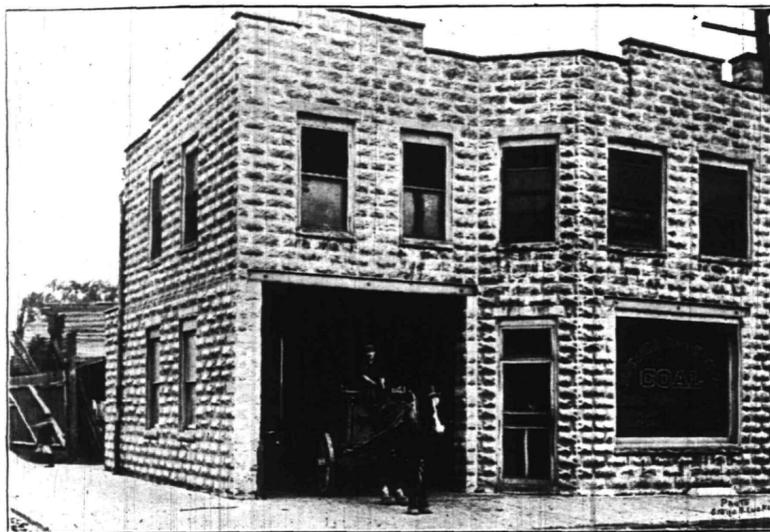
222 Madison Ave. Cor. W. 3d St.

PLAINFIELD, N. J.

TELEPHONE 1040

Among the enterprises of the city that have won success by uniformly fair and square dealing, and the fact that it has given the public a thoroughly up-to-date service in the various lines of endeavor in which it is engaged is the Plainfield Ice & Supply Company, the general offices of which are located in a handsome concrete block building at 222 Madison avenue. This is one of the largest concerns of its kind in this section of the State, and not only manufactures ice on a large scale, but is one of the largest dealers in coal, lumber, builders' supplies, concrete blocks, fancy brick, sewer and drain pipe, hollow tile, roofing paper and masons' materials in this section, its trade extending to all the surrounding towns within a radius of a number of miles. Some idea of the extent of its operations may be gained when the fact is mentioned that 65 men and 44 horses are constantly employed by the com-

pany; its yards on Central avenue extend over one and a half blocks, those on Berkeman and North avenue three blocks, and that it has storage houses on the crest of Washington mountain with a capacity of 20,000 tons of ice, for although its plants have a combined daily capacity of 85 tons, this is not sufficient to supply the demands of its customers. The company is both a wholesale and retail dealer and ships as far West as Pennsylvania in carload lots. Besides the wholesale trade, the city is covered in every section by a splendidly organized delivery system. The ice manufactured by the Plainfield Ice & Supply Company is made after the most approved methods from filtered, artesian water and could not be purer. An immense coal and wood trade has been built up by the company; and its customers can always rely upon getting the best screened coal of every kind, for its facilities for handling



HOME OF THE PLAINFIELD ICE & SUPPLY CO.

the black diamond could hardly be improved upon. The storage capacity of the yards alone is 5,000 tons and over, and frequently, even in summer, this amount of stock is carried. A large trade in carload lots is also carried on. The company's trade in lumber and builders' supplies has fully kept pace with the immense boom in building that has been going on here in Plainfield, especially during the past 10 years. It has as its customers many of the most prominent builders, contractors and property owners within a radius of many miles, the best evidence that could be produced that its methods have been straightforward, and its methods and prices right. This is one of the largest, most enterprising and most rapidly growing concerns in New Jersey, and it is doing its full share in the up-building of this section. The company was incorporated in April, 1909, and is the result of the consolidation of Mc-

Donough Bros. (Inc.) and the Natural Ice Co. The officers are Peter J. McDonough, president; Andrew H. Wilson, vice-president; Harry H. Coddington, secretary, and William H. Titus, treasurer. Mr. McDonough was one of the original members of the firm of the McDonough Bros.; is a native of Ireland, have come here as a young man of 20 years. He worked in the mines and at lumbering and railroading in Pennsylvania before coming here to live, and has had a most varied career. Mr. McDonough is one of the progressive business men of the city, and is second vice-president of the Chamber of Commerce. His associates have all had experience in the various branches of the business carried on by the company, of which they are officers and make a strong, harmonious team.

