

NAME Hahner & Company Department Store
COUNTY Essex County
MUNICIPALITY Newark

Individual X
 Historic District
 Multiple Property
 Documentation Form

ONJH FILES

- Inventory sheets

CS: _____
CS: 8
CS: 8
CS: 2

3 pages

State Register 06/22/94
National Register _____

N.J.H.S.I. # _____
 Newspaper/Magazine Articles ✓
 HABS _____
 Other (Please specify) _____

Draft Nomination _____
Correspondence _____
Contextual Data _____

STAFF MEMBER Lee Prange
 UPDATES: STAFF _____
 STAFF _____

DATE 6/22/94
DATE _____
DATE _____



State of New Jersey

DEPARTMENT OF ENVIRONMENTAL
PROTECTION AND ENERGY

CHRISTINE TODD WHITMAN
Governor

ROBERT C. SHINN, JR.
Commissioner

July 12, 1994

Ms. Carol Shull
Chief of Registration
National Register of Historic Places
National Park Service
Department of the Interior
Washington, D.C. 20240

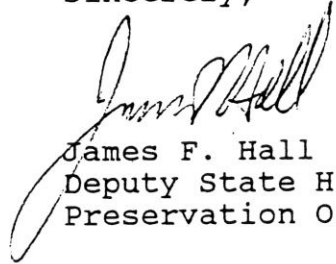
Dear Ms. Shull:

I am pleased to nominate the Hahne and Company Department Store, Newark, Essex County, New Jersey to the National Register.

This application has received majority approval from the New Jersey State Review Board for Historic Sites. Procedures were followed in accordance with regulations published in the Federal Register.

Should you want any further information concerning this application, please feel free to contact Mr. Terry Karschner, Acting Administrator, Historic Preservation Office, CN 404, Trenton, New Jersey 08625 or call him at (609) 292-2023.

Sincerely,


James F. Hall
Deputy State Historic
Preservation Officer

RECEIVED

United States Department of the Interior
National Park Service

FEB 24 1994

National Register of Historic Places
Registration Form

NATIONAL REGISTER OF HISTORIC PLACES

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Hahne and Companyother names/site number Hahne & Co., Hahne's, Hahne's Department Store

2. Location

street & number 609 Broad Street ☒ not for publicationcity or town Newark ☐ vicinity

034

state New Jersey code NJ county Essex code 013 zip code 07102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

(James F. Hall)

6/28/94

(06/28/94)

Signature of certifying official/Title

Date

Assistant Commissioner for Natural & Historic Resources/DSHPO

State of Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

- ☐ entered in the National Register.
☐ See continuation sheet.
- ☐ determined eligible for the National Register.
☐ See continuation sheet.
- ☐ determined not eligible for the National Register.
- ☐ removed from the National Register.
- ☐ other, (explain:)

Hahne and Company
Name of Property

Essex County, NJ
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property
(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed
in the National Register**

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE: Department Store

Current Functions
(Enter categories from instructions)

Vacant/not in use

7. Description

Architectural Classification
(Enter categories from instructions)

Renaissance

Materials
(Enter categories from instructions)

foundation STONE

walls BRICK

roof ASPHALT

other WOOD

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Hahne and Company
Name of Property

Essex County, NJ
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations N/A
(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

SOCIAL HISTORY

COMMERCE

Period of Significance

1901

Significant Dates

1901

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Starrett, Goldwin

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

N/A

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey

- ☐ recorded by Historic American Engineering
Record # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository: _____

Hahne and Company
Name of Property

Essex County, NJ
County and State

10. Geographical Data

Acreeage of Property 2.30 acres

Elizabeth, NJ Quad

UTM References

(Place additional UTM references on a continuation sheet.)

1

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4	5	1	0	0	5	0
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Zone Easting Northing

3

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Zone Easting Northing

4

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☐ See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Ulana D. Zakalak/ Historic Preservation Consultant

organization Zakalak Associates

date February 21, 1994

street & number 57 Cayuga Avenue

telephone (908) 571-3176

city or town Oceanport

state NJ

zip code 07757

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Berger Hotels Corporation, Miles Berger, Chairman of the Board

street & number 50 Park Place

telephone (201) 623-3300

city or town Newark

state NJ

zip code 07102

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20503.

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Continuation SheetSection number 7 Page 1Hahne and Company Department Store
Newark, Essex County, New JerseyDescription

The Hahne and Company department store, located at 609 Broad Street, across from the western edge of Military Park, is a 4 story, 13 bay, brick and stone, eclectic, corner commercial building. The trapezoidal-plan building is horizontally divided into three parts, with a stone-clad basement, a two story brick body and a fenestrated attic. Regular disposition of windows, colossal and single story pilaster strips, and stone-like horizontal courses separating the stories contribute to its classicizing, fin de siecle effect. Dedicated on September 1, 1901, Hahne's is Newark's oldest department store. The building is a dominant and significant element of an urban ensemble composed of mercantile buildings along Broad Street, Newark's grand axis.

The department store occupies a corner site at the intersection of Broad and New Streets, and consequently has two principal elevations (Photo 1). The Halsey Street elevation is at the rear of the store and forms the service entrance and loading areas (Photo 6).

Broad Street

The thirteen bay, four story, symmetrically designed facade, is characterized by a tri-partite division of spaces into base, body and attic (Photo 1). The base of the building is formed by the ground floor of shop windows, entrances and pilasters. The panelled corner pilasters frame the elevation. These are matched by slightly narrower versions on either side of the centrally located main entrance. The six bays flanking the entrance are divided by narrow pilaster strips. Each bay features a large window display area surmounted by a fixed transom divided into five lights. The second bays from the south and the north are secondary entrances with the primary entrance in the middle bay. Except for the transoms, all of the entrances and display windows are mid-20th century replacements. Presently, all of the ground floor fenestration, including the transoms, is covered with plywood for security reasons.

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Newark, Essex County, New Jersey

The ground floor is separated from the rest of the building by a simple entablature consisting of an architrave (fascia, cyma reversa and fillet), blank frieze and cornice (cyma reversa, fillet, corona and cyma recta). The blank frieze is interrupted by the capitals of the corner and entrance-flanking pilasters. These panelled pilasters, which feature a patera immediately below a water leaf-enriched cyma reversa, are surmounted by a cartouche-like capital with a central raised circular panel with the letter "H" flanked by scrolls with botanical ornaments (Photo 3). Behind the cartouche is an egg-and-dart enriched ovolo.

The body of the facade is composed of the second and third floors, which are vertically spanned by colossal brick pilasters with white glazed brick bases and capitals. Each of the thirteen bays formed by the pilasters consists of paired wood sash windows divided by brick pilaster strips on white glazed brick bases and spanned at the lintel level by a narrow stone entablature. The only exception is above the main entrance bay, where there are four windows and no central colossal pilaster (Photo 2). The two part windows consist of a fixed, single pane transom, and a moveable two pane lower sash. Between the second and third floors are brick spandrels with an inset rectangular enframing made from glazed brick headers. The two spandrels over the main entrance are further ornamented with a diamond motif at the center.

At the top of the third floor windows, is a somewhat larger entablature than that seen between the second and third floors. This stone entablature serves a dual purpose: as a lintel belt course for the third floor and as an architrave for the white, glazed brick capitals of the colossal pilasters. These capitals are topped by a narrow stone belt course which serves as the entablature for the capitals and the sill course for the fourth floor windows. The frieze between these capitals is made up of brick spandrels with inset glazed brick header rectangles.

The fourth floor serves as the classical attic of the building. At this level, the colossal order pilasters from below become

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Hahne and Company Department Store
Newark, Essex County, New Jersey

paired pilasters with glazed, white brick bases, and scrolled bracket capitals. The bays are composed of three, one-over-one, wood sash windows separated by brick pilaster strips with glazed brick bases and scrolled bracket capitals. Above each window is a modillion inserted as a keystone. The scrolled brackets support a simple stone cornice (double fascia and cyma recta).

