

# *Dunellen, New Jersey.*

*Board of Trade of Dunellen*

*Dunelle, NJ  
1911*





## Dunellen



HIS booklet is presented for your consideration by the Board of Trade of Dunellen, New Jersey, to conduct you, by means of the photographer's art, through some of the scenes in that delightful place. Herein also we wish to speak to you briefly of the desirability of home sites in this borough.

We assume basic principles to be self-evident.

It is certain, for example, that great cities, while affording matchless facilities for doing business and also many artificial means of amusement, are, in the essence of their construction and development, abnormal places for human beings to live in. When the pitiless heat pours down from brazen skies upon the roofs of buildings ; when streets aligned between towering skyscrapers are transformed into canyons of torridity ; when people are stricken down in scores and when asphalt seems to fry beneath the feet of the pedestrian, there are few to argue against the necessity of a home in the open.



GUTTERS are all very well, but a babbling brook is a better place for children to play in—parks are monuments to conservation and civic enterprise, but they are narrow and restricted as compared to the free stretches of fields and mountains where man feels anew his kinship with nature.

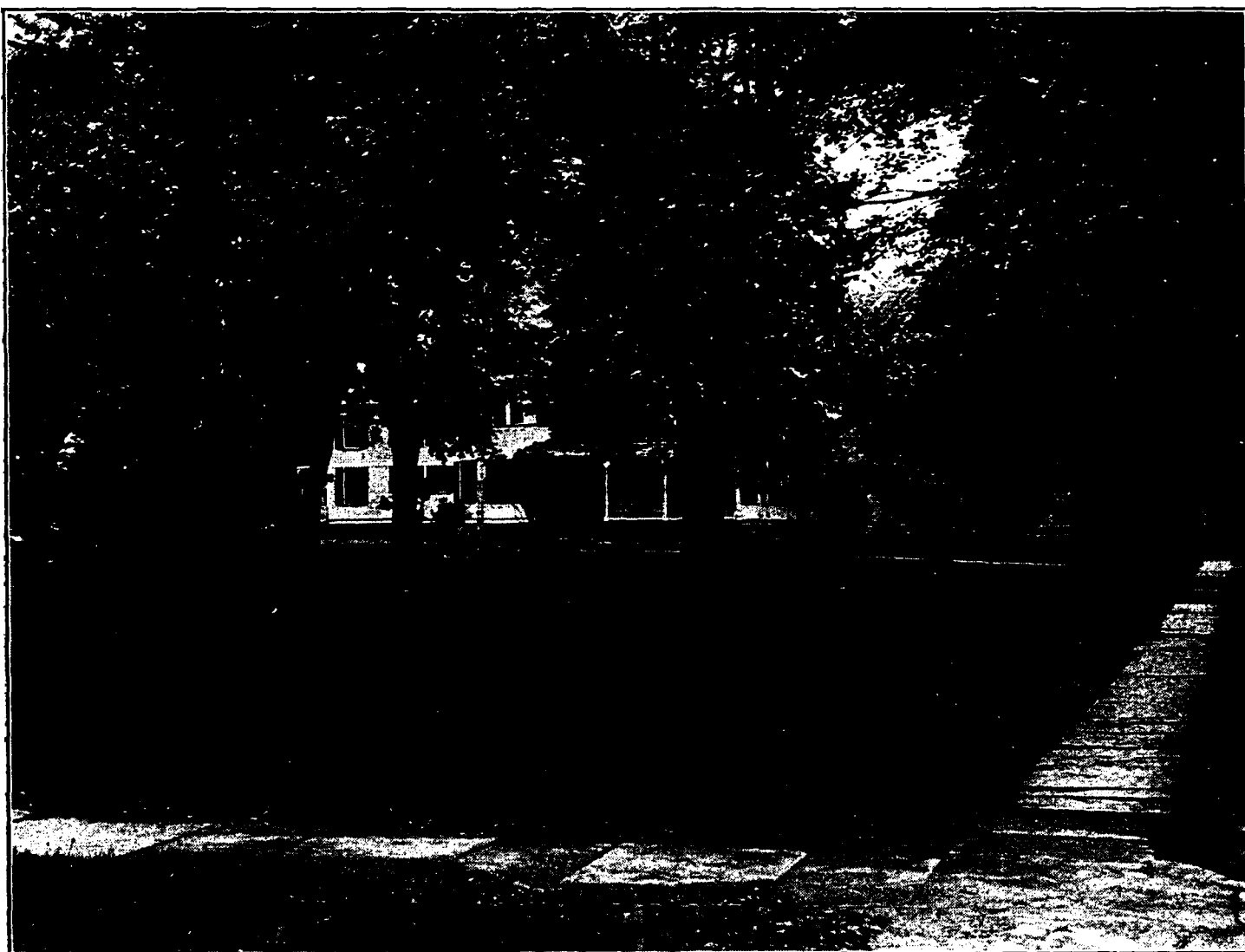
It has well been said that the landless man is a slave and toils in bondage to a landlord, his shackles being rent receipts. Moreover, in the great cities where land is costly the man of small means can not hope to become a property owner. He finds a good apartment and cavils in vain at conditions that forever keep him down in the social scale.

Why not exchange the flat for a cottage, the cliff-like walls for an outlook on wooded mountains and smiling plains, the asphalt for waving grass, the high-priced standard of living for a system wherein he has exactly the same luxuries, but at a cost so reduced as to bear no comparison? Then one can make his way in the world with a celerity that will surprise him.

**What is  
Dunellen?**

To all who are satisfied, that no matter how well adapted for the transaction of business the city is, with its great blocks, wharves, factories and offices, it is not bearable as a home and not desirable as a place to rear children, and who are therefore ready to build a real home in the country, what does the borough of Dunellen offer? Are its natural advantages attractive? Do its topography and layout lend themselves readily to the building of an ideal home? Has it ample educational facilities? Is it central to business houses and within the commutation limit? Has it that intangible atmosphere of neighborliness, restfulness and homeliness that envelops the soul of the toiler, wooing him to recreation, the restoring of wasted tissues and the rebuilding of worn brain cells, when, after the heat and dust of the city streets, he rests in his own garden, enjoying the mountain breezes at the close of the day?

A community under the borough form of government, than which a better for the management of small places has not been devised, with streets laid out mathematically in beautiful directness running for the most part in straight lines without curves or tangents, where such names as Washington, Jefferson, Madison, Jackson, and Lincoln adorn and honor the avenues which bear them, and where such cognomens as Walnut, Chestnut, Fairview applied to the miles of smooth macadam streets suggest the rural nature of their charm; a place where each road is lined and bordered with stately maples or venerable oaks, whose grateful shade is ever present to temper the heat of the sun on the fiercest day, a place where land values are advancing in such a steady, logical manner as to make safe and attractive the buying of a home for the sake of the investment it constitutes, a community located in the very garden spot of the State, where art and nature have lavished their efforts to create an ideal municipality — such as Dunellen, the Emerald of the Plain.



RESIDENCE OF E. B. LATHAM  
Corner of Grove Street and Prospect Avenue



RESIDENCE OF JOHN FEDDERMAN  
Washington Avenue



**Location** Dunellen is 26 miles from New York on the main line of the Central Railroad of New Jersey, the road where commuters' cars are so elegantly fitted up as to have won for it the enviable title of "the road of palaces on wheels." Quick connections can be made at either Liberty or Twenty-third Street Ferry for Dunellen. There are 30 trains a day to New York and 36 trains a day New York to Dunellen, and the running time is less than 1 hour.

RESIDENCE OF G SUMMER SMITH

"THE ELLSWORTH"

Grove Street

A Delightful Place to Spend a Summer



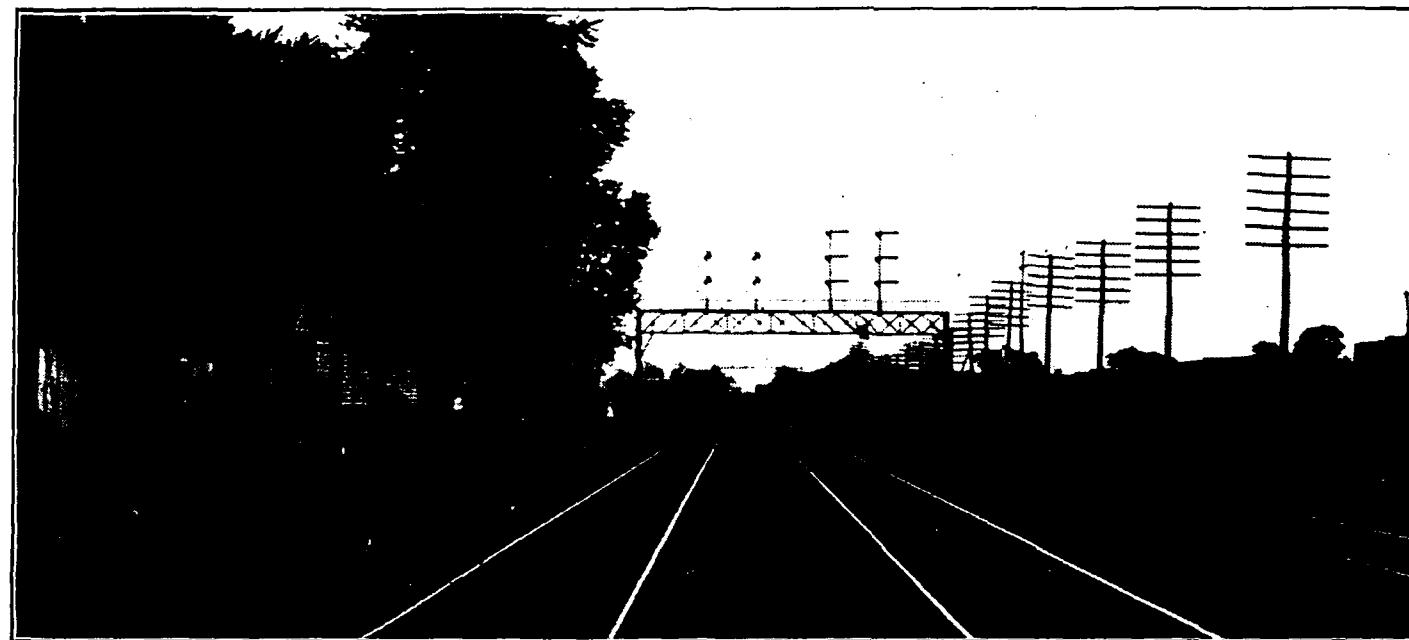


NORTH AVENUE



C. R. R. OF N. J. PASSENGER STATION

**Trolley** Dunellen is on the main line of the trolley line of the Public Service Railway Company and the trolley rides possible in this section will delight the lovers of such trips. Historic old New Brunswick is nearby and the beautiful ride to New York is available to those who can devote to it the necessary time.