MONO-FIRE PROOF STORAGE WAREHOUSE COMPANY

North Avenue

Opp. Freight House

PLAINFIELD, NEW JERSEY.

STORAGE IN SEPARATE ROOMS
\$3.00 PER VAN LOAD

TELEPHONE 522-W.

Plainfield possesses in the Mono-Fireproof Storage Warehouse, located on North avenue, opposite the Freight Depot, one of the very finest storage warehouses in the country, and one that is patronized by people who have specially valuable furniture and other goods to be temporarily taken care of by an absolutely responsible concern. There are people who claim that such a thing as a fireproof building cannot be constructed. They should visit this modern building and be convinced that it is not only a possibility, but a realized fact. Concrete and steel are the materials used throughout in the construction of this building, a structure that evokes genuine admiration from all who have visited it. So great is the demand for space that the owners, the Mono-Fireproof Storage Warehouse Company, intend in the near future to erect another warehouse, the same size, on the property adjoining. The building, built solidly of reinforced concrete from foundation to roof, fronts 58 feet on North avenue and extends back 112 feet. It is four stories high and contains 169 rooms



THE MONO FIREPROOF STORAGE WAREHOUSE

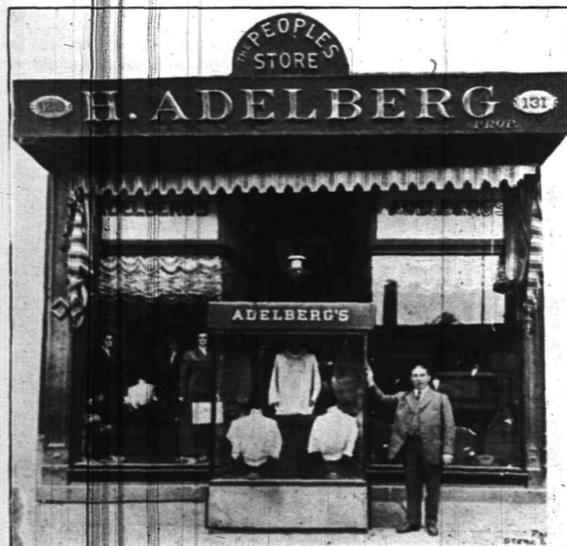
of various sizes, with an aggregate floor space of nearly 25,000 square feet. Each room is separated from the others by fireproof partitions and the doors are of steel. It is an absolutely safe, sound, secure and sanitary structure, and, while every protection is given to the property of patrons, the charges are most reasonable, being only \$3 per van load. The building was erected about seven years ago by the Mono-Fireproof Storage Warehouse Company, of which Hon. George W. V. Moy is president; H. W. Marshall, secretary, and Jas. C. Pope, treasurer. Mr. Moy is one of Plainfield's most prominent citizens. He is a former mayor of the city, a leading member of the bar. Mr. Marshall is president of Marshall's Laundry Company (Inc.), and is identified with many civic activities, notably the Muhlenberg Hospital and the Playground Association, and Mr. Pope is cashier of the Plainfield Savings Bank. They are among the substantial and progressive citizens of Plainfield.

