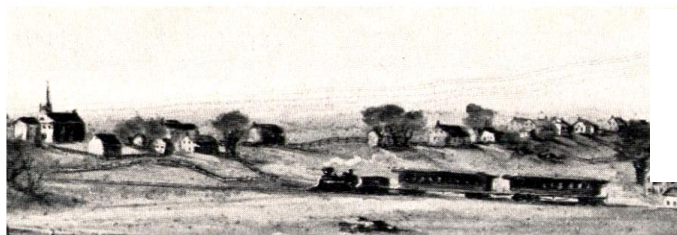


The Madison Historical Society



The November 2013

Newsletter

2nd edition, 2013/2014

Annual Holiday Wreath Sale and Benefit

December 7, 2013 1:00 pm to 4:00 pm

at

Carmine Toto's RR Museum

(East end of the Y's Large Parking Lot)



Wreath Sale * Model Train Exhibit * Wine Tasting * Forum Club History *

Bocci Ball Demonstration and Play * Music and Refreshments

\$10 Per adult to benefit the Madison Historical Society

Parking at the far end of the YMCA lot

For information on events – 973-377-0722 ext 8 or 973-377-2292

www.madisonhistoricalsociety.org

Officers

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Newsletter

Doug Simon

Message from the President Linda Connors

Bottle Hill Day was a success. Many of you stopped by to greet us and to purchase historical books and maps. We also fielded questions about Madison's history and are delighted to learn that residents are interested in knowing about Madison's past. A frequent inquiry: Why is Madison called the Rose City? Newer residents do not share our memories of Madison's rose growing industry and the numerous greenhouses that once dotted our town. The Historical Society will be exploring ways of responding to these questions that do not rely on one-on-one exchanges.

Madison Patch published a link to a You Tube video about Bottle Hill Day. Local leaders, including the Mayor and Council candidates were interviewed and asked what they considered special and unique about Madison. Without exception each respondent identified Madison's spirit of volunteerism. The Society was not represented in the video but we can also attest to the willingness of volunteers to give selflessly to further the mission of the society. Last year volunteers amassed enough hours to staff an office eight hours per day every day of the year. Nonetheless, there is still work to be done. If you are one of those Madisonians with that spirit of volunteerism, we encourage you join our cadre of volunteers. You will be part of a group of wonderful people, learn more about Madison's history, and advance the work of the Society. Contact the office via phone, email or in person to indicate your interest.

Number of Members Getting Newsletter by Email Grows

The number of Society members getting the newsletter via email continues to grow, reaching 38 as of September 2013. That represents 40 percent of the single and family memberships. There are wonderful advantages to shifting from paper to email. Transmitted as a PDF file attachment, the newsletter is in full color and the pictures are much clearer than those reproduced on a copy machine. The other great advantage is that it saves money for the Society. Put simply, there is no need for postage or labels.

If you are interested in shifting from the copy machine version of the newsletter to one sent to you via email, just notify the Madison Historical Society office by calling 973-377-0722

Ext. 8,



Two Wonderful Gifts

The society received two marvelous gifts this past month from members Eliot and Millicent Knight. The first was a toy train manufactured during the mid-1920's by the Keystone Manufacturing Company of Boston. The company originally specialized in motion picture machines and children's comedy films, later turning to the manufacture of a variety of large toys made of steel. The train to the right was part of their Pressed Steel Toy line and was big enough for small children to ride sitting on the engine cab. Beginning in 1924 the company produced many magnificent toy trucks, airplanes, trackless trains and construction toys. Their trucks were copied from the Packard Motor Company. Keystone was one of the first manufacturers to bring real water-squirting fire trucks to market, as well as other innovative designs and patents, including a working air pressure pump located under the hood of the water-squirting fire trucks and the "Hydraulic Lift" dump trucks. The "Ride-Em" series of toys began in 1932 similar to those manufactured in the 1920's but having an actual seat attached to the top of the engineer's cab that children could sit on.



The Pennsylvania 6400 manufactured in the mid-1920's



Bridal Paths of Morris County, 1952-53

The second gift was a set of two maps, each indicating bridal paths in Morris County. One was prepared in 1952-53 by John G. Gaston for the Morris County Bridal Path Association. It was originally acquired by the Knights from the Moore Estate. The other map, was prepared for the Association in 1923 by the State of New Jersey, Department of Conservation and Development Division.



Remembering the Kennedy Assassination

Fifty years ago, on November 22, 1963, the people of the United States as well as people around the world, were stunned by the tragic death of President John Fitzgerald Kennedy at the hands of Lee Harvey Oswald. Three years earlier, the citizens of New Jersey had handed Kennedy an incredibly narrow victory at the polls, 49.96 % for Kennedy and 49.16 % for Richard Nixon. Not surprisingly, Morris County and Madison, long Republican strongholds, voted overwhelmingly for Kennedy's opponent. But regardless of party preference, the people of Madison reacted with shock and grief as the following November 28, 1963 *Madison Eagle* article reflects.