Above the cornice is a brick parapet composed of piers extending from the pilasters below, alternating with panels containing stone-enframed oculi surrounded by a rectangular belt of glazed brick headers. At the center of the building, above the main entrance bay is a large, stone, segmentally-arched, broken apex pediment supported by paired brackets and surmounting an engraved tablet bearing the name "Hahne and Co." (Photo 4). The inscribed tablet is also ornamented with a patera and water leaf on either side, with guttae below the paterae, and a scroll encircling the tablet at mid-point. The pediment itself is flanked by scrolls, topped by a palmette-like acroterion set on a wide open scroll and pierced by an open oculus framed with a variety of botanically inspired garlands. The entire parapet is finished with a flat, stone coping. Each of the projecting parapet piers once served as the base of a handled urn holding a flagpole.

New Street

The New Street elevation is identical to the Broad Street facade in its ornamental treatment (Photo 5). This elevation is slightly longer (275' as compared to the 250' long Broad Street facade) and is therefore, fifteen bays deep instead of thirteen. Entrances are placed in the middle bay and at the far western bay. The far western bay is sheltered from the weather by a suspended canopy.

Halsey Street

The Halsey Street elevation is irregular in composition (Photo 6).

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Newark, Essex County, New Jersey

When the site was assembled for construction at the end of the 19th century, Hahne was only able to buy approximately 140 feet of frontage on Halsey Street. With time, the company purchased additional lots to the south, demolished the existing rowhouses, and added onto the rear of the store, resulting in a frontage of 200 feet, with the corner of New and Halsey Streets cut out. Consequently, the rear facade of the building consists of seven original bays at the northwest corner, and two, two story masonry elevations extending to the south.

The original Halsey Street elevation reflects the decorative treatment used in the Broad and New Street facades. The ground floor is used for service entrances, elevators and loading docks. The first bay from the northwest corner is open on the ground floor and extends in an easterly direction underneath the second floor to form a porte-cochere. The next two bays are freight elevators. The fourth and fifth bays are pedestrian entrances. The interior three bays are sheltered by a suspended canopy. The entire first floor is unified by a very simple stone entablature with a wide blank frieze and minimal mouldings. The second and third floors are united by the use of colossal order pilasters between which are paired windows divided by brick spandrels between floors. The second and third bays from the north are bricked in to provide a background for attached lettering identifying the store. The fourth floor consists of three, semantically arched windows in each bay. The parapet is ornamented with triple groupings of blind segmental arches between each pier.

The first addition to the Halsey Street facade, located adjacent to the south wall of the store, is a 3 story, 3 bay, brick building. Constructed c. 1910, the building is articulated by brick pilasters ending at the third floor lintel level. Above the third floor is a course of brick corbelling and a blank entablature. Panelled sheet metal spandrels separate the paired window groupings at the floor levels. The second addition to the facade, is a three story, irregular bay, brick building with a canopied loading dock and entrance on the first floor and multi-paned, modern windows on the third floor. This addition was constructed probably around 1950 and does not

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Newark, Essex County, New Jersey

make any attempt to reflect the original architectural treatment of the store.

Rear Alley

The north elevation of the Hahne's store, originally faced an alley which served as a lightwell (Photo 6). Here the only ornamentation for the common brick walls consists of the fenestration: seven bays of one-over-one, segmentally-arched triple window groupings, and a simple, belt course entablature between the first floor and the body of the building. At the northeast corner of this elevation, the building skirts around an existing, four story, four bay brick building, and returns to Broad Street, adjacent to the Griffith Building immediately to its north. The first three bays of this facade from Halsey Street are cut away on the first floor to form a commercial porte-cochere.

Exterior alterations are limited to the ground floor level. Due to the Hahne's company policy of staying current with design trends, the store's signage and display windows were continuously updated. The current windows consist of a large single pane set in a vertically and horizontally divided glass surround. The entrance doors and entrance transoms have also been replaced. A large, illuminated, vertical sign proclaiming the store name hangs from the Broad Street facade above the entrance bay.

The building is irregular in plan: a rectangle with its southwest and northeast corners cut out. The Broad Street elevation is 248.71 feet, the New Street elevation is 273.85 feet, Halsey Street is approximately 214 feet and the alley frontage is 179.75 feet.

Interior

The building was entered through five possible entrances: three in the Broad Street facade, and one each in the New Street and

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Newark, Essex County, New Jersey

Halsey Street facade. Each entrance led into a vestibule and an interior series of revolving doors, except for the New Street employees' entrance which had interior swinging doors. The entrances led directly into the first floor retail area, which occupied the entire, open floor plan, consisting of eight aisles, each 25' wide (Photo 7). Staircases were located close to the entrances, one on either side of the main Broad Street entrance, and one at the New Street and Halsey Street entrance. Elevator banks were also related to the entrances.

The main Broad Street entrance led into a four story "grand court" or atrium, which was 200' long, 35' wide, and 108' from the floor to the glass skylight. The court was spanned by a bridge at each floor level. At the rear of the "grand court" was a marble and onyx soda foundation, 14' high with an ornamental glass top and an Italian marble counter, capable of supplying 150 gallons of soda water an hour, and serving 60 customers at once (Newark Daily Advertiser 9/3/1901). Behind the soda fountain was the grand staircase. There was also a "traveling staircase" from the grand court to the second floor; this was Newark's first escalator. Mezzanines were located at the perimeter of the floor. These provided facilities for patrons to relax in easy chairs, and "conveniences for ladies who desire to write letters" (Newark News 9/7/1958).

During World War II, the skylight at the top of the atrium was painted black as part of the East Coast blackout efforts (Photo 9). Some years later, the openings of the individual floors beneath the skylight were closed, providing additional retail space for the store.

The basement level contains 100,000 square feet of space. At one time it housed a restaurant for 400 people with a kitchen that extended underneath the Broad Street sidewalk. Public facilities also included a men's smoking room. The basement contained the power and electric light plant, as well as the ice plant. There were four boilers of 1,500 horse power and four large dynamos supplying electric light, power and steam heat. The basement also housed the cash room, which was connected to a pneumatic cash system run of brass tubes (Newark

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Hahne and Company Department Store
Newark, Essex County, New Jersey

Daily Advertiser 9/3/1901).

The second floor contained retail space as well as a large amusement hall seating 600 people, a merry-go-round for children, and a nursery. The third floor was dedicated to the selling of furniture, and the fourth floor was used for offices, including the executive offices of August Hahne, the family patriarch and president of the company. Other original features of the store included a central telephone system, telegraph office, two automatic parcel carriers, a piston-driven elevator system, and a central water system including an exterior undereave apparatus from which a shower of water could wash the walls when necessary (Newark Daily Advertiser 9/3/1901).

The Hahne and Company department store always prided itself on keeping its facility modern. The ephemeral nature of retailing forced the store into frequent renovation (Newark News 9/7/1958). Consequently, the interior of the building has undergone many alterations throughout the years. By 1918, the soda fountain had been removed, the ornate multi-bulb light fixtures had been replaced with simplified shaded bulbs, the stools along the side counters removed and the central glass-enclosed cases under the atrium replaced by open, wooden counters (Newark Public Library Picture Collection). During World War II, the glass roof of the atrium was blacked out, and in the 1950s, the floors themselves extended to close the atrium and provide more selling space. The elevators and escalator were modernized, and the wrought iron stair railings were boxed in with plywood for a more modern look.

The store closed its doors in 1986, and the building was left vacant. Unfortunately, vandals gained access to the interior and destroyed much of what was left. All of the support columns were torn open for their copper and brass pipes, and all of the mechanical systems were stripped of any valuable metal components. Of the original interior fixtures, the grand staircase, pilasters at the staircase landing, the secondary stairs, and the "grand court" skylight, ceiling and support system remain (Photos 7-9).

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Site

The site of the building is located on the west side of Broad Street at the intersection of New Street, Block 18, Lots 39 and 58. The total area is approximately 2.30 acres.

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Newark, Essex County, New JerseyStatement of Significance

The Hahne and Company department store is significant under National Register Criteria A and C as the oldest department store in Newark, New Jersey, closely associated with the urbanization and development of commercial downtown Newark, New Jersey's greatest city. The Hahne and Company store is historically significant as the oldest and most innovative department store of its kind in Newark. At the time it was built, it was also the largest. Hahne's embodies the distinctive characteristics of the department store type and is the first commercial building in Newark designed specifically as a department store. A major employer and bank depositor for the city, the Hahne and Company store was the first "grand emporium" in Newark, serving the carriage trade, and setting the retailing trend that was later followed by other merchandisers such as L. S. Plaut and Louis Bamberger.