THE PEOPLES STORE

H. ADELBERG, Prop.

CLOTHING FOR LADIES OR GENTLEMEN

CASH OR CREDIT



H. ADELBERG'S "PEOPLES STORE."

This is distinctively the era of good clothing, for never before has it played such an important part as at the present time. Good clothes are one of the most valuable assets any man or woman can have, without them the brightest people labor under a heavy handicap, while, well-supplied with a fine wardrobe, the average man or woman has an advantage that is almost incalculable. There is really no good reason why everyone should not be well and stylishly dressed, even those whose income is very moderate. It is a duty they owe themselves and one that can be performed by the exercise of a little self-denial and economy in other directions. And in buying clothing they should always keep in mind that the truest economy is to buy the best and go to a dealer who has made for himself a reputation for reliability and straightforward dealing. There is no dealer in ladies' and

gentlemen's ready-to-wear and tailor-made garments in New Jersey, or anywhere else for that matter, who stands higher in the estimation of his patrons than does Mr. H. Adelsberg, whose attractive and splendidly stocked establishment is at 129 East Front street in the very centre of the shopping district. Fronting 20 feet on the main thoroughfare of the city the building extends back a distance of 135 feet. The second floor is also occupied, providing a total floor space of about 6,000 square feet, in which to display the largest, most complete and most select stock of ladies' and gentlemen's furnishings, suits, cloaks, gowns, jackets and everything usually found in a strictly high-class outfitting store ever assembled in this city. Every garment of the thousands is new and of the latest style, for Mr. Adelsberg does not belong to that class of merchants who carry stock from season to sea-

son until it is sold. Every season is a new one with him, the old stock goes to make room for the new, no matter what the sacrifice may be. The ladies' alteration room, in the rear, is presided over by experts and all alterations are promptly and skillfully done. Upstairs is the custom-made tailoring departments, where those who prefer having their clothing made to order can be accommodated. All work is done right in the building and patrons are fitted there; it is not sent off to New York or Chicago to be made along with thousands of other suits. Adelsberg clothing has an individuality all its own and every garment is made for the man or woman who wears it. He does a large credit, as well as a cash business and hundreds of his customers have accounts on his books, paying such sums at intervals, as is most convenient. This plan of modern merchandising enables every man and

woman in Plainfield, who has standing in the community, to be well-dressed, no matter how moderate their income may be. The Adelsberg store was established here about eleven years ago and almost immediately became headquarters for the best dressed ladies and gentlemen of this city and section. A position fairly won and maintained by adhering to the high standard set when it first opened its doors. Two years ago a branch store was established at 78 Broad street, Elizabeth, which has been quite as successful as the parent establishment. Mr. Adelsberg has, since coming here from Allentown, thoroughly identified himself with the business life of Plainfield and is one of its most successful, progressive and public spirited merchants.