MADISON EAGLE

MADISON, MORRIS COUNTY, THURSDAY MORNING, NOVEMBER 28, 1963

MADISON – The assassination of President John F. Kennedy last Friday afternoon struck this community like a bolt of lightning.

Motorists driving along Main Street through the center of the business district were all tuned to their car radios and some called out to Patrolman Richard French as he stood on duty to tell the policemen of the President's condition.

Others immediately rushed to cars, nearby stores or their homes where a radio or television was available to get news of the sudden tragedy.

Immediately after the news hit the airways there were so many people on the telephone that it took at least 15 seconds to get a dial tone. Many called the office of the Madison Eagle or police headquarters to confirm what they thought was just an ugly rumor.

Public and parochial school children heard of the shooting near 3 p.m. just before they were about to be dismissed. The high school PA system announced the sad event and immediately some teachers and students alike broke into tears.

School crossing guards said that many of the young children were crying as they rushed to their homes.

The children at St. Vincent's parochial school went directly to church where they were joined by many adult Catholics from the area who came to offer prayers.

Mayor Earl J. Reddert, who was in Florida, phoned Borough Hall and ordered the Municipal Building closed and the flag flown at half-mast. Flags were also displayed in a state of mourning by residents all over town.

Social events and gatherings were either cancelled or postponed. Among them was the senior play and Alhando Jamboree at the high school which were moved to Tuesday and Wednesday. The Madison Theatre closed its doors Friday evening and the Madison-Florham Park Lions Bowl football games were rescheduled for this Sunday afternoon.

It was a day that many of us will never forget.

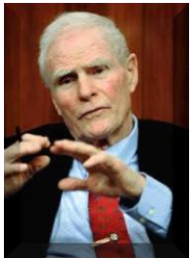
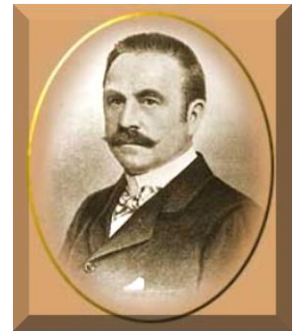
Events and Activities of Interest



Home School Day: From Farms to Suburbs. Date: November 14, 2013, 10:00 AM - 12:00 PM, at the The Charles Shultz House, 30 North Mountain Avenue in Montclair. Sponsored by the Montclair Historical Society. Discover life in the early 20th century and the rapid transformation from farmland to suburbs. At the Shultz House, see firsthand what it was like to grow up in a progressive “Victorian” household and how life changed as technology and transportation took hold. Tours and hands-on activities. \$10 per child, adult

admission included in cost. See more at: <http://montclairhistorical.org/events/home-school-day-from-farms-to-suburbs-3/#sthash.ZiQY4H7d.dpuf>

Stanford White, Architect. The Friends of Florham invites you to hear Samuel G. White speak on his recent book "Stanford White, Architect." Sunday, November 10 at 3:00 pm in Lenfell Hall, Fairleigh Dickinson University's College at Florham, 285 Madison Avenue, Madison, NJ. Tickets are \$15.00 at the door and will include light refreshments. Proceeds will go to the restoration of Florham. The book, co-authored by Samuel White's wife, Elizabeth White, will be available for purchase and signing.



The New Jersey Governor: From the Age of the Town Crier to

Twitter. New Jersey Historical Commission Annual Conference Saturday, November 16, 2013, Rutgers University Douglass Campus Center, New Brunswick, 9:00 - 4:30. In preparation for the Garden State's

350th anniversary in 2014, the 2013 annual history conference will explore the office of the New Jersey governor from the Colonial Era to the present. Former governors Brendan Byrne, Jim Florio and Christie Todd Whitman, will discuss their efforts to shape policy, gain public support for initiatives and work with the media and the legislature. Marc Mappen, Barbara Salmore, and John Wefing will explore 350 years of the governorship in a lively panel discussion.



Register by November 8, 2013. For more information and to register visit:

www.history.nj.gov or <http://governors.rutgers.edu/> .

New Jersey State Museum, Main Museum Building and Auditorium Galleries.

Visit the museum in preparation for the 350th anniversary of the founding of the state. Current exhibits include: **“Where in the World is New Jersey? Historical Maps of the Garden State”** On view through February 23, 2014. Main Building – First Floor East Gallery. **“The Civil War Flag Collection of New Jersey”** Galleries at 225 West State Street Open Monday – Friday, 9:00 – 4:30.