FREIGHT STATION

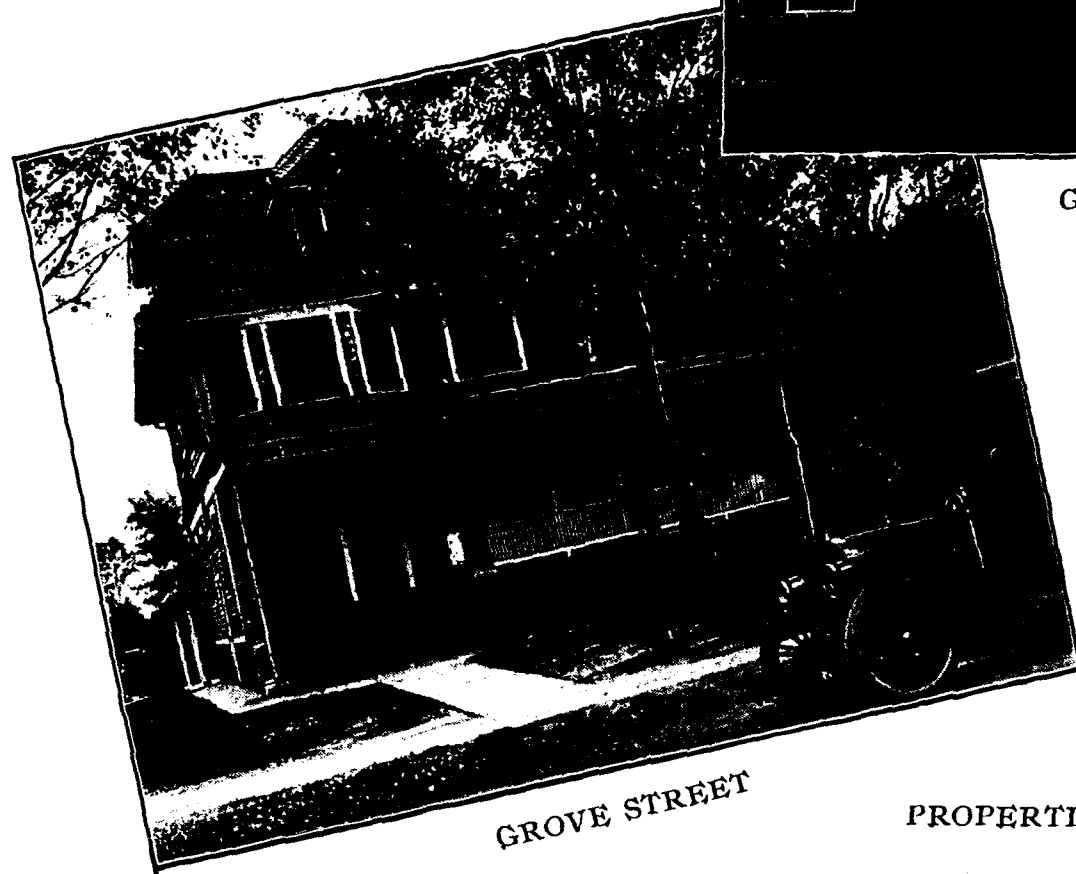


STATION PARK—PROSPECT AVENUE

**Architecture** The style of architecture of the houses in the borough is all that the accompanying pictures would lead you to infer; a splendid type of home is being developed here. There are no old shacks in the borough—absolutely none. The houses are just what the average commuter wants: neat, attractive and within the reach of men of moderate means.



GROVE STREET



GROVE STREET



PENFIELD AVENUE

PROPERTIES OF FRANK T. FARRELL





RESIDENCE OF JOHN R. CAMPBELL  
Grove Street and Prospect Avenue



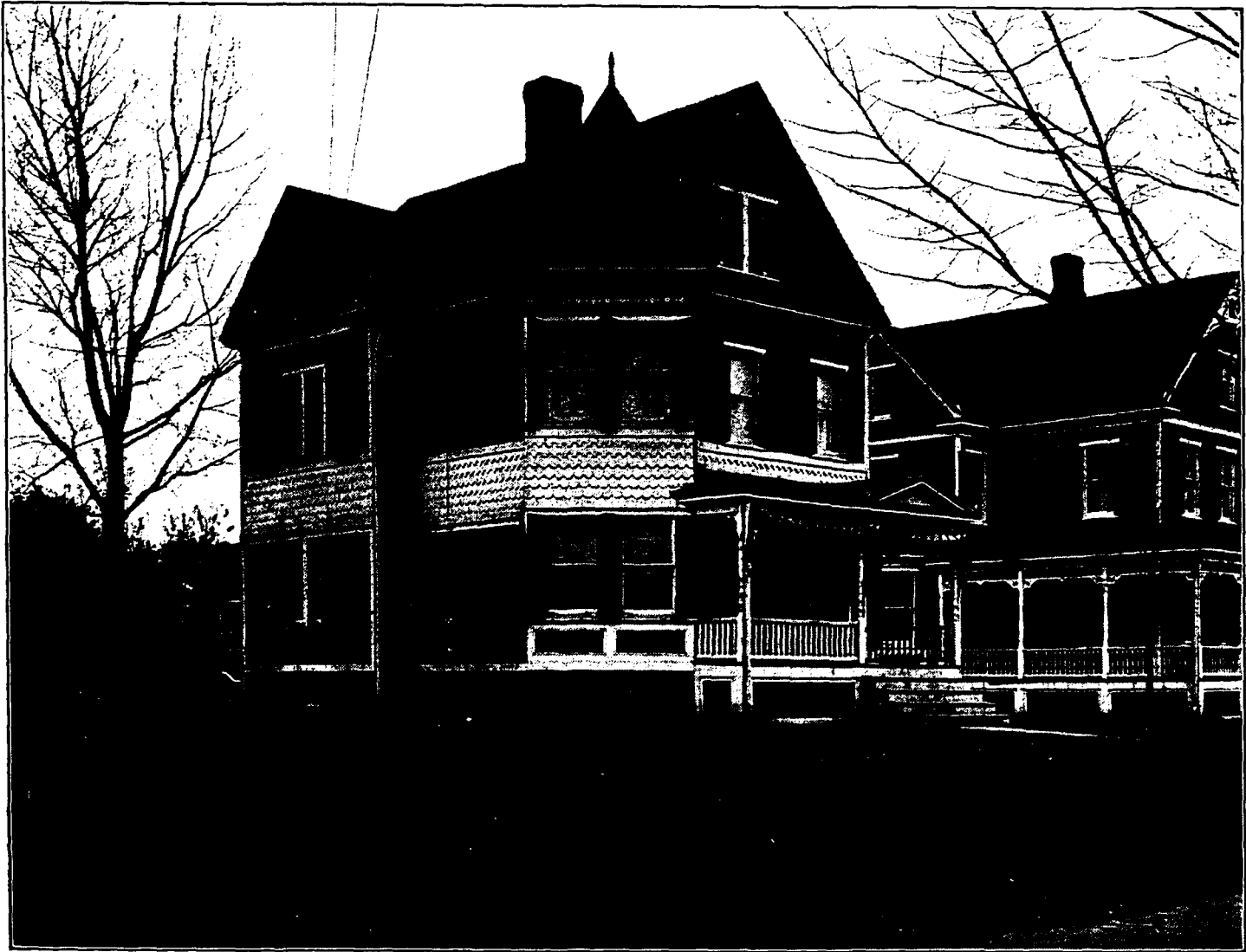
RESIDENCE OF PAUL CARPENTER  
Prospect Avenue and Walnut Street



RESIDENCE OF MRS. H. D. THOMPSON  
Prospect Avenue and Walnut Street



RESIDENCE OF ISAAC BERNKOPF  
Prospect Avenue



RESIDENCE OF A. N. RANDOLPH  
New Market Road



RESIDENCE OF J. NEWTON APGAR, Contractor and Builder  
New Market Road

**Topography** Dunellen is advantageously laid out on a section of the great Central New Jersey plain. Its compactness is an asset; the greatest distance is 15 minutes' walk from the station and there are building sites one minute from the station. Lots are generally 50 by 150 feet and the place is very attractive for New York business men, many of whom reside here. The wisdom of those old engineers and land developers of 40 years ago who laid out the borough is splendidly vindicated today by the beauty of the surroundings. The sightly Watchung Mountains overhang it and shelter it from bad storms. Farm lands and meadows smile on the south and west, where the rural township of Piscataway suggests delightful possibilities of fresh garden truck at the lowest prices.

The borough sits enthroned and embowered in its trees, and visitors here are always impressed by the marvelous combination of mountain and plain the scenery affords.

**Historic** It may be said at this point, that a wealth of historic association clusters about this tract of land on which Dunellen is built, which may well compare in interest to the Roman Campagna or the Parisian Field of Mars. Over the spot, where our homes now stand the embattled hosts of the Revolution marched and fought; and high in the mountains overlooking the borough, as if mounting protective watch-care over her destinies, is the famous Washington's Rock, where the Father of His Country once stood with his immortal staff and directed the movements of his troops on the plains below.