The development of the department store

The establishment of the first department store has been credited to Aristide Boucicaut, with the founding of his Bon Marche' store in Paris in 1838. Beginning with a drapery store, by 1860, the Bon Marche' store had separate departments selling dresses, coats, millinery, underwear and shoes. The storeowner encouraged customers to visit his store by creating displays and offers, with clearly marked prices on the goods. He pioneered the idea of the store as purposely designed for fashionable public assembly rather than just a means of supply. Boucicaut allowed customers to exchange merchandise they bought or get their money back. His money-back guarantee was a new concept that built up his trade substantially, and he reversed the prevalent practice of taking a high profit on goods that turned over slowly. Selling his merchandise at a small mark-up, he depended on a rapid turnover to make his profit. The success of the store was reflected in the opening of rival stores such as Le Printemps in 1865 and La Bell Jardiniere in 1866. These stores caught the imagination of American visitors to Paris and formed the basis for early American department

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stores. R.H. Macy visited the store himself and, when he got back home, outfitted his doormen in uniforms like those worn by Bon Marche' employees (Hendrickson 1979: 25-30).

In the middle of the nineteenth century, national economic conditions were very favorable to the development of the department store. The American department store is largely a product of the period 1860 to 1910, due to several important factors, besides the example of Bon marche'. First, population increased dramatically in many regions of the country in the second half of the nineteenth century. Large numbers of people lived in relatively small areas and were easily able to reach almost any place in town with the development of improved mass-transportation systems. Horse drawn trolleys, the precursors of electric trolley systems in Newark, as well as in other metropolitan areas, charged a reasonable fare to transport potential consumers from every point in town to the point of sale. More and better advertising, enabling merchants to lure customers to their stores, was made possible by the lowering of the price of paper in the 1830s. By around 1850, the typical once column-wide advertisement evolved into a much larger, multi-column, profusely illustrated ad. The development of plate glass windows allowed for elaborate window displays and in-store advertising (Hendrickson 1979: 31).

More available capital during the Industrial Revolution, low taxes, and cheap labor to build and staff stores also contributed to the rise of the department store in America. These factors, together with an improved standard of living and a demand for a greater variety and quality of goods, encouraged small merchants to expand their operations. By the 1870s, the department store had a firm foothold in America.

The development of the department store in Newark

The history of the development of the department store in Newark, parallels that of department stores in the major metropolitan areas of the United States. Until the 1870s, Newarkers, like shoppers everywhere, depended on specialty

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Newark, Essex County, New Jersey

stores. If they wanted shoes, they went to a shoe store. If they wanted a man's suit they frequented a draper. So it went with every imaginable consumer article. Men had their clothing tailor-made (or homemade) and women went to dressmakers or fashioned their own wardrobes. Stores were located on the ground floors of small commercial buildings lining Broad Street. Most of these were no more than five stories in height and four bays wide, an unimposing scale which encouraged pedestrian activity. More prosperous nineteenth century merchants sometimes occupied more than one small store, connecting and unifying a series of storefronts with an awning over the store windows (Plate 1). Buildings of various styles, probably adapted from more advanced models known to architects through books and journals, existed comfortably side by side (Meadows 1985: 140).

The Industrial Revolution brought manufacturing advances which created affordable, machine-made products that quickened the buying pace and pushed down prices. Increased volume and lower prices, combined with expanding payrolls, called for dramatic new selling techniques. Improved transportation enabled people from all parts of the city to travel to downtown. Electricity and increased real estate prices brought multi-story buildings to the central business district. All of these factors combined, made the department store possible.

Julius Hahne, a pocketbook maker from Germany, started a small bird cage and toy store on Broad Street in 1858. He chose a central location, slightly to the north of the Four Corners area, across from Military Park. Having established himself, Hahne began to respond to local market pressure. The improved standard of living created a greater demand for consumer goods, so Hahne gradually began to introduce new products. By the 1870s, he had expanded his line to general merchandise, which he departmentalized, a new phenomenon in Newark. Hahne also offered free store deliveries. When his sons opened their new building at the corner of Broad and New Streets, in 1901, the store's clientele included many of Newark's wealthiest families. Customers drew up to Hahne's in handsome carriages, lending an air of dignity and approval to such merchandising

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(Cunningham 1966: 196).

Next came L.S. Plaut, founded in 1870 by L. Simon Plaut from Connecticut, and his senior partner, Leopold Fox. Their "Bee Hive" beside the Morris Canal prospered, with Plauts' one-price policy, without rebates or gifts as premiums. The "Bee-Hive" was a top Newark name until 1923, when Sebastian Kresge bought the establishment and rebuilt it into the well-known Kresge Department Store.

The last of the three major department stores was L. Bamberger and Company. Louis Bamberger came to Newark from Baltimore, where his maternal grandparents had founded Hutzler Brothers, a prominent mercantile concern. Bamberger purchased the bankrupt stock of Hill and Craig, a dry goods business, late in 1892. Together with Felix Fuld, a young rubber goods salesman, and his brother-in-law, Louis M. Frank, he established the L. Bamberger and Company in the Ballantine Building at Market Street and Library Court, far south of where the center of mercantile Newark was located (New York Times 3/12/44). Although skeptics scoffed at their location, L. Bamberger and Company proceeded to expand their enterprise, gradually spreading to all six floors of their building and into an adjacent building by the turn-of-the-century. In 1912, Bamberger's put up a new store on their present Washington and Market Street site. Using the fixed price custom established by Hahne's and L.S. Plaut, Bamberger's firmly stuck to its "customer is always right" policy (Cunningham 1966: 196)

Although Bamberger's copied many of the shopping amenities available at Hahne's, Louis Bamberger decided to go even further to attract his clientele. In 1922, at the suggestion of a clerk in the store's radio department, Mr. Bamberger started Station WOR, which remained at the top of the building until 1942 (New York Times 3/12/44). Bamberger's also published a magazine for its clientele, Charm, to keep them informed of store developments.

While Hahne's cultivated an image of exclusivity, Bamberger's appealed to a larger audience. While Bamberger's salesladies

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Newark, Essex County, New Jersey

donned long, black aprons, and the floor walkers wore Prince Albert coats to give the store an elite air, the carriage trade remained loyal to Hahne's. Hahne's was a solid fixture in Newark's central business district, as solid a civic fixture as the public library or the banks.

When the Hahne's new store opened in 1901, 1,200 employees were required to run the store. Many of these employees were women, a new career option previously unavailable to them. Before the Civil War, Godey's Lady's Book, the first American women's magazine, had surveyed women's employment options and dispiritedly concluded that there were still only two: "teaching and the needle." Department stores changed that, too, as women displaced men on the selling floors, dispensing fashion advice and giving fittings, which shoppers preferred to get from another female. Following World War I, the big stores provided women access to jobs that offered the independence and adventure of a merchandising manager, or perhaps a buyer, traveling to markets to acquire new fashions, and occasionally traveling all the way to the executive suite (Smithsonian March 1993: 129). Hahne's provided employment opportunities for women as well as influenced local commerce. As the largest department store in Newark, and one of the largest commercial enterprises of any kind in the city, Hahne's became one of Newark's largest bank depositors.

The development of the Hahne and Company Store

On September 7, 1858, Julius Hahne, a pocketbook maker from Saxony, Germany, opened a small store specializing in bird cages and toys with a partner, Adam Block, a fellow leather worker, at the corner of Broad Street and Central Avenue. By the early 1860s, their store was so successful, that they moved to a larger store on Broad Street and expanded their line of goods. In the 1870s, Adam Block retired, and Julius Hahne expanded once again. The company rented Edgar Flats, two, three story brick buildings, on Broad Street, near New Street, and when these buildings proved too small, they rented an additional three buildings to the south (Plate 1). In 1877, Hahne

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boasted that his company was the largest store in the state with 12,000 square feet "all on one floor" (Newark News 9/7/1958).

Julius Hahne introduced the department system, grouping merchandise in specific areas and assigning clerks to specialize in their respective goods. Customers were invited to "walk in and look around" and were not badgered by clerks once they entered the store. Every item carried a price tag, eliminating the haggling and bargaining in vogue at many other stores at that time. Hahne's sons, later to become members of the company, as babies were dressed in red flannel nightgowns and crawled among the toys in the store windows to draw shoppers (Newark News 9/7/1958).