“Jersey’s Original People: Interpreting the Archaeological



Collection” On extended view Main Building - Lower Level Hallway Gallery, **“Cultures in**

Competition: Indians & Europeans in Colonial New Jersey” On

extended view Main Building - Lower Level Hallway Gallery **“Much**

Moved People: Preserving Traditions of the Delaware Indians” On extended view Museum Auditorium – Cityside and Museum-side Galleries. The Main Building of the New Jersey State Museum is located at 205 West State Street, Trenton and is open Tuesday – Sunday from 9 am to 4:45 pm.



Astounding Statistics of Madison’s Rose Industry

Madison is historically known for its rose growing industry.¹ But do we really have a handle on how big it was? The industry began in Madison in 1856 when Alfred M. Treadwell built several greenhouses on his estate. By the end of the 19th century, the size of the industry within the borough was staggering. In 1896 the 45 growers in Madison placed 80 to 100 boxes of roses on the 7 a.m. train to New York city each and every day. The Madison rose growers had 505,740 square feet of greenhouse glass. One of the largest of the growers was Thomas J. Slaughter, a New York merchant. In 1886, Slaughter marketed roughly 40,000 roses per month and one month exceeded



50,000. In 1927 one of the larger growers, Charles Totty, processed more than 200,000 orders for his roses that were shipped all over the country and abroad, primarily to Europe. By 1930 Totty was producing a half a million roses annually. The industry reached its height in the 1950s with firms like Rose Farms Corp and Watchung Rose Corporation. Watchung Rose alone had 100,000 plants producing 3 million roses yearly. Over 8,000 roses were harvested each day. With land prices in the area skyrocketing and foreign competition rising, the industry would disappear within 20 years.



¹ Material for this article was taken from Frank J. Esposito, *The Madison Heritage Trail*, The Madison Bicentennial Heritage Committee, 1985, pp. 113-123.

MADISON HISTORICAL SOCIETY – ITEMS FOR SALE

Books:

<u>CIVIL WAR JOURNAL OF PRIVATE HEYWARD EMMELL</u> , edited by Jim Malcolm		\$55.00
<u>GERALDINE Rockefeller Dodge</u> by Barbara J. Minick	Hardcover	\$20.00
	Paper	\$10.00
<u>HIDDEN NEW JERSEY</u> by Linda J. Barth, Illustrations by Hazel Mitchell	Hardcover	\$17.95
	Paper	\$ 8.95
<u>BOTTLE HILL AND MADISON</u> by William Parkhurst Tuttle		\$30.00
<u>FROM HERE TO HEAVEN</u> by Thomas Sapio	SALE ITEM!	\$12.00
<u>GROWING UP IN THE ROSE CITY</u> by William F. Redmond, II		\$10.00
<u>IMAGES OF AMERICA – MADISON</u> by John T. Cunningham		\$20.00
<u>IMAGES OF AMERICA – CHATHAM TOWNSHIP</u> by John T. Cunningham		\$20.00
<u>ST. VINCENT MARTYR PARISH, 200 YEARS OF FAITH</u> by Michael P. Riccards		\$25.00
<u>THE UNCERTAIN REVOLUTION</u> by John T. Cunningham		\$26.95
<u>CROSSROADS OF THE AMERICAN REVOLUTION: A GUIDE TO NEW JERSEY'S AMERICAN REVOLUTIONARY WAR SITES</u>		\$ 5.00
<u>NEW JERSEY GOES TO WAR: BIOGRAPHIES OF 150 NEW JERSEYANS CAUGHT UP IN THE STRUGGLE OF THE CIVIL WAR</u> edited by Joseph G. Bilby		\$20.00
<u>LINCOLN'S WHITE HOUSE SECRETARY: THE ADVENTUROUS LIFE OF WILLIAM O. STODDARD</u> edited by Harold Holzer		\$39.95

Maps:

1910 ATLAS OF MORRIS COUNTY by A.H. Mueller	Members	\$115
MADISON PLATES 3, 4, 5: Approximate size 22" x 31" each	Non members	\$125

Miscellaneous:

Postcards of Historic Madison	\$1.00 each or
	Set of 4 \$3.75
Rose City Tote Bag	\$10.00
Hartley Dodge Memorial Anniversary Note Cards (Pack of 4)	\$ 3.00
Christmas Ornament: Historic Sayre House	\$10.00
Christmas Ornament: Luke Miller House	\$10.00
	(2 for \$15.00)
2008, 2009, 2012 Madison Photos on Calendar by Joe Mezzacca, Jr.	\$ 1.00

Madison Historical Society DVD's

Black Church History	\$10.00 each
The War Years, On the Home Front 1940-1955	
History of Roses in Madison	
Vietnam Oral History Project (with booklet)	
Italian History in Madison, Black Church History	
Luke Miller, Forging History	
Transportation	
Historic Photos of Madison , 7 different views	\$30.00 @

The Madison Historical Society

Mailing Address: P.O. Box 148, Madison, 07940. Office located
in the Local History Center of the Madison Library

Office Hours: Tuesday, 10:30 am to 3:30 pm and by
appointment.

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