RESIDENCE OF DR. M. J. WHITFORD  
New Market Road



PROPERTY OF PAUL REUSCH  
New Market Road



RESIDENCES BUILT BY A. H. BURDICK  
Penfield Place

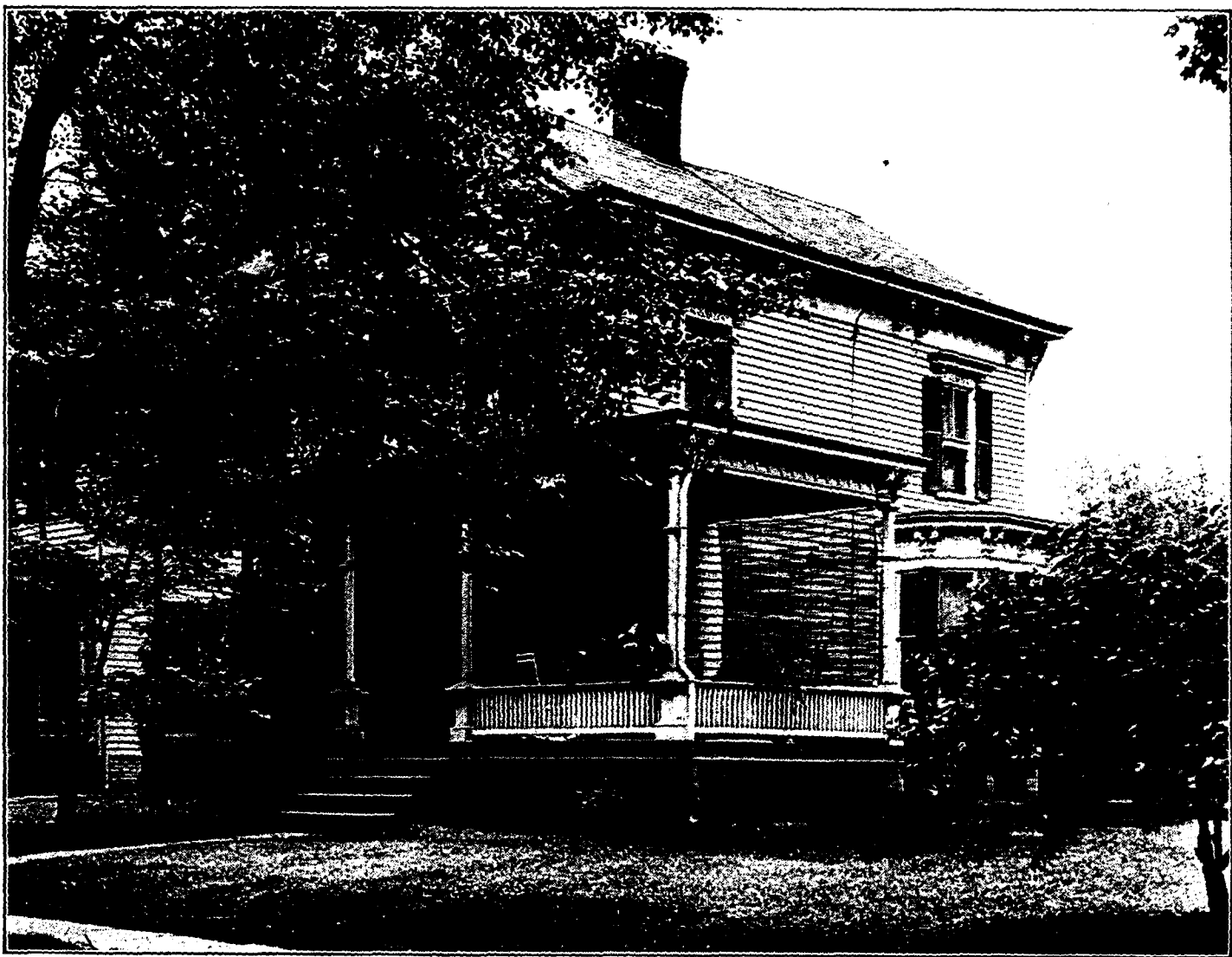


ALONG THE BROOK

**Ozone** In Dunellen a man need not go to a park to obtain fresh air after his day's work. Here we all have the piazza habit. Each house has its piazza, where the people gather in the cool of the evening and pass hours with absolute rest, solid comfort and real happiness.

**Healthfulness** This is a characteristic of the borough. Soil is sandy and air dry and of great value to any one with any ailment approaching the tubercular nature. Malaria is almost unknown and diseases arising from swampiness in the land are, of course, conspicuous by their absence. The same may be said of mosquitoes. During the past ten years not one case of typhoid fever existed in the borough that originated here.

**Water** This brings us to the matter of water supply. The intelligent man, seeking a new home and having the health of himself and loved ones at heart, will look well to the water supply of a place before settling there. In this test—of supreme importance—Dunellen measures up to the highest standards. It is piped in modern fashion and has a water supply derived from that most sanitary and satisfactory of sources—artesian wells. Ice cold, limpid, sanitary and pure, with just enough mineral nature in their composition to make them tonic and healthful in their effects, the waters of the borough are brought from wells sunk in the living rock of the mountains, and constitute, as may well be believed, a delightful beverage.



RESIDENCE OF FRANK R. WYNKOOP, President of Board of Trade  
Front Street and Jackson Avenue



RESIDENCE OF COUNCILMAN A. F. TODD  
Front Street and Jackson Avenue



RESIDENCE OF POSTMASTER HENRY S. GARRETSON  
Front Street



RESIDENCE OF GEORGE W. CHURCHILL  
Front Street and Washington Avenue





RESIDENCE OF HERBERT I. BENWARD  
Front Street



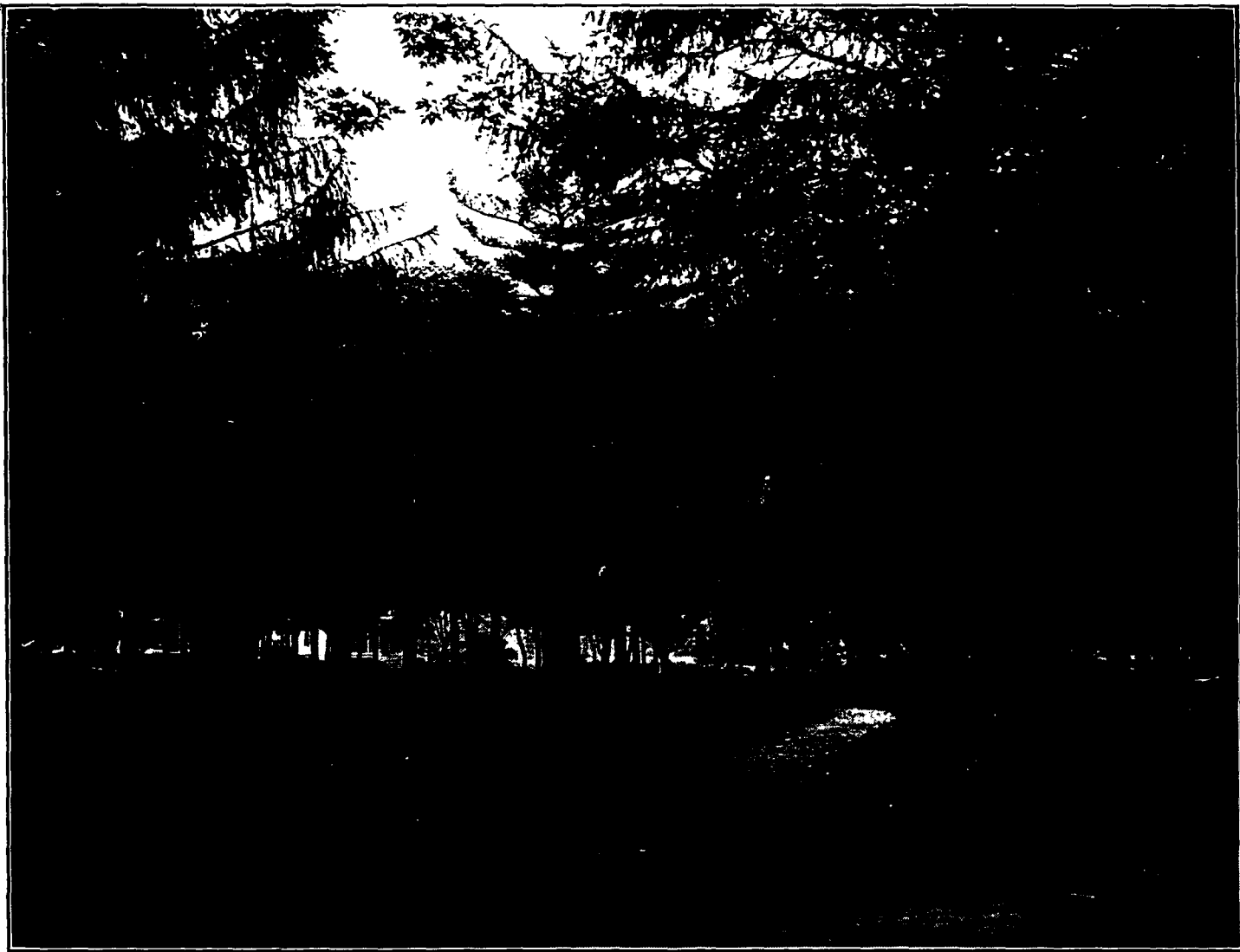
RESIDENCE OF DR. T. J. HOGAN  
Front Street



RESIDENCE OF GEORGE W. DAY, Editor of the "Call"  
Front Street



RESIDENCE OF SAMUEL M. TITUS, Contractor and Builder  
Front Street and Jefferson Avenue