HEAVY MACHINE TOOLS

For Maximum Output Using
MODERN HIGH SPEED STEEL TOOLS

Design Embodies Efficiency, Economy,
Convenience of Operation and Durability

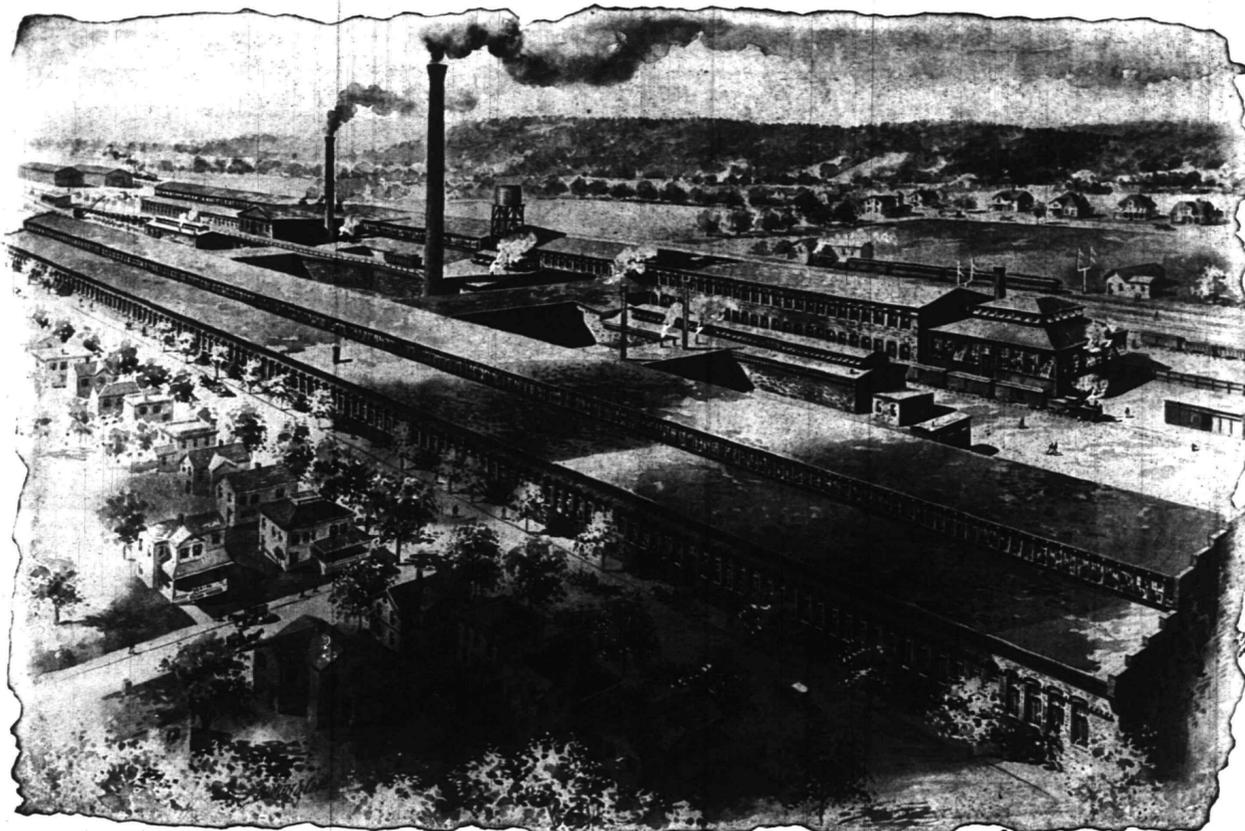
Lathes
26 to 72 in. swing



Planers
30 to 96 in.



Radial Drills
6, 7 and 8 ft.



POND MACHINE TOOL WORKS, PLAINFIELD, NEW JERSEY

OF THE

NILES-BEMENT-POND COMPANY

111 BROADWAY

ONE OF THE
GREATEST
ACHIEVMENTS OF
MECHANICAL HISTORY

THE POND
Reversing Motor
PLANER

The Invention that made
the Mechanical World
"Sit Up and
Take Notice"

ROTH and COMPANY

~ New Jersey's Leading Butchers *~*

THE VERY BEST MEAT AT THE VERY LOWEST PRICES

One of the greatest problems of the present day is the high cost of living and the solving of it is uppermost in the minds of everyone. Discriminating and thoughtful housewives have been greatly aided in its solution here in Plainfield by Roth & Co. (Inc.), who are without doubt entitled to the credit of being "New Jersey's Leading Butchers," a title that has been conferred upon them by the public. Roth & Co. sell meats, the best in the market, from 10 to 25 per cent. lower than most dealers, and it has long been a question with many how they can do it and make a profit, while at the same time their meats are just as good as those sold by competitors asking a higher price. The answer is simple. This firm is the owner of 34 separate stores, in as many cities, thirty-one of them in this State, and

the remaining three in Pennsylvania. They buy all their meats, fish, canned goods, poultry, hams, bacon, shoulders, in fact, everything they sell in immense quantities, generally in car-load lots, and for cash, taking advantage of all discounts and eliminating the large profits of the middleman, who is responsible more than anything else for the high cost of living. Selling direct to the consumer, it can readily be seen why Roth & Co. manage to sell cheaper, and why the concern has succeeded by modern methods, in merchandising in building up the largest business of its kind in New Jersey. This firm has not only been successful financially, but it has been one of the greatest benefactors of the people, who have shown their appreciation by giving it a most generous patronage, which comes from house-



ROTH & CO.'S FINE NEW MEAT MARKET.