Julius Hahne died on February 7, 1895. His sons decided to expand the company once again. This time, they quietly purchased properties in Broad, New and Halsey Streets, eventually assembling a site of 35 buildings covering approximately two acres (Plates 2 & 3). On the 43rd anniversary of the founding of Hahne and Company, the three brothers, Richard, Albert J. and August Hahne, and their brother-in-law, William H. Kellner, opened the new store at the corner of Broad and New Streets (Newark Daily Advertiser 9/3/1901). The brothers grew up in the business, learning it first hand in the store, and they married Hahne's employees. They were committed to the future success of the department store and believed that their new store was "the most modern in America" (Newark News 9/7/1958).

The new Hahne and Company store was considered an important development in department store construction and merchants journeyed from all over the country to inspect it (Newark News 9/7/1958). Every amenity possible was incorporated into the new store: a nursery and merry-go-round for the care and entertainment of the children, an amusement hall and art gallery, a men's smoking room, mezzanine floors designed for customer relaxation while shopping, restaurant, a soda fountain capable of seating 60 customers, a "moving staircase," fireproof construction and sprinkler systems (Newark Evening

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Newark, Essex County, New Jersey

News 9/1/1901) (Plates 7 & 8). Everything was done to attract customers into the store and keep them there all afternoon, and the Hahne family spared no expense in making the customers comfortable and happy. The store, which was larger than two football fields on each floor, required 1,200 employees to run it, including an in-house engineering department.

Many of these amenities were characteristic of the department store building type prevalent at the turn-of-the-century, and already dominating the large metropolitan areas, such as Wanamaker's and Strawbridge and Clothier's in Philadelphia, and A.T. Stewart's Marble Palace in New York (although many of the larger, better known department stores were well established by this time, the construction of their flagship stores followed that of Hahne's, i.e. R.H. Macy's opened in 1902). These features included: a central location, strict departmentalization of merchandise, exterior advertising, electrical lighting, vertical integration through the use of elevators, a central atrium, pneumatic tube system for the distribution of cash, dining and relaxation facilities for customers and dining facilities for employees (Hendrickson 1979: 43, 78).

The sheer scale of the operation and the novelty of putting so many departments under one roof impressed even the most skeptical customers. This sort of scale and vision was in itself an early form of retail design, at first more than sufficient to stimulate and sustain customer interest. Hahne's was very successful at managing the trick of making middle class goods luxurious by means of the store environment.

The Hahne and Company store was Newark's largest and oldest department store. In 1901, it's new flagship store was considered one of the largest department stores in the United States (Newark Daily Advertiser 9/3/1901). Founded in 1858, it was followed by other Newark department stores including L. Simon Plaut and Leopold Fox's "The Beehive" in 1870; L. Bamberger and Company in 1893; Kresge and Goerke in 1924; Hearn's in 1937; and S. Klein in 1950 (Newark News 9/7/1958 and Meadows 1985).

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Continuation SheetSection number 8 Page 16Hahne and Company Department Store
Newark, Essex County, New JerseyThe architect: Goldwin Starrett

The Hahne and Company building was designed by Goldwin Starrett, architect for the Thompson-Starrett Company, one of the largest construction companies in the United States at the turn-of-the century. The company was known for their erection of high and monumental buildings, all noted for their quick construction.

Born in Lawrence, Kansas, on September 29, 1874, Goldwin Starrett was one of five brothers active in the building industry. Starrett was graduated B.S. in 1894 at the University of Michigan and then entered the employ of D.H. Burnham and Company, architects of Chicago. After four years, he moved to New York City where he joined his brother Theodore, then in charge of the George A. Fuller Company. Together they left the Fuller Company, and with Henry S. Thompson, and their other brothers, Ralph, Paul and William, founded the Thompson-Starrett Company. In 1901, Goldwin designed the Hahne and Company Building and the Thompson-Starrett Company constructed it.

Sometime after designing the Hahne and Company building, Goldwin Starrett left his construction company to open a granite quarry in Bethel, Vermont. From this quarry, he supplied the granite for the Union Railroad Station in Washington, D. C., and the Title Guarantee and Trust Company building in New York. Abandoning the quarry business, he formed the firm of Starrett and Van Vleck, architects, in 1904, with offices on 40th Street in Manhattan. The firm was responsible for the design of many commercial buildings including the Lord and Taylor department store, Everett Building, and Berkeley Building in New York; the la Salle and Koch store in Toledo, Ohio; the Court and Remsen Street building in Brooklyn, and a high school at Mt. Vernon, N.Y. He designed the building at 8 West 40th Street, New York, the first inside lot building finished in the same material on all four elevations. He died at Glen Ridge, New Jersey on May 9, 1918 (The National Cyclopaedia of American Biography, 1935: vol. 24, p. 42; New York Times 10 May 1918; Withey 1956: 567).

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Hahne and Company Department Store
Newark, Essex County, New Jersey

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Hahne and Company Department Store
Newark, Essex County, New Jersey

Geographical Data

Verbal Boundary Description

The Hahne and Company Store occupies Block 18, Lots 39 and 58.

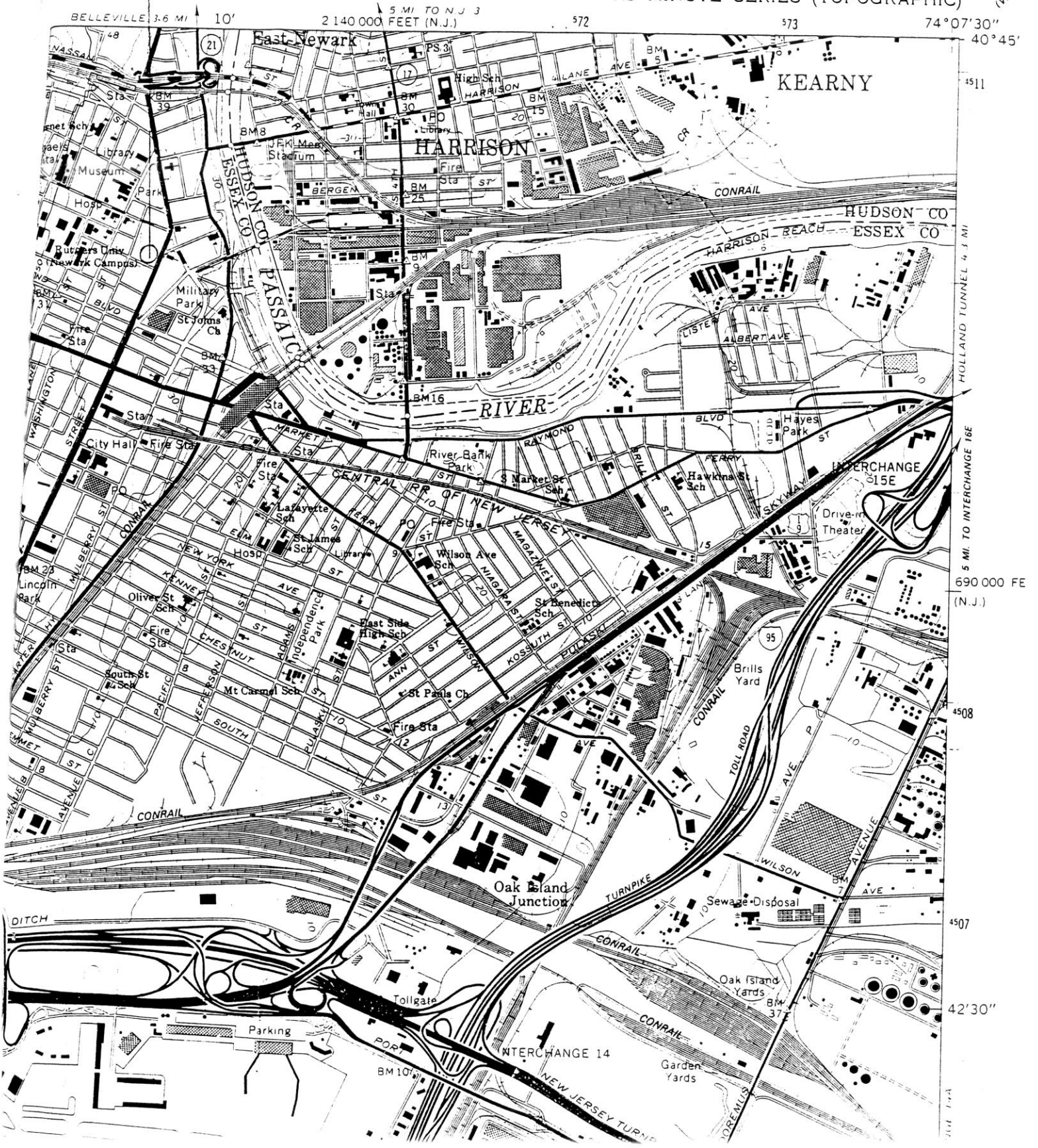
Verbal Boundary Justification

The nominated property includes the entire parcel historically associated with the Hahne and Company Store.