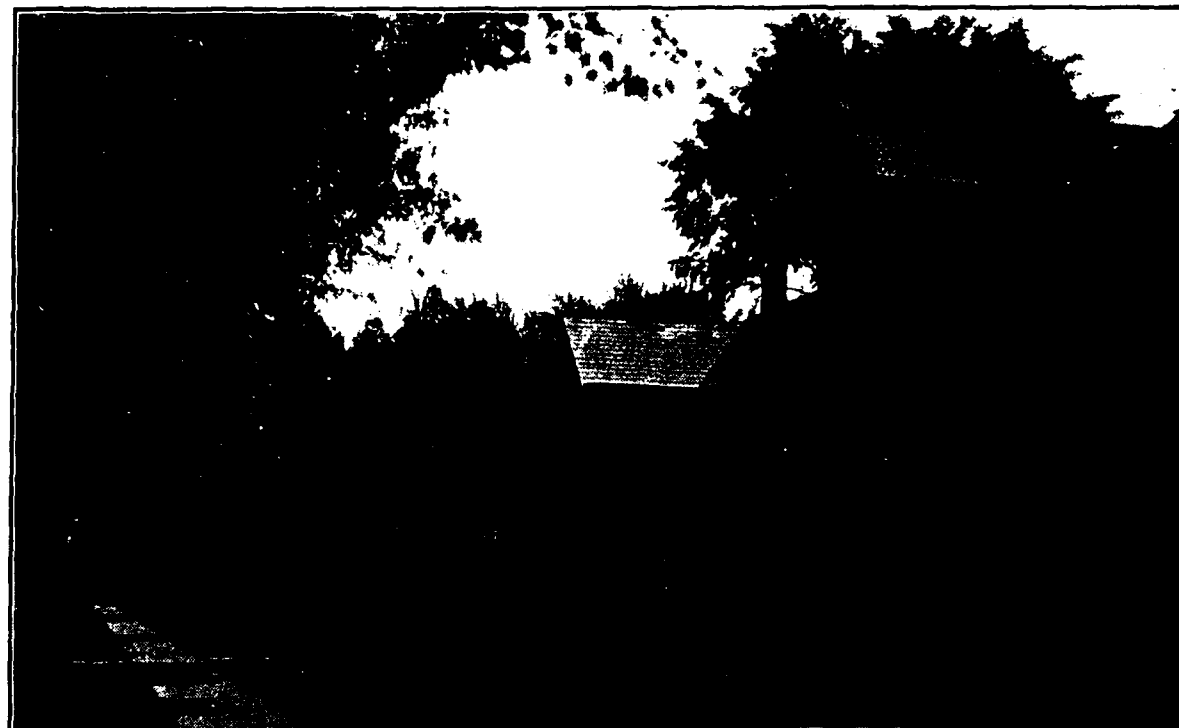


WASHINGTON PARK

**Fire Protection** Hydrants are established wherever property needs require and as the borough expands more hydrants are placed as needed. The fire department has fine machines and a well-drilled volunteer company. Moreover, fires are very rare.

**Conveniences** In the line of conveniences it should be stated that the borough is supplied with both gas and electricity. The municipal lighting is by electricity only, but in the private homes many of the houses are piped for gas and wired for electricity, and both illuminants are employed. Verily "they who sat in darkness" did not live in Dunellen.

**Sewerage** The finest sewerage system in the State in which the very last word in modern sanitary science will be applied is about to be installed in the borough. The hustling nearby borough of North Plainfield will cooperate and the practical problems involved are now being adjusted.



St. John's Roman Catholic  
Holy Innocents Protestant Episcopal



Methodist Episcopal  
First Presbyterian



# DUNELLEN CHURCHES





DUNELLEN AVENUE  
Showing Spire of Presbyterian Church, Dunellen

**Churches** Four churches—Roman Catholic, Methodist Episcopal, Protestant Episcopal and Presbyterian—are located in Dunellen, while First and Seventh Day Baptist Congregations are situated just over the borough line in New Market. The religious sentiment is accentuated here to the extent that the borough is an orderly place and a goodly land to see and dwell in. In addition to their straight religious work, the churches serve as social centers; their minor endeavors, such as charities taking up much of the time of ladies and affording them opportunity for work and recreation outside the home circle.



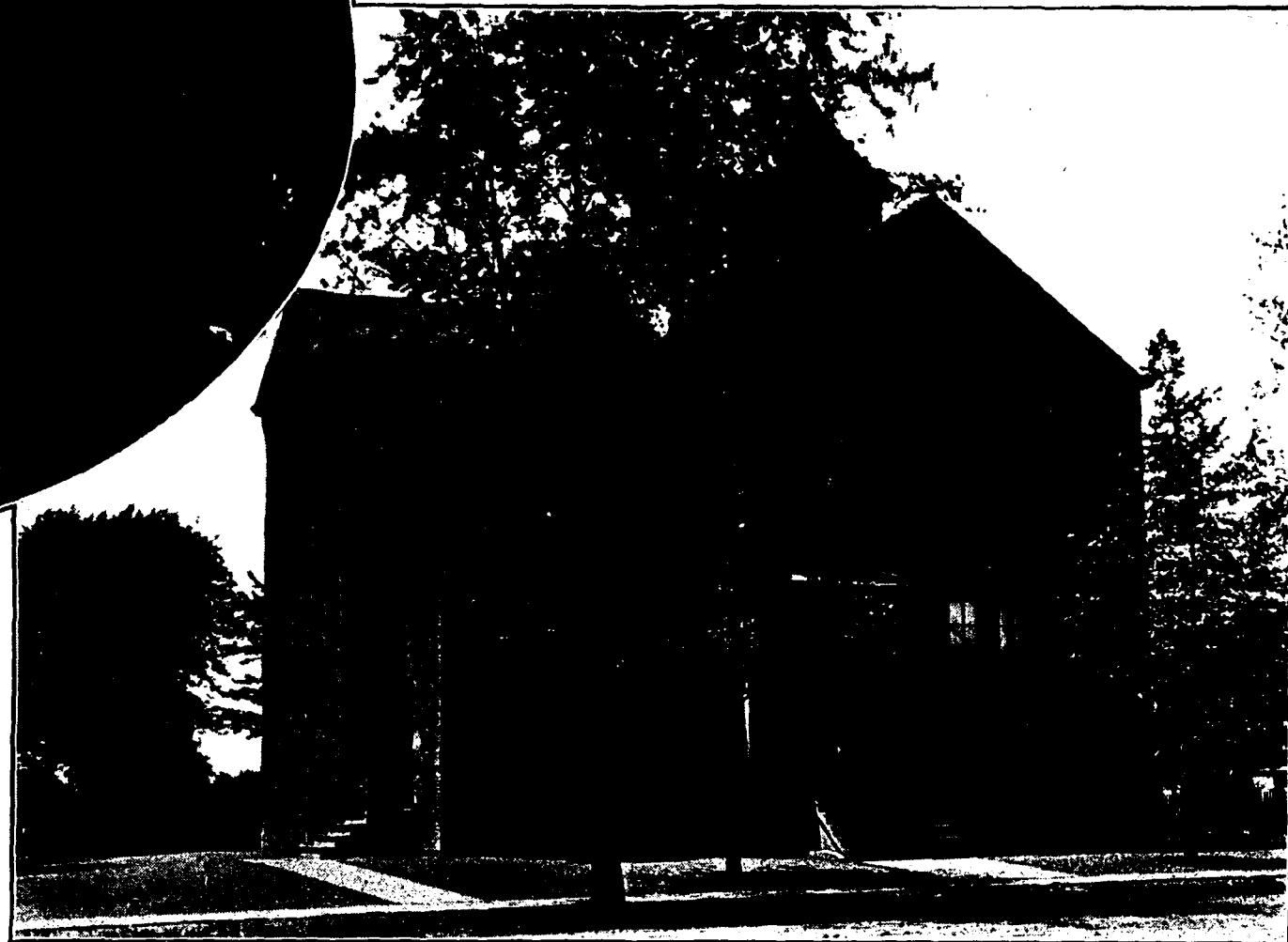
NEW MARKET ROAD

WHITTIER  
SCHOOL



the curriculum is advanced and comprehensive. Two brick school buildings constitute the homes of education, one being devoted to small children and one to more advanced pupils. Scholars who pass the eighth grade have the privilege of taking the high school course at Plainfield without cost, tuition charges and transportation being paid by the borough and the State.

LINCOLN SCHOOL



**Schools** Educational advantages in Dunellen are splendid. For forty years, the people, with a forethought such as has won the praise of historians when displayed by the founders of New England, have fostered and developed the public school. The Board of Education has always been progressive, ever seeing the necessity of modernity in matters of education and the people have loyally supported it and the schools with plentiful outpourings of cash. Efficient teachers are employed and



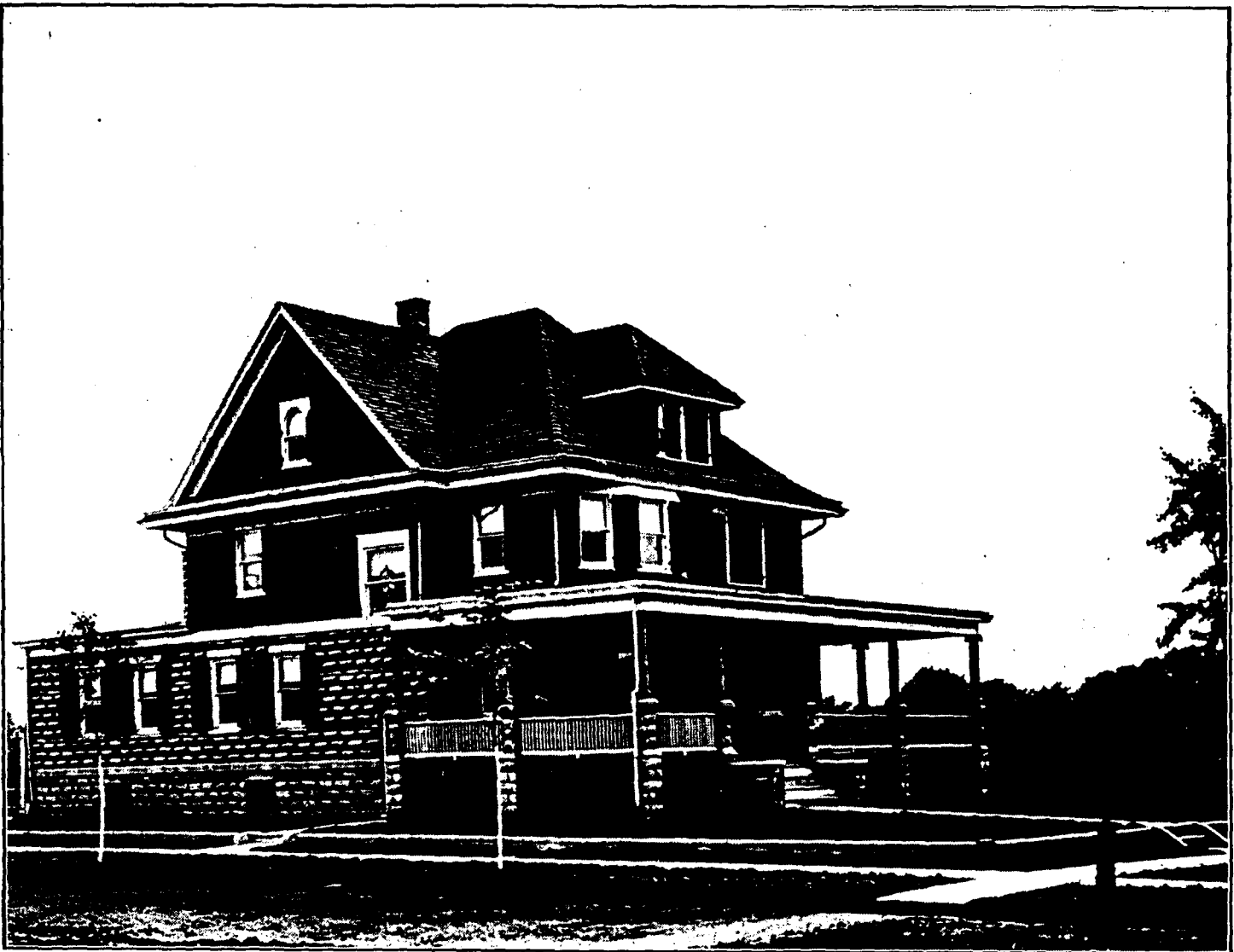
RESIDENCE OF ALVAH GRAY  
Front Street and Washington Avenue