wives in every walk of life. Roth & Co. have been in business here in Plainfield for the last 14 years, and the firm is recognized as one of the leading and most substantial concerns in the city. It has grown rapidly, as the public has learned that its goods are cheap only in price, and has now in process of construction, at 138 and 140 East Front street, one of the largest and most modern buildings devoted to the meat, fish and grocery trade in the country. This building will have every modern convenience, including its own ice plant and artesian well, all meats will be kept under cover in plate glass, refrigerated cases and in addition to its meat business a general grocery and produce department will be added. The building is of brick, two stories high, and extends back 110 feet, providing a large

floor space on the first floor and the basement, all of which will be occupied by the concern. In the meantime the business at 132 East Front street, the temporary location, flourishes and grows bigger and better every day. Roth & Co. is an incorporated concern with headquarters at Orange, New Jersey, where the first store was established over 20 years ago. The officers are Messrs. J. Roth, president; M. Roth, vice-president and secretary, and J. Roth, treasurer. The local manager is Mr. L. Levin, who has been with the concern for the past eight years, coming here from Newark, and he has done his full share in making this one of the most popular stores in the city.

Advertisement.

PAUL R. COLLIER.

PHOTO SUPPLIES AND FILM SPECIALIST.

Plainfield and the surrounding country is admirably adapted to outdoor sports and its beautiful environs also furnish the amateur photographer with an excellent field for the practice of his skill. Nature seems to have created this section of New Jersey especially as a recreation and playground and the hand of man has done the best by improving it. This being so, it is natural that there should be an extensive demand for sporting goods and photographic supplies, and a large percentage of this demand is supplied

by Mr. Paul R. Collier, whose popular establishment is located at 156 East Front street. Mr. Collier carries the largest, most select and complete stock of sporting goods in this section, and he has by his enterprise and straightforward dealing, made his place headquarters for sport lovers living here and in this immediate vicinity. They have long ago learned that it is not necessary to go to New York for what they need, as was the practice for many years, but get it at Collier's, just as good and frequently at a more reasonable price than the same goods can be purchased in the metropolis. Mr. Collier is prepared to outfit individuals and clubs for every line of sport; and his stock of football, basketball, gymnasium and other supplies

comes from the most reliable and celebrated manufacturers. Another important department of the business is that devoted to photo supplies and the development of films for amateurs. Mr. Collier is a film specialist and an acknowledged expert; his work comparing most favorably with that done anywhere. His facilities for doing work promptly and in the most skillful manner are unequalled and he has an immense trade among the discriminating and particular amateurs of Plainfield and this vicinity. Any size roll of films are developed within 24 hours for 10 cents. Enlargements up to 8x10 from any size negative are made, mounted and framed for \$1.00, and considering the high-class of work the prices are remarkably reasonable.

Mr. Collier also handles all kinds of photographers' supplies and his framing department is conducted along the most up-to-date lines. He also deals in photos, etchings and engravings, and his stock of picture post-cards is one of the most varied and select to be found anywhere. Mr. Collier has, during the five years since he opened his doors for business, been most successful and his trade is constantly increasing. Mr. Collier is progressive and alive to the times, and ever ready to do anything for the city's welfare.

Advertisement.

ALBERT E. WALKER

CHARLOTTESVILLE, VIRGINIA

PUBLISHER OF—

Special Newspaper Editions

Railway and Steamboat Booklets

Summer and Winter Resort Literature City Exploiter

Manager Political Campaigns

ILLUSTRATOR AND GENERAL BIOGRAPHER

Highest References from Leading American Newspapers

Correspondence Solicited

COMPILER OF THIS EDITION FOR THE PLAINFIELD DAILY PRESS



Resinol Soap



improves the skin and hair

RESINOL SOAP is in every way pure, delightful and cleansing for the toilet and shampoo. In addition, it contains Resinol, which doctors everywhere prescribe for skin and scalp affections. Its regular use, therefore, tends to prevent pimples, blackheads, and blotches, to keep the hair thick and lustrous, and the scalp free from dandruff.