Shane and Company
69 Broad Street
Newark, N.J.
Essex County

ELIZABETH QUADRANGLE
NEW JERSEY-NEW YORK
7.5 MINUTE SERIES (TOPOGRAPHIC)

616515
(WEH:AL)



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Section number PHOTOS Page 19

Hahne and Company Department Store
Newark, Essex County, New Jersey

Photograph List

The following information is the same for all of the photographs listed:

- 1) Name of property: Hahne and Company Store
- 2) City, county and state: Newark, Essex County, New Jersey
- 3) Photographer: Gerry Weinstein
- 4) Date of photographs: November 3, 1993
- 5) Location of negatives: Photo Recording Associates
40 W. 77th Street 17B
New York, New York 10024

6) & 7) Description of views indicating direction of camera:

Photo 1 of 9: Broad and New Street Elevations, Broad Street is to the right of the photograph. View looking northwest.

Photo 2 of 9: Broad Street facade, central entrance bay. View looking west.

Photo 3 of 9: Broad Street facade, close-up of pilaster capital, first floor. View looking west.

Photo 4 of 9: Broad Street facade, central bay, main parapet ornament. View looking west.

Photo 5 of 9: New Street elevation. View looking north.

Photo 6 of 9: Rear of building showing north elevation on the left, and west elevation on the right. View looking southeast.

Photo 7 of 9: Interior, first floor, former "grand court" with grand staircase at the rear. View looking west.

Photo 8 of 9: Grand staircase landing, from the second floor. View looking southwest.

Photo 9 of 9: "Grand Court" (atrium) showing panelled entablature supporting glass skylight. Glass has been blackened since World War II. View looking south.

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Section number PLATES Page 20

Hahne and Company Department Store
Newark, Essex County, New Jersey

Plate List

The following information is the same for all of the historic plates listed:

- 1) Name of property: Hahne and Company Store
- 2) City, county and state: Newark, Essex County, New Jersey
- 3) Photographic collection: Courtesy of the Newark Public Library
- 4) Date of photographs: Various
- 5) Location of negatives: Newark Public Library
Newark, New Jersey

6) & 7) Description of views indicating direction of camera:

Photo 1 of 9: Original Hahne and Company department store at the southwest corner of Broad and New Streets. Original photograph by Palser and Potter, May 1, 1900. View looking southwest.

Photo 2 of 9: Extension of Hahne and Company department store on the northwest corner of Broad and New Streets, site of the new department store. Circa 1900. View looking northwest.

Photo 3 of 9: Hahne and Company department store construction site, northwest corner of Broad and New Streets. Original photograph by Palser and Potter, September 13, 1900. View looking east.

Photo 4 of 9: Display window, probably Halsey Street elevation, Mother's Week Sale, May 1902. View looking east.

Photo 5 of 9: Display window, probably Broad Street facade, circa 1902. View looking west.

Photo 6 of 9: 50th Anniversary of the founding of Hahne and Company department store, spring 1908. View looking west.

Photo 7 of 9: Interior, "grand court" soon after the opening of the store. Soda fountain is in the middle of the photograph, circa 1903. View looking west.

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Section number PLATES Page 21

Hahne and Company Department Store
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Photo 8 of 9: Interior, "grand court" with grand staircase at the rear, circa 1918. View looking west.

Photo 9 of 9: Exterior of the Hahne and Company department store, circa 1929. View looking northwest.

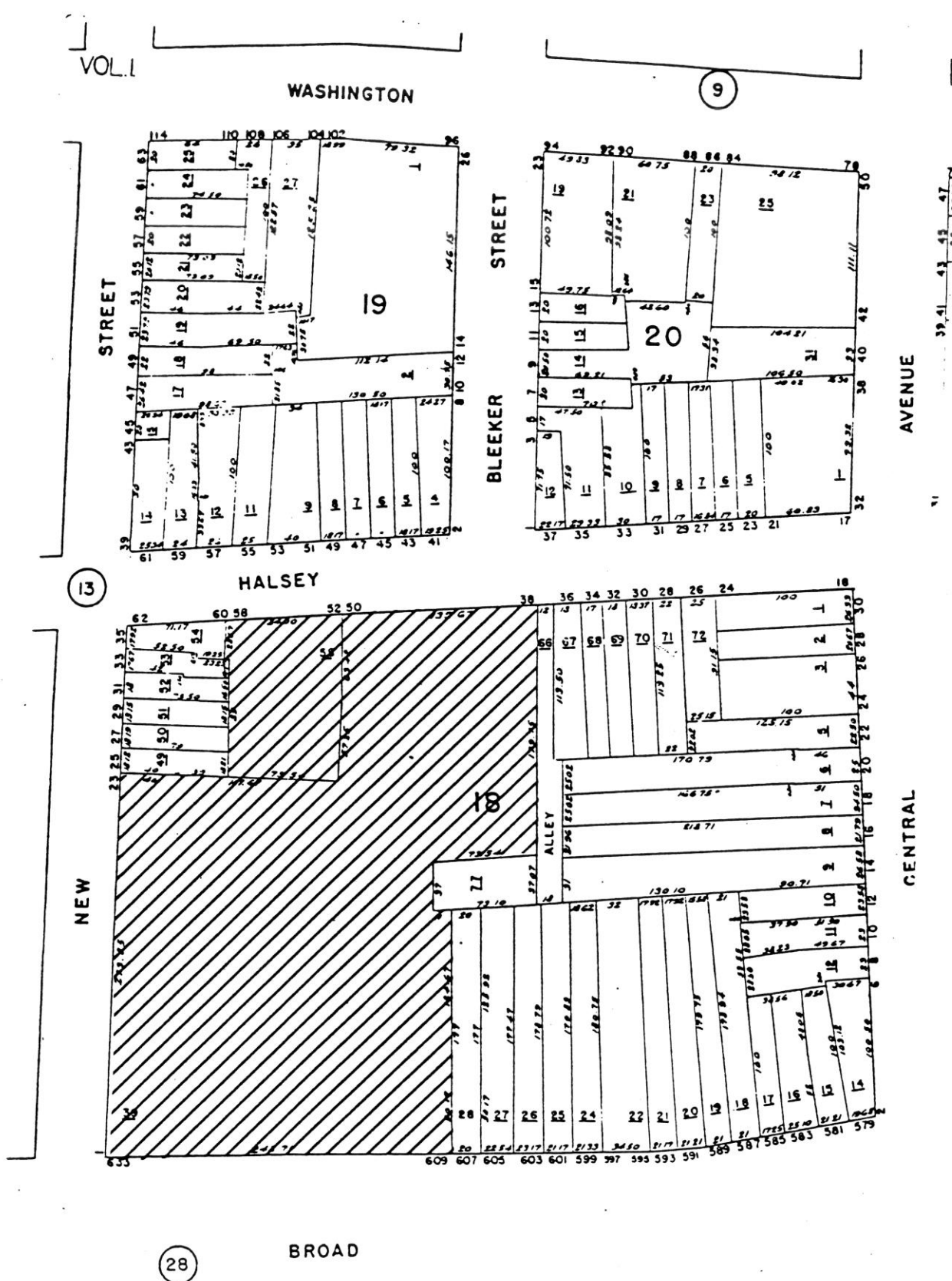
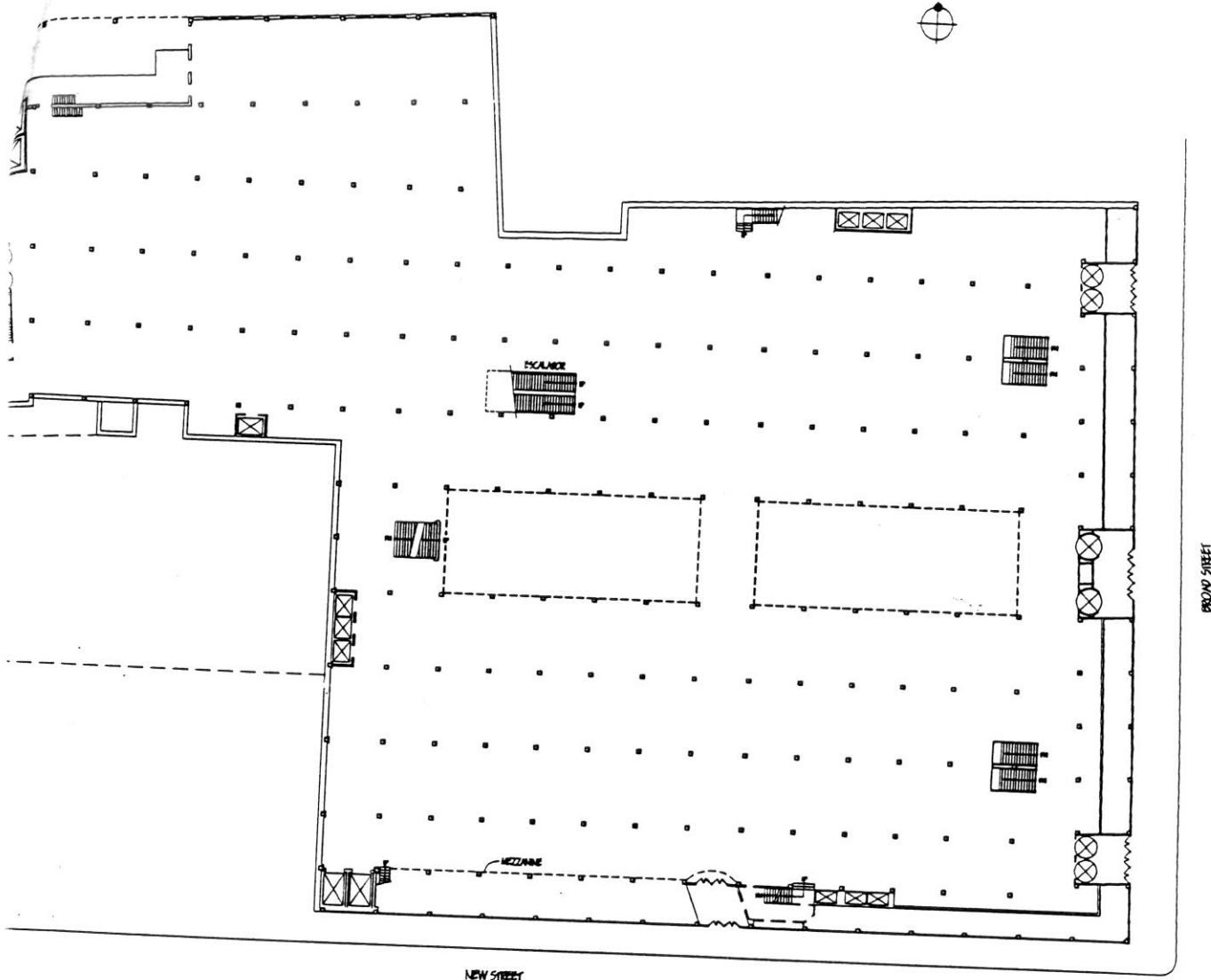
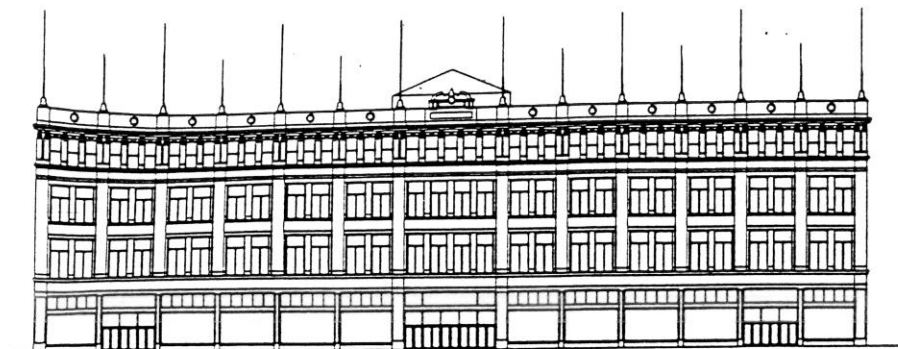


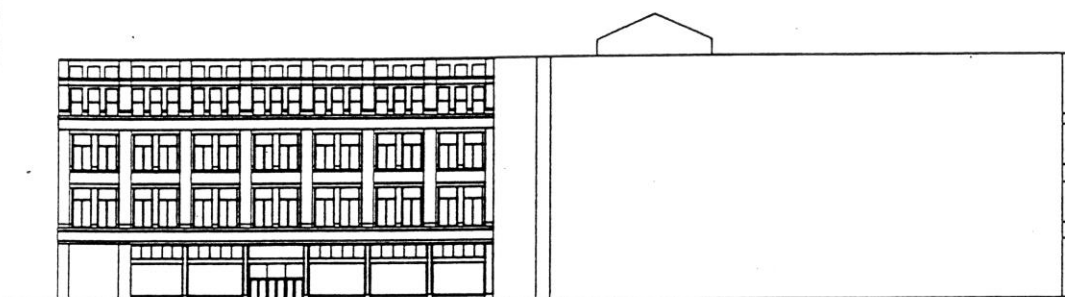
Figure 1. Hahne and Company, Newark, Essex County, New Jersey
Existing block and lot



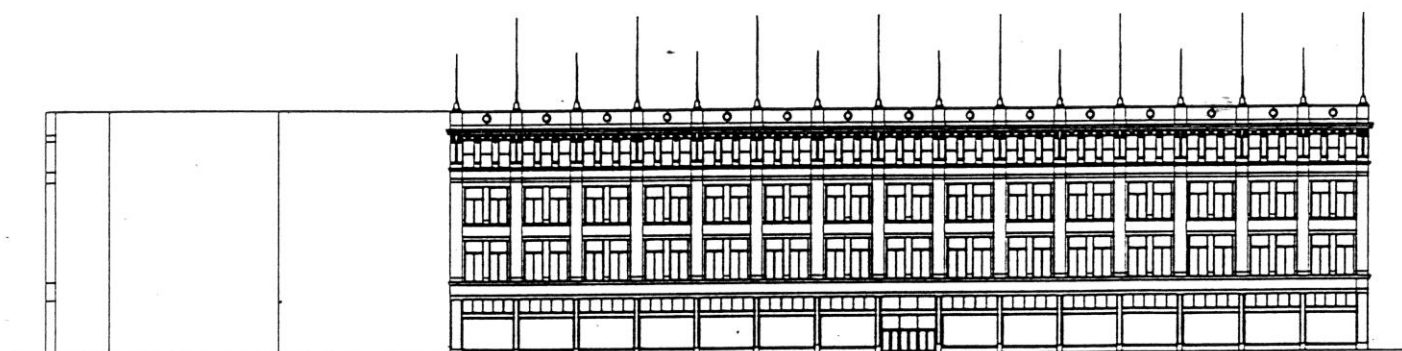
e 3. Hahne and Company, Newark, Essex County, New Jersey.
 First floor plan.
 No scale provided.



EAST ELEVATION (BROAD STREET)



WEST ELEVATION (HALSEY STREET)



SOUTH ELEVATION (NEW STREET)

Figure 2. Hahne and Company, Newark, Essex County, New Jersey.
Elevations.

No scale provided.

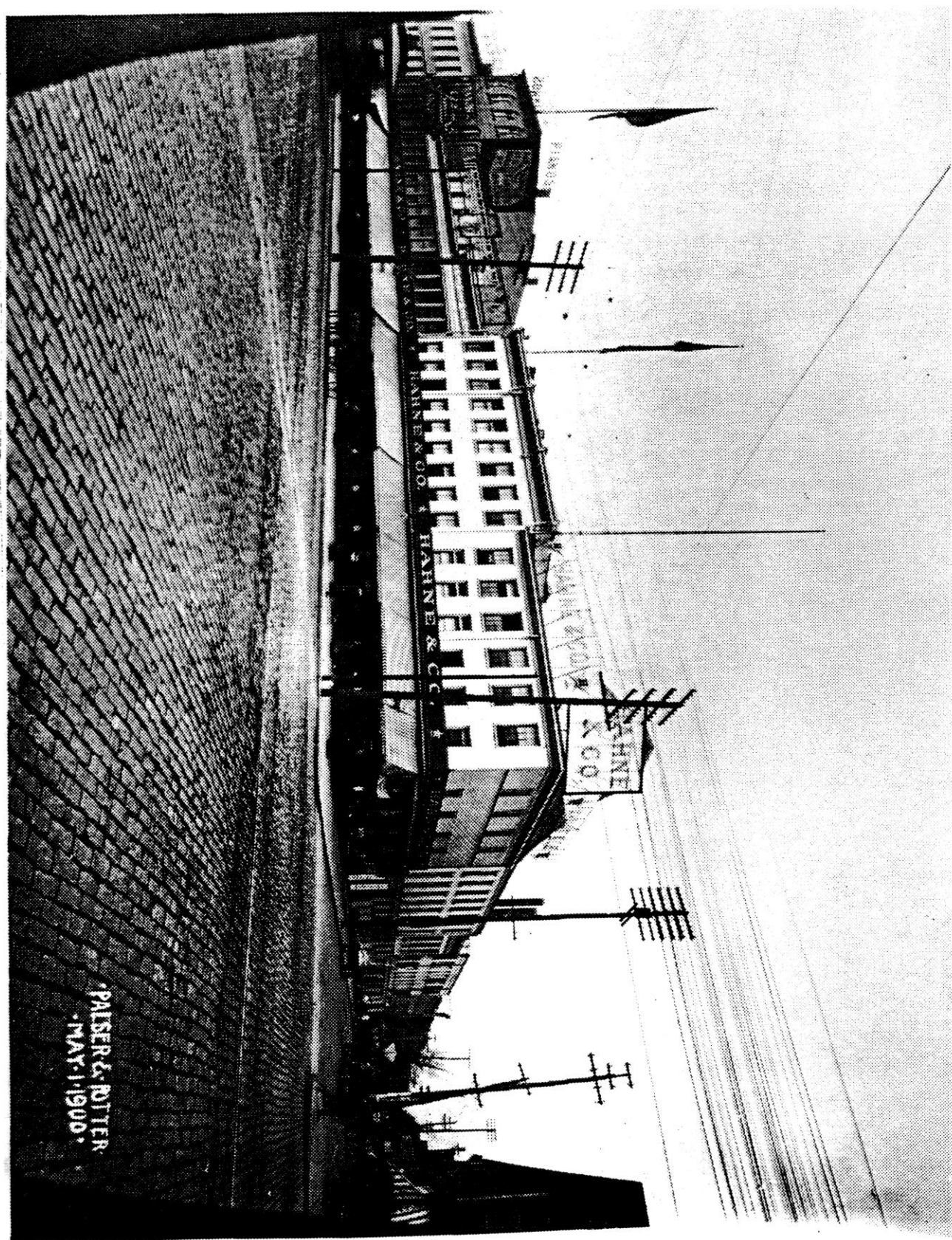
Mikesell & Associates
Architecture and Planning

Michael S. Cioban, R.A.
William R. Mikesell, A.I.A.

P.O. Box 1080
20 Columbia Street
Newark, NJ 07101-1080

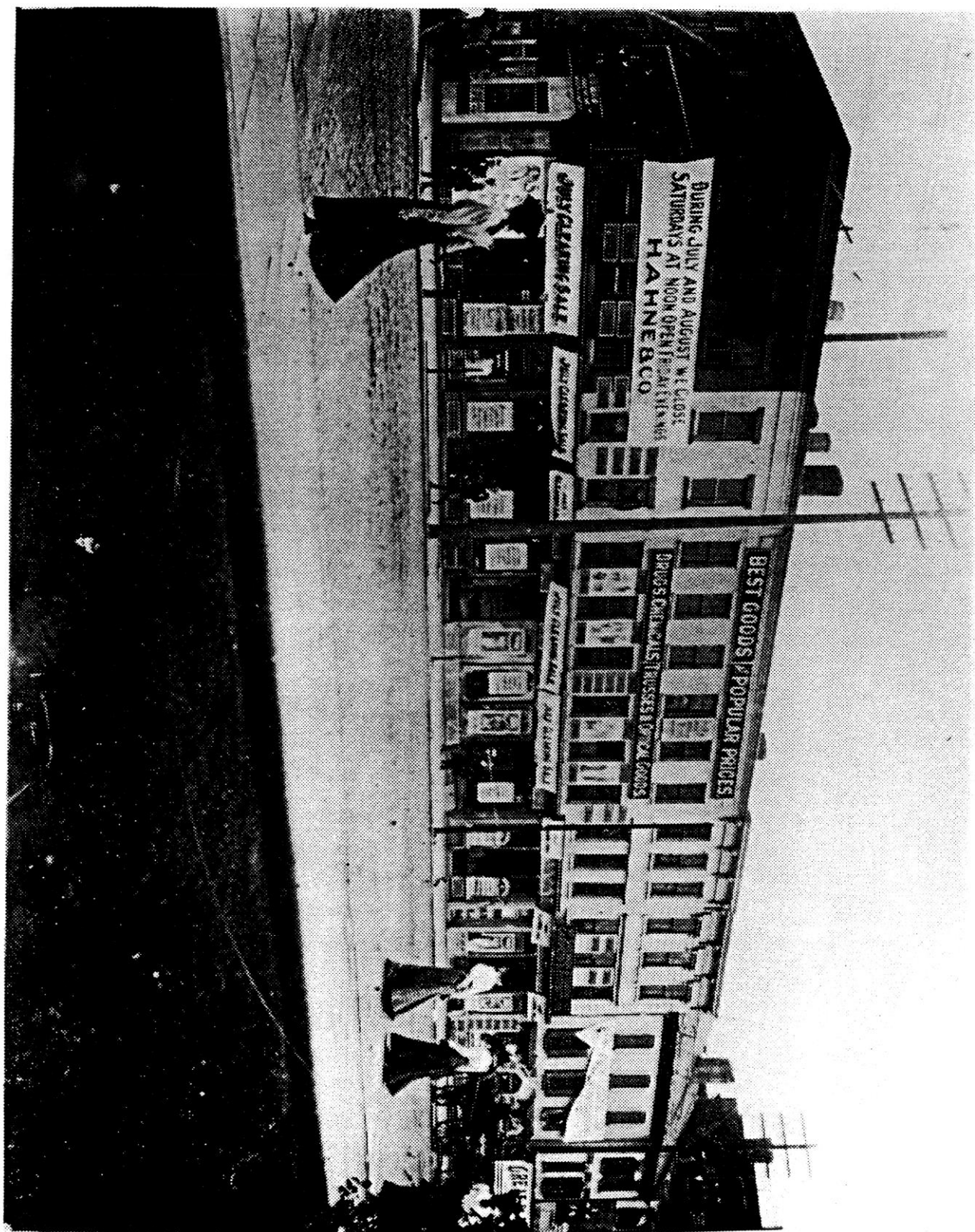
Fax (201) 624-5308
Tel. (201) 624-3000

Plate 1 of 9: Original Hahne and Company department store at the southwest corner of Broad and New Streets. Original photograph by Palser and Potter, May 1, 1900. View looking southwest.



PALSER & POTTER
MAY 1 1900

Plate 2 of 9: Extension of Hahne and Company department store on the northwest corner of Broad and New Streets, site of the new department store. Circa 1900. View looking northwest.



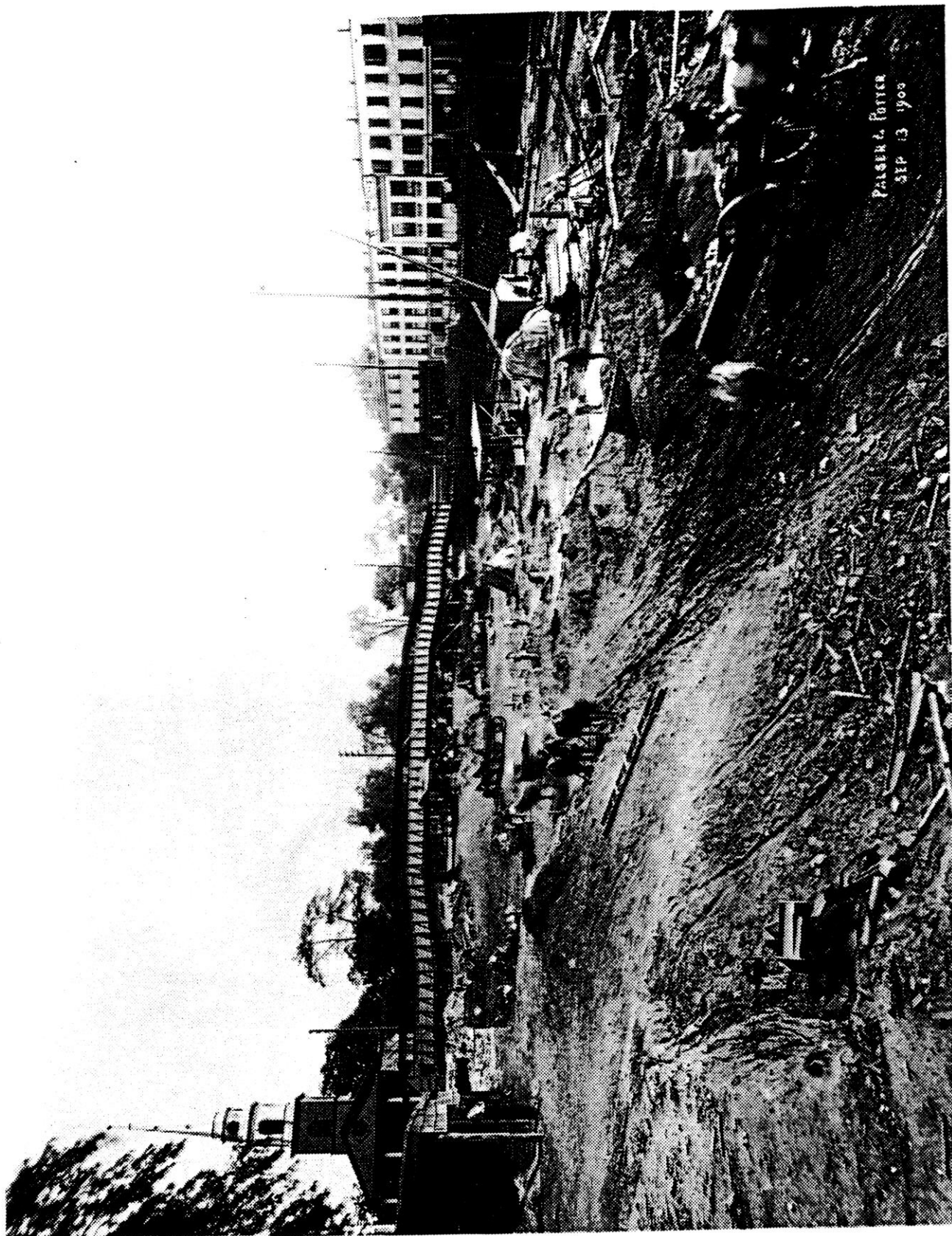


Plate 3 of 9: Hahne and Company department store construction site, northwest corner of Broad and New Streets. Original photograph by Palser and Potter, September 13, 1900. View looking east.

Plate 4 of 9: Display window, probably Halsey Street elevation, Mother's Week Sale, May 1902. View looking east.



Hahne and Company Department Store, Newark, Essex County, New Jersey

Plate 5 of 9: Display window, probably Broad Street facade, circa 1902. View looking west.



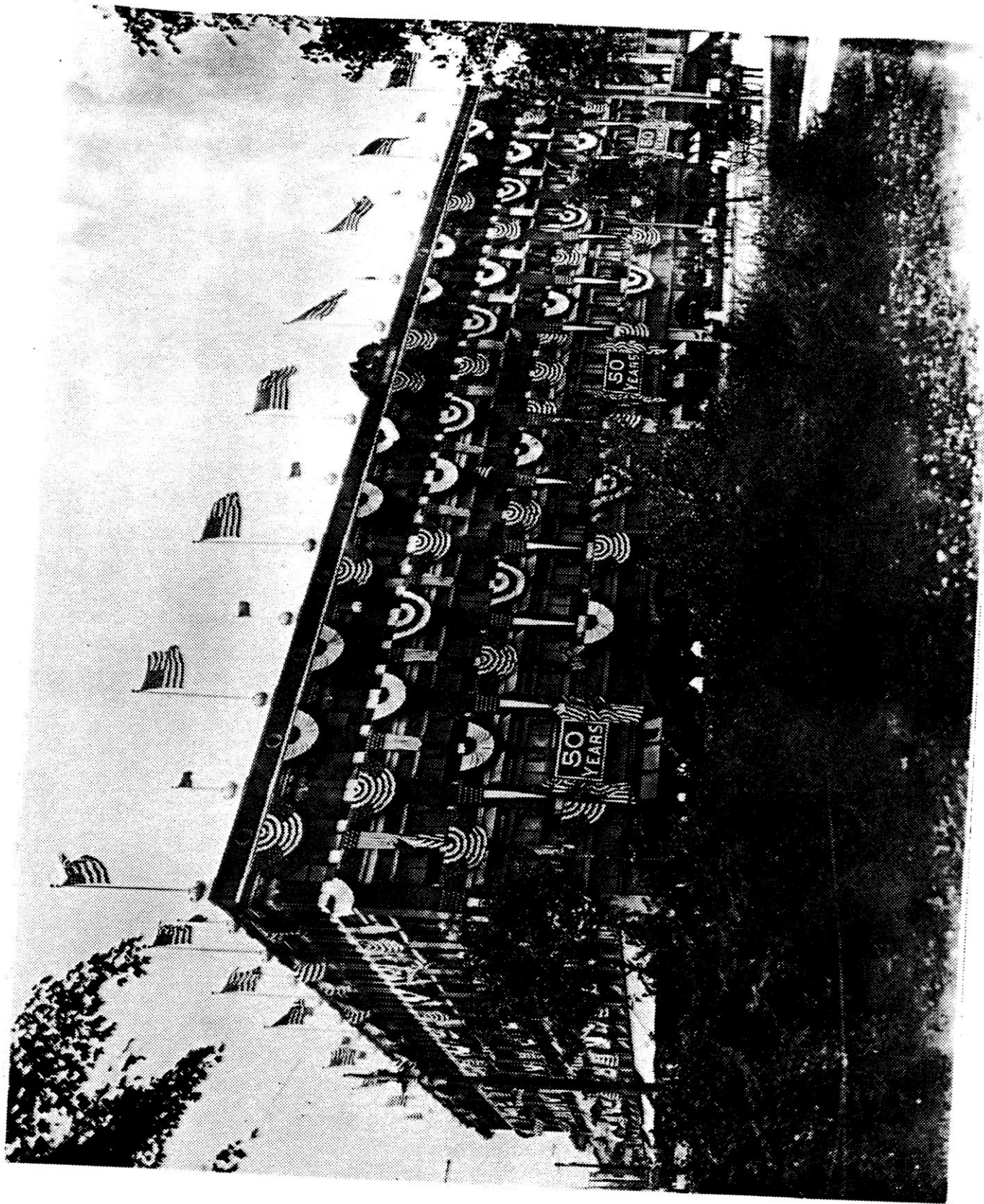


Plate 6 of 9: 50th Anniversary of the founding of Hahne and Company department store, spring 1908. View looking west.

Hahne and Company Department Store, Newark, Essex County, New Jersey



Plate 7 of 9: Interior, "grand court" soon after the opening of the store. Soda fountain is in the middle of the photograph, circa 1903. View looking west.

Hahne and Company Department Store, Newark, Essex County, New Jersey



Plate 8 of 9: Interior, "grand court" with grand staircase at the rear, circa 1918. View looking west.

Hahne and Company Department Store, Newark, Essex County, New Jersey

Hahne and Company Department Store, Newark, Essex County, New Jersey

Plate 9 of 9: Exterior of the Hahne and Company department store, circa 1929. View looking northwest.