RESIDENCE OF WILLIAM E. TERRY  
First Street and Washington Avenue



PROPERTY OF JOHN P. FENNER  
Washington Avenue



RESIDENCE OF COUNCILMAN JOHN H. SCHNIDLER  
Washington Avenue





THE MANSION HOUSE ANNEX, Mrs. S. C. Meyer, Proprietor  
Dunellen Avenue



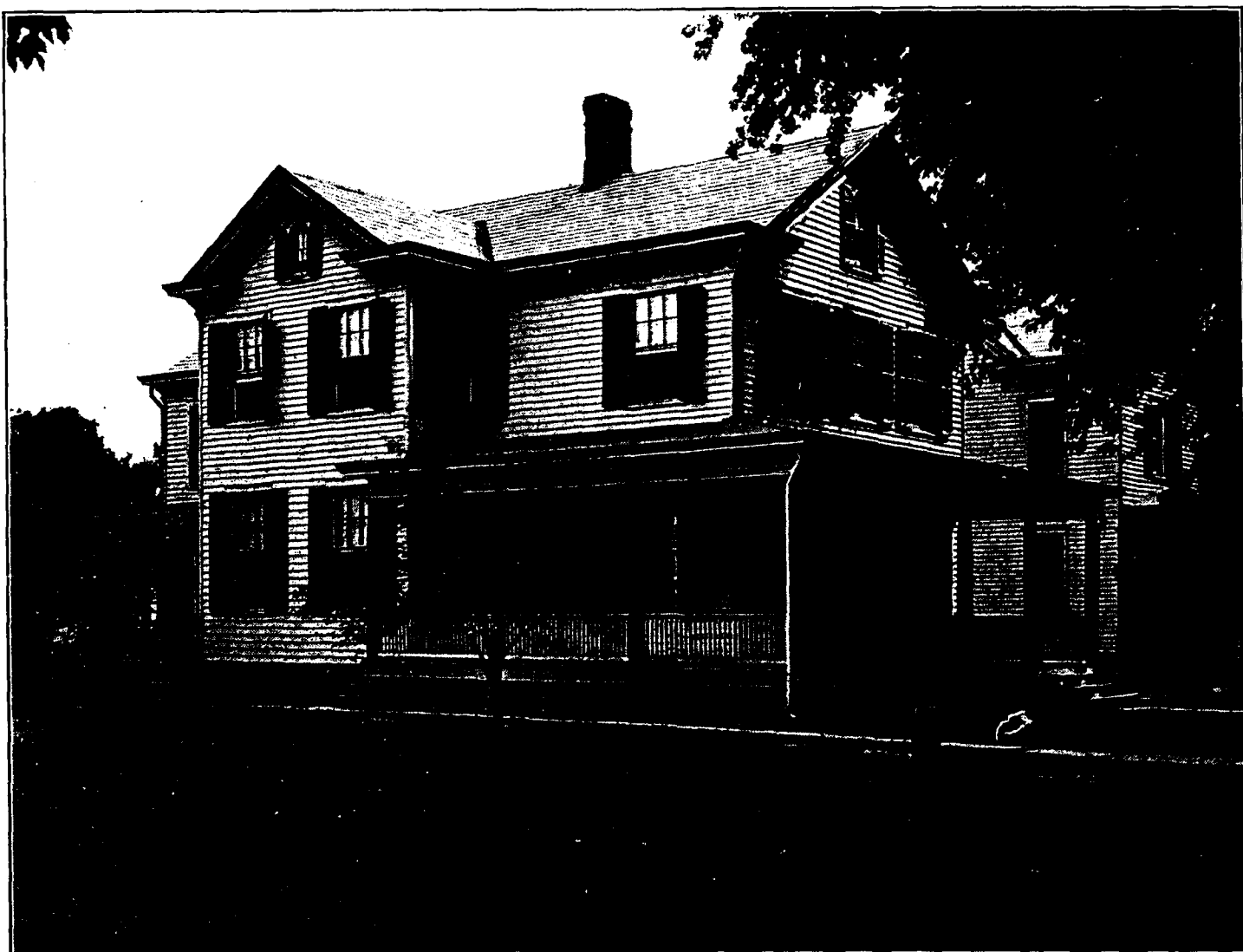
PROPERTY OF HOME INVESTMENT CO.  
Dunellen Avenue



RESIDENCE OF DR. THOMAS H. PLATT  
Dunellen Avenue



RESIDENCE OF EX-MAYOR WM. WYCKOFF  
Dunellen Avenue



RESIDENCE OF WILSON S. FREDERICK, Treasurer of Board of Trade  
Dunellen Avenue



RESIDENCE OF EX-MAYOR H. J. SWACKHAMER  
Dunellen Avenue



RESIDENCE OF COUNCILMAN CHAS. E. RICHARDS  
Jackson and Dunellen Avenues



RESIDENCE OF ROBERT FITZSIMMONS  
Bound Brook Road



RESIDENCE OF JOHN F. G. KINNEY, Painter and Decorator  
First Street



VIEW OF FIRST STREET



PROPERTIES OF WATCHUNG INVESTMENT CO.  
Second Street



RESIDENCE OF EDWARD PENNOCK  
Mountain View Terrace

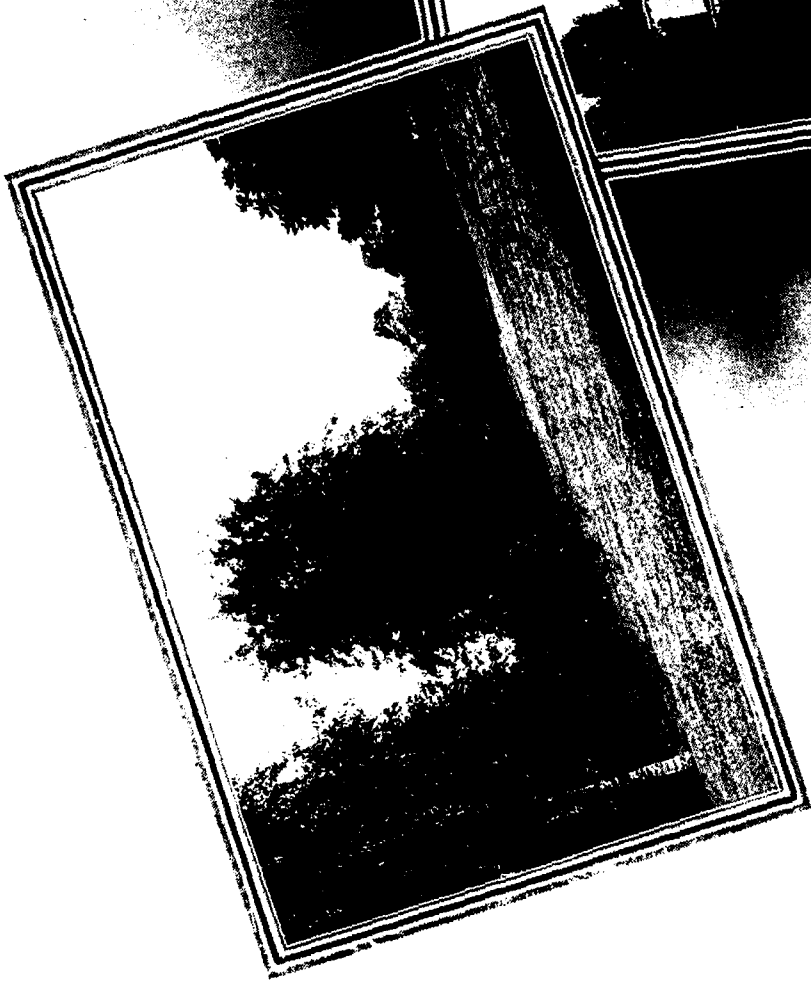


RESIDENCE OF MRS. LOUISE TRUST  
Mountain View Terrace

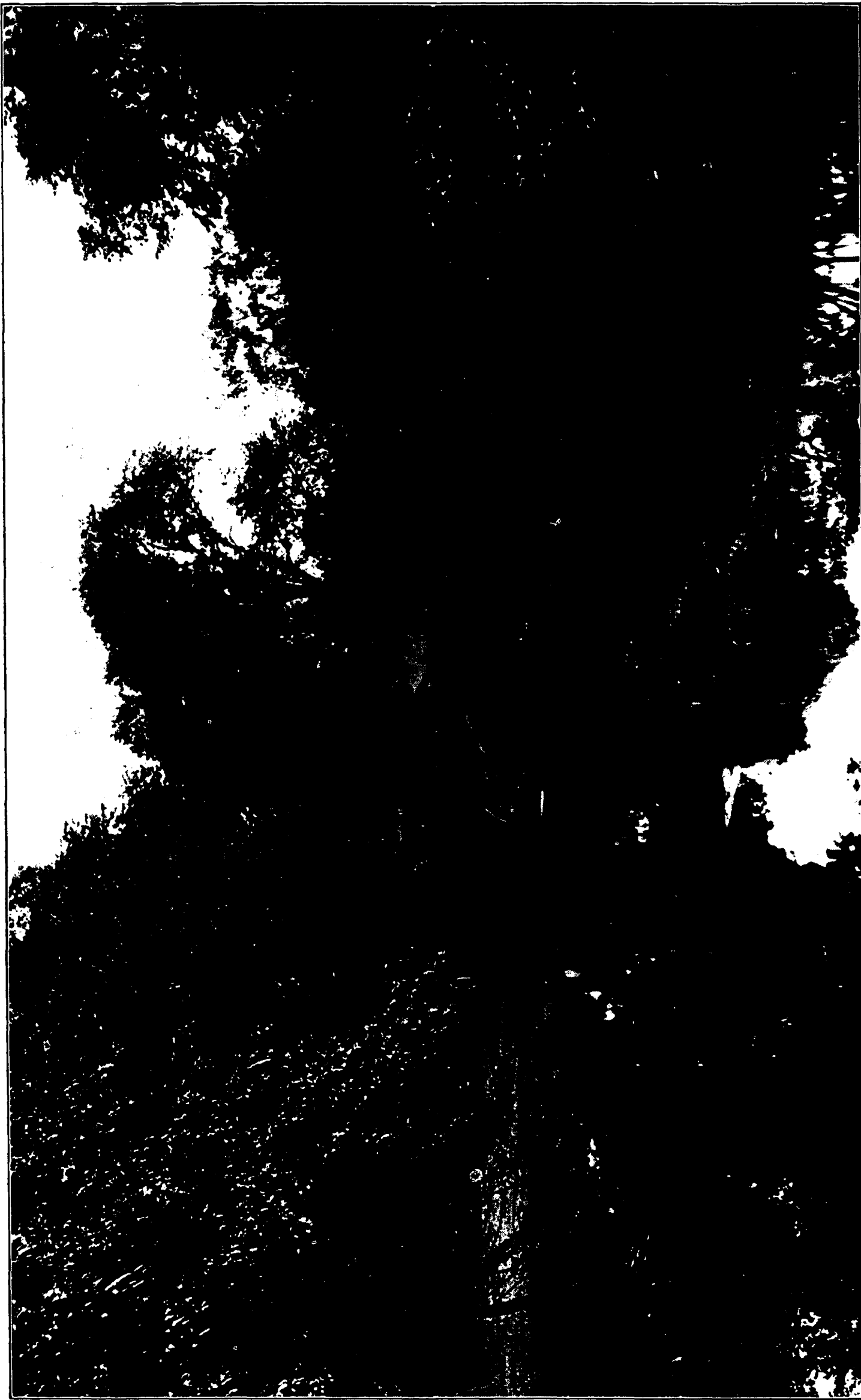


RESIDENCE OF F. G. NEIGHBOUR  
Mountain View Terrace





PROPERTY OF EDWARD MAURER  
Madison Avenue



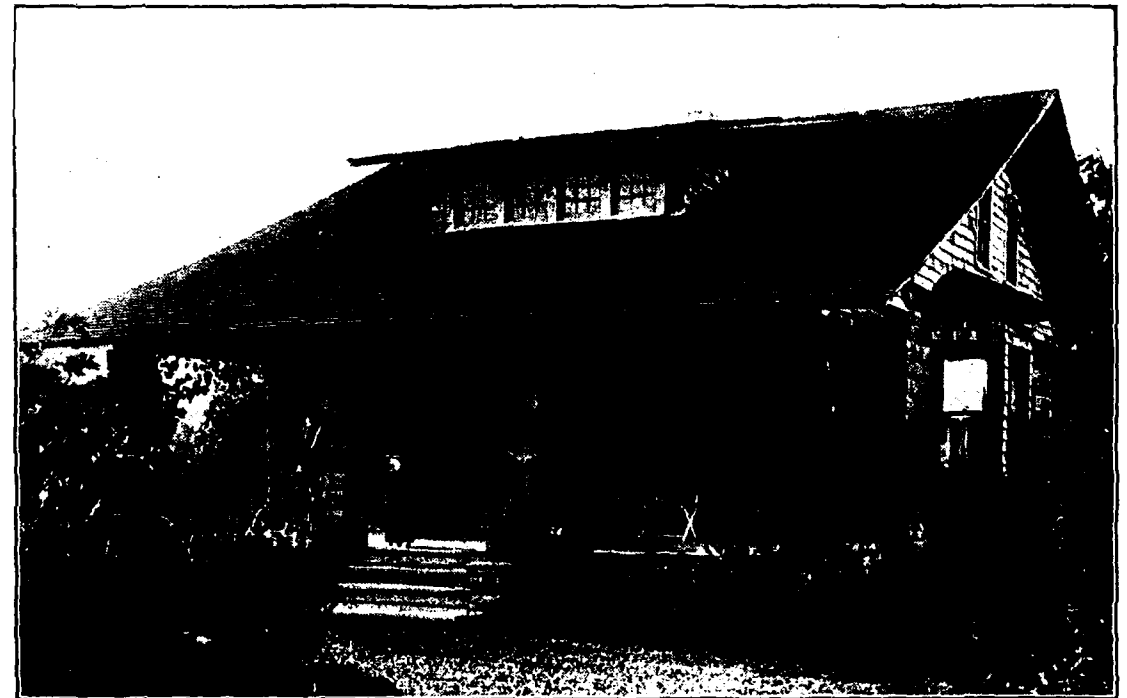
GREEN BROOK



PROPERTIES OF W. R. H. HARDINGHAM  
Mountain View Terrace

### Library

Study should not end at the expiration of school days, and for those who desire to pursue higher education or merely to read for pleasure or to become acquainted with the great minds of the ages a circulating library is provided. The sphere of usefulness of this institution is about to be greatly enlarged under the provisions of the vote of the people at the 1910 election.



RESIDENCE OF GEORGE J. LAW  
Mountain View Terrace

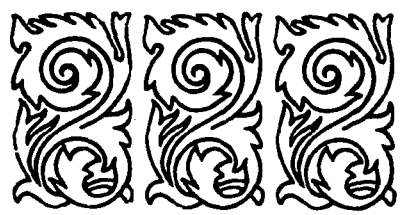
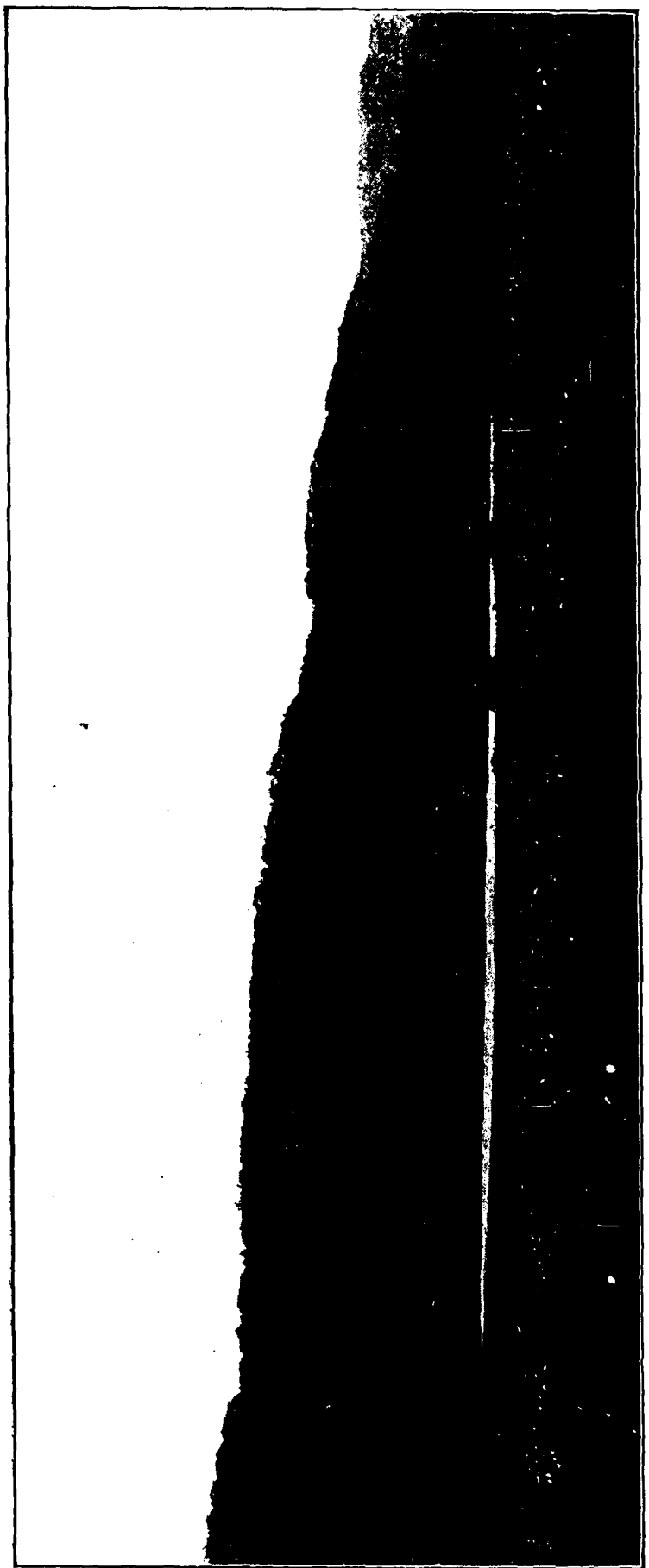


RESIDENCE OF WM. SHIVELY  
Whittier Avenue

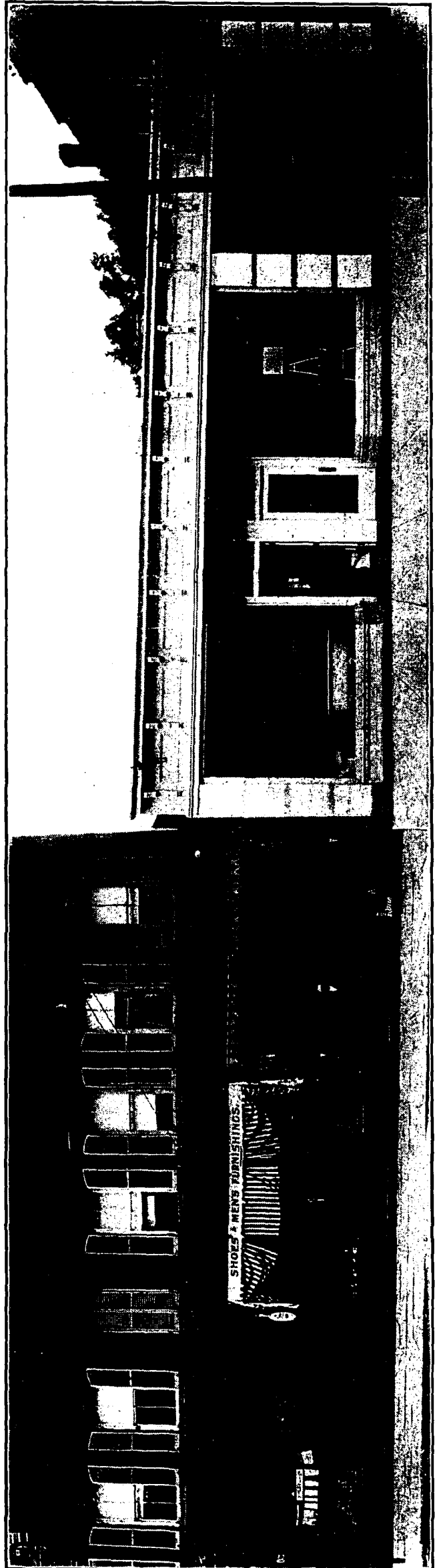
### Newspapers

This municipality is like others in newspaper service, with this difference as compared to some. Here you can buy any publication you want and have it delivered at your door promptly, by efficient carrier, if you desire. New York, Brooklyn, Philadelphia, Newark and Plainfield papers circulate here. There is, moreover, a local newspaper, which is devoted to the upbuilding of the borough, has done and is doing much along civic lines.

WATCHUNG  
MOUNTAINS  
and GREEN  
BROOK  
ROAD



RUNYON  
BLOCK  
North Avenue





LINKE BUILDING  
North Avenue

**Banking**            The First National Bank of Dunellen affords the residents of our Borough ample facilities to handle their financial affairs in every detail, organized and opened for business January 15, 1907, the Bank has made healthy gains and has now passed the experimental stage, having connections with the New York and Philadelphia Clearing Houses and foreign exchanges.

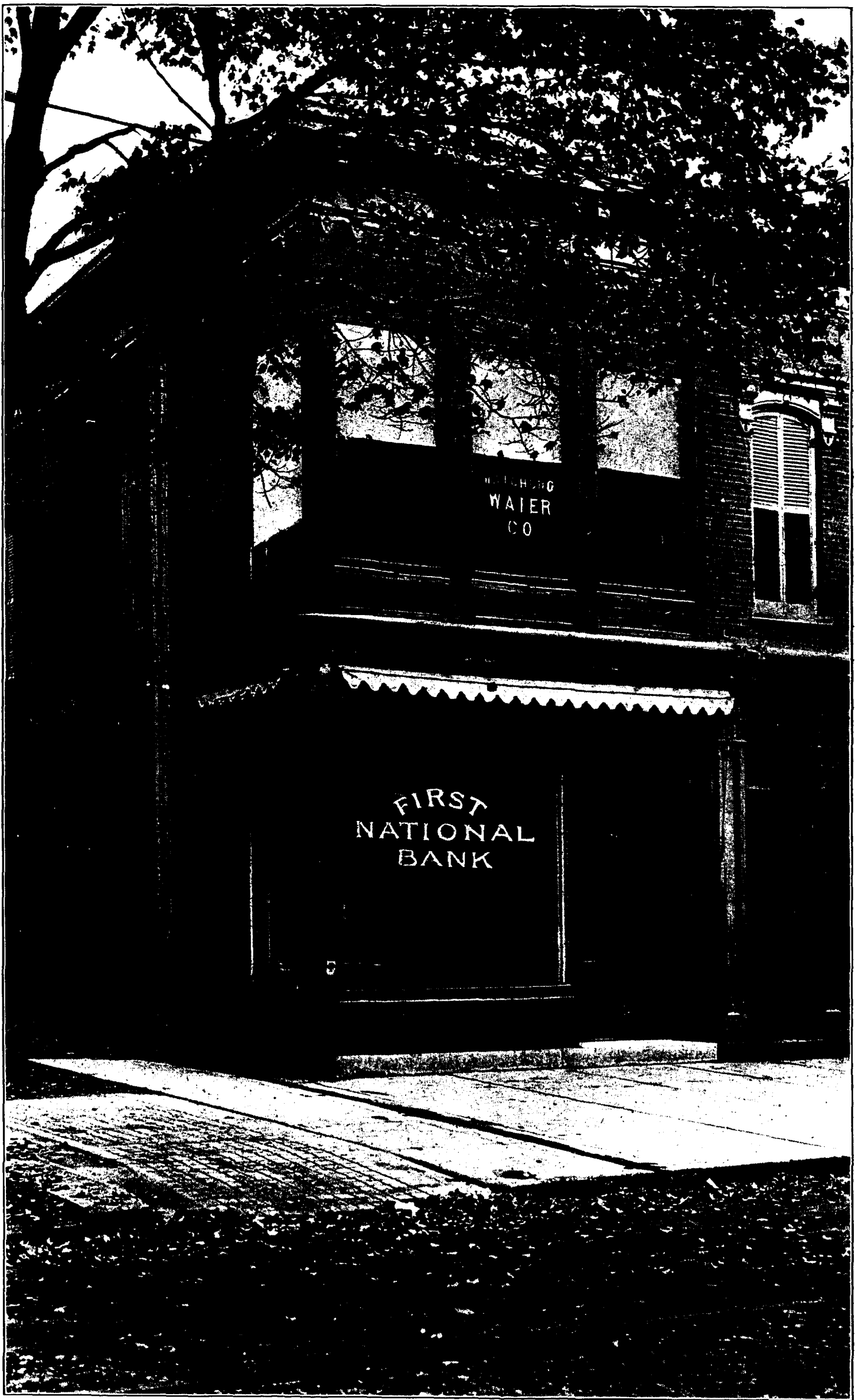
**Business  
Section**            The business section enjoys the advantage of being restricted to one street near railroad and trolley. The stores are modern and filled with well-selected stock. There is one thing, however, which the newcomer will not have to buy very long, and that is, fresh garden truck. Everybody in Dunellen has a garden. The soil lends itself readily to cultivation and amateur gardening is one of the joys of life in the borough, while the greengrocer's bill is kept down by each thrifty householder.

**Social  
Matters**            The social side of life finds strong emphasis in Dunellen, and for those who are interested in fraternal orders ample opportunity to indulge their bent is afforded by the several flourishing lodges which exist here.

**Factories**            Let no reader of the foregoing make the false deduction that this is a somnolent region of residences, with no claim to a place among the producing entities of the nation. Dunellen has an industrial center all its own so very much alive as to be the envy of surrounding and less favored municipalities. Structural iron from Dunellen rolling mills make safe many a towering bridge and place the guarantee of stability on many a skyscraper; the new industry of concrete making is rendered possible by the Dunellen concrete machinery factories, even the coloring which gives beauty to ten thousand walls is manufactured here. Your committee is at present cognizant of other manufactories, which are contemplating locating within the borough limits. A flourishing printing-press factory with a magnificent plant adds further to the hum of industry here.

**Factory Sites**      Abundant factory sites are available along the line of the railroad, and any person interested in this line would do well to communicate with the Dunellen Board of Trade.

**Building  
Facilities**            Two flourishing Building and Loan Associations exist in the borough, with their practical assistance along financial lines in home building.

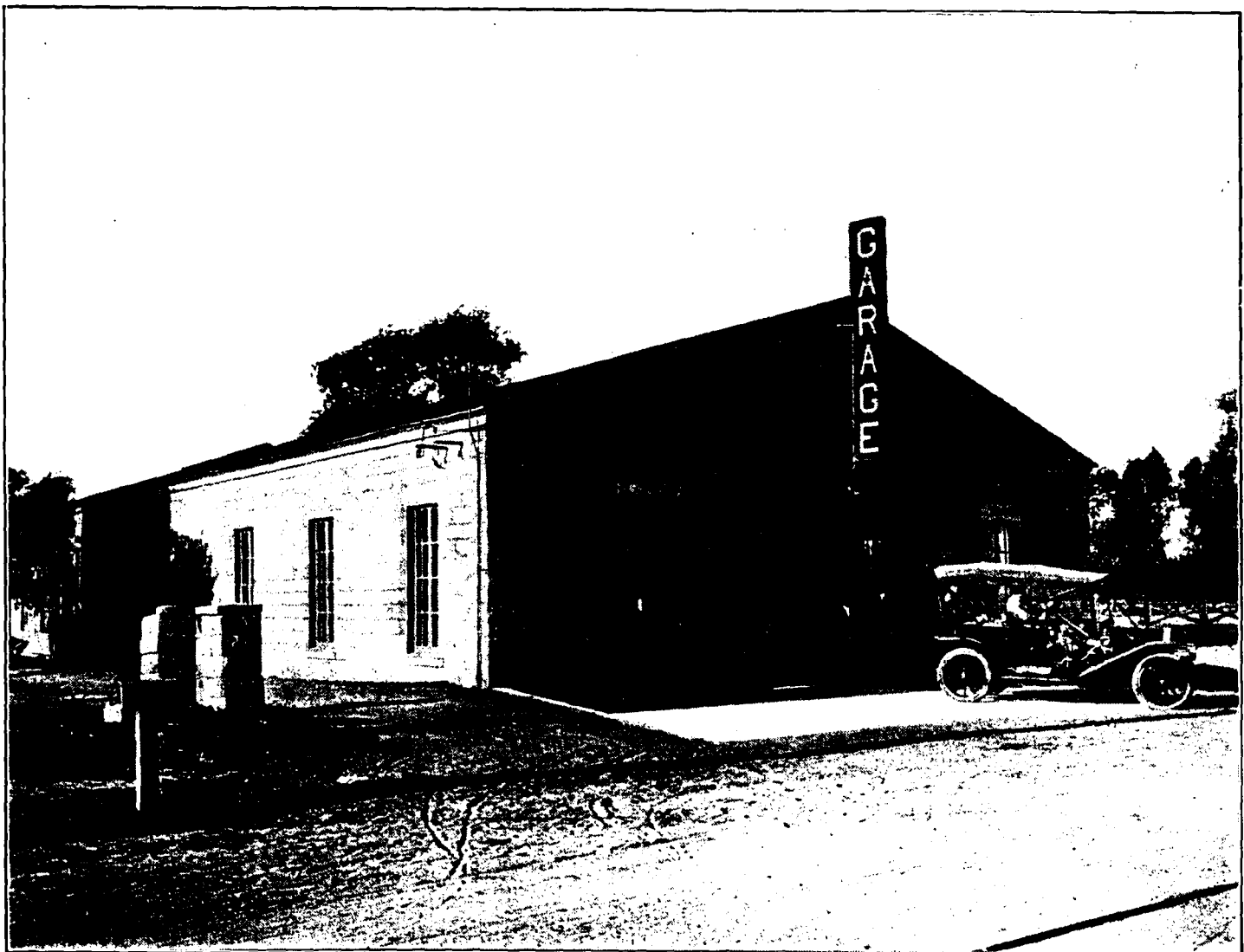


NORTH AVENUE

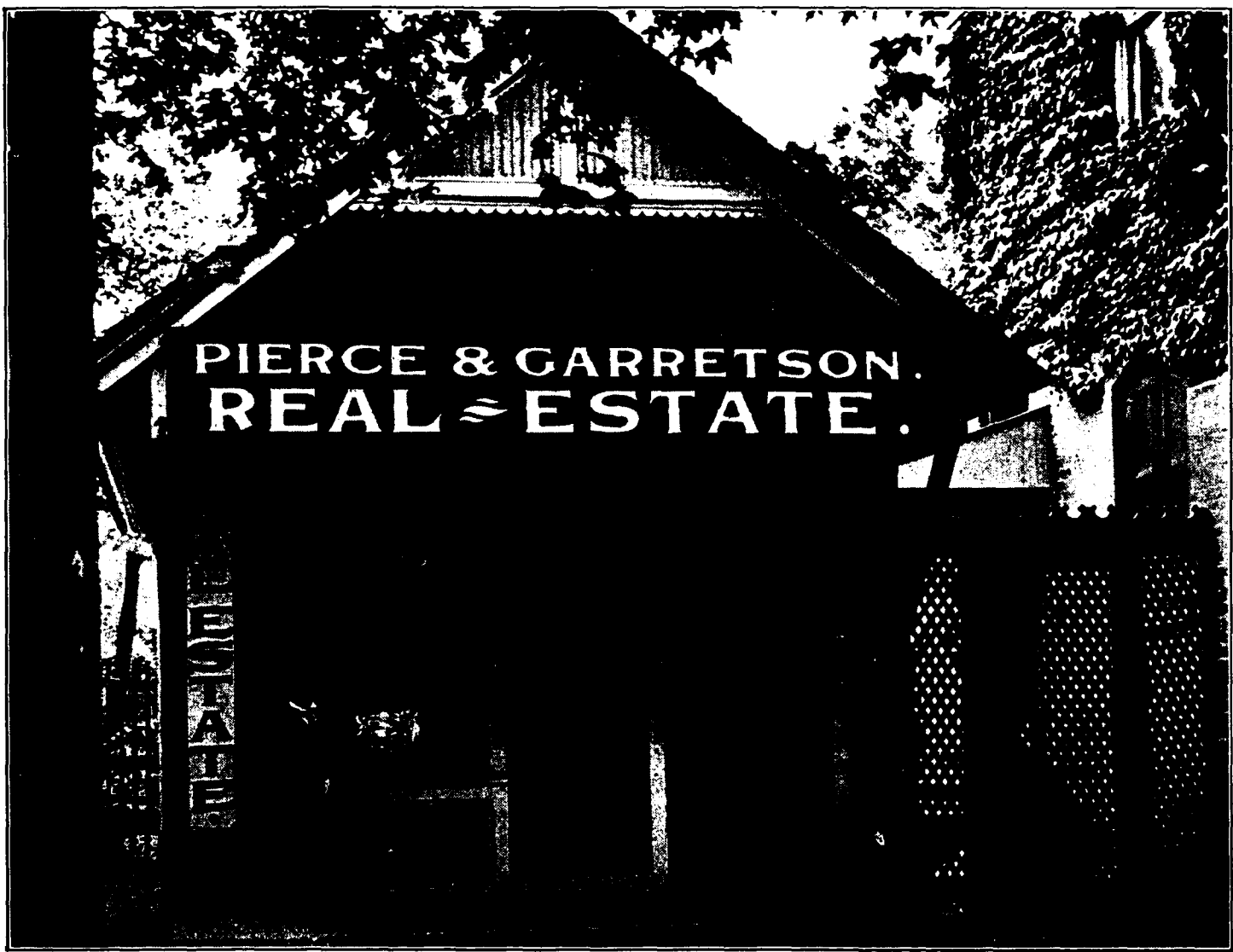




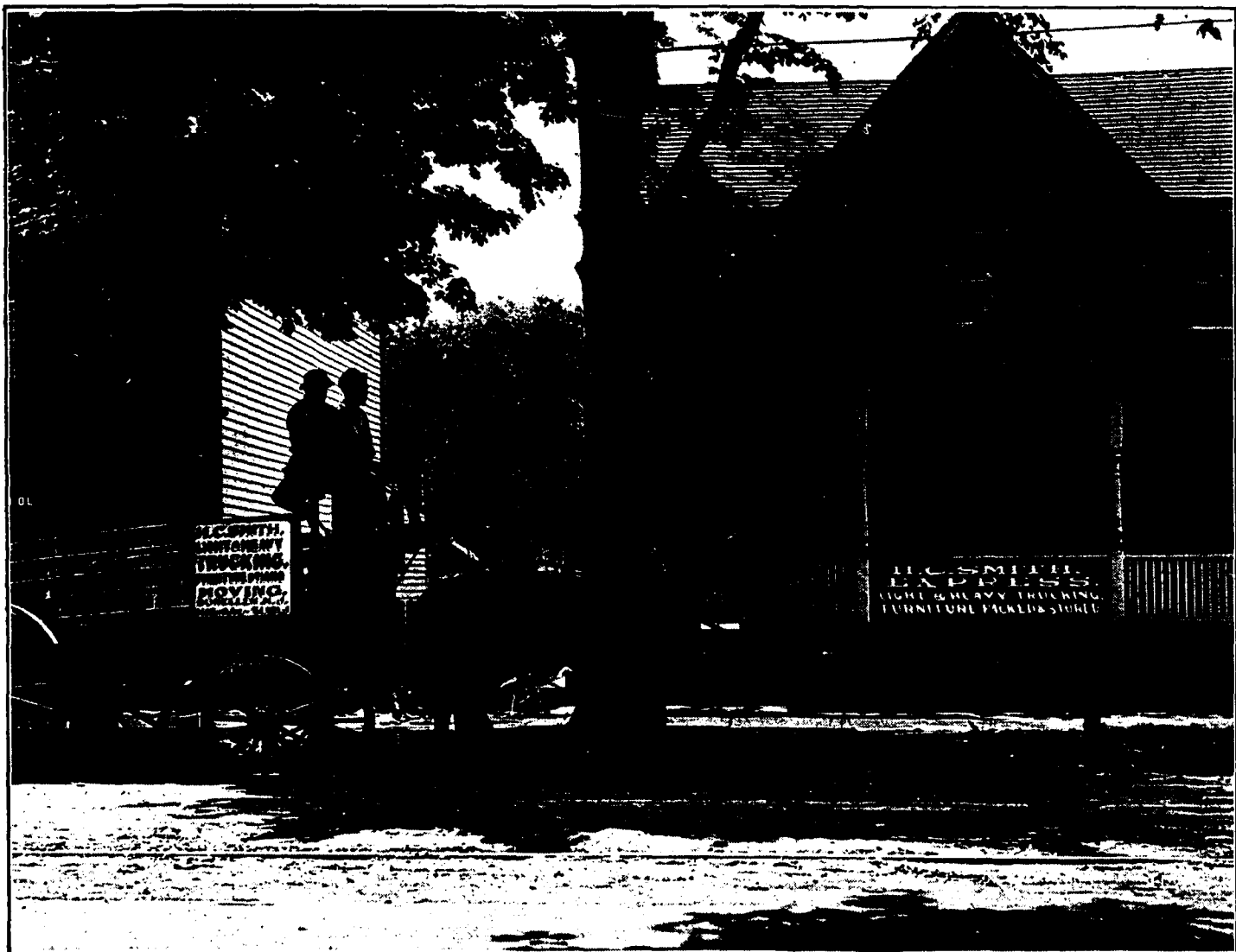
DUNELLEN CONCRETE BLOCK CO.  
Bound Brook Road