Resinol Soap is not artificially colored, its rich brown is given it by the Resinol medication. Costs 25 cents and is worth infinitely more to everyone who values a clear skin and good hair.

Resinol Ointment is most valuable in the treatment of facial eruptions, eczema, chafings, etc. For trial size of Resinol Soap and Resinol Ointment, free, write to Dept. 15-S, Resinol, Baltimore, Md.

Sold by all druggists



Resinol

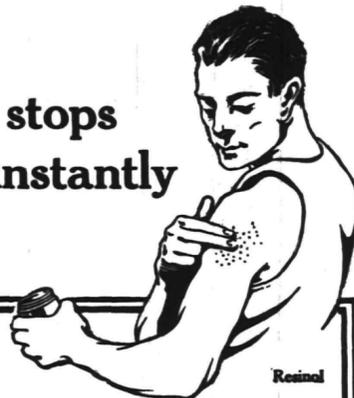


Heals itching skins

Resinol Ointment, with Resinol Soap, stops itching instantly, quickly and easily heals the most distressing cases of eczema, rash or other tormenting skin or scalp eruption, and clears away pimples, blackheads, redness, roughness and dandruff, when other treatments have proven only a waste of time and money.

Resinol is sold by practically every druggist in the United States, but you can test it at our expense. Write today to Dept. 32-S, Resinol, Baltimore, Md., for a liberal trial of Resinol Ointment and Resinol Soap.

Resinol stops itching instantly



THE moment Resinol Ointment touches any itching skin, the itching stops and healing begins. With the aid of Resinol Soap, it quickly removes all traces of eczema, rash, tetter, ringworm, pimples or other tormenting, unsightly eruption, leaving the skin clear and healthy. It is equally effective for sores, boils, burns, red, rough hands, dandruff and piles.

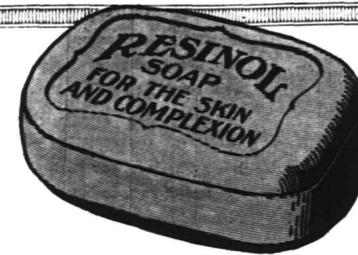
Every druggist sells Resinol. Wherever drugs are sold you can get Resinol Ointment and Resinol Soap. Prescribed by doctors for eighteen years. Write to Dept. 1-S, "Resinol," Baltimore, Md., for free samples.



The easy Resinol way to get rid of pimples

PIMPLES and blackheads disappear, unsightly complexions become clean, clear, and velvety, and hair health and beauty are promoted by the regular use of Resinol Soap and an occasional application of Resinol Ointment. These soothing, healing preparations do their work easily, quickly and at little cost, when even the most expensive cosmetics and complicated "beauty treatments" fail.

For 18 years Resinol has been a doctor's prescription and household remedy for eczema, ringworm, rashes and other skin eruptions, dandruff, burns, sores, etc. Stops itching instantly. Resinol Ointment (5c and \$1) and Resinol Soap (25c) are sold by all druggists. For sample of each, write to Dept. 31-S, Resinol, Baltimore, Md.



Keeps complexions clear and healthy

WHEN you wash your face do you realize that it is not enough to remove the dirt—that your skin needs a soothing, healing influence to keep your complexion fresh and free from blemish?

Ordinary toilet soaps do not assert this influence. Many of them contain free alkali which tends to dry the skin and destroy its delicate texture. Even the best of such soaps can only clean, they cannot heal and protect the skin. Resinol Soap, besides being an absolutely pure toilet soap, contains the same soothing, healing, antiseptic balsams as Resinol Ointment, the value of which in the treatment of skin affections is known throughout the medical profession.

That is why Resinol Soap does for the skin what cosmetics are supposed to do—it insures not only a clean skin, but a healthy skin, and a fair, clear complexion.

Resinol Soap and Resinol Ointment are sold by all druggists. For free trial, write to Dept. 15-S, Resinol, Baltimore, Md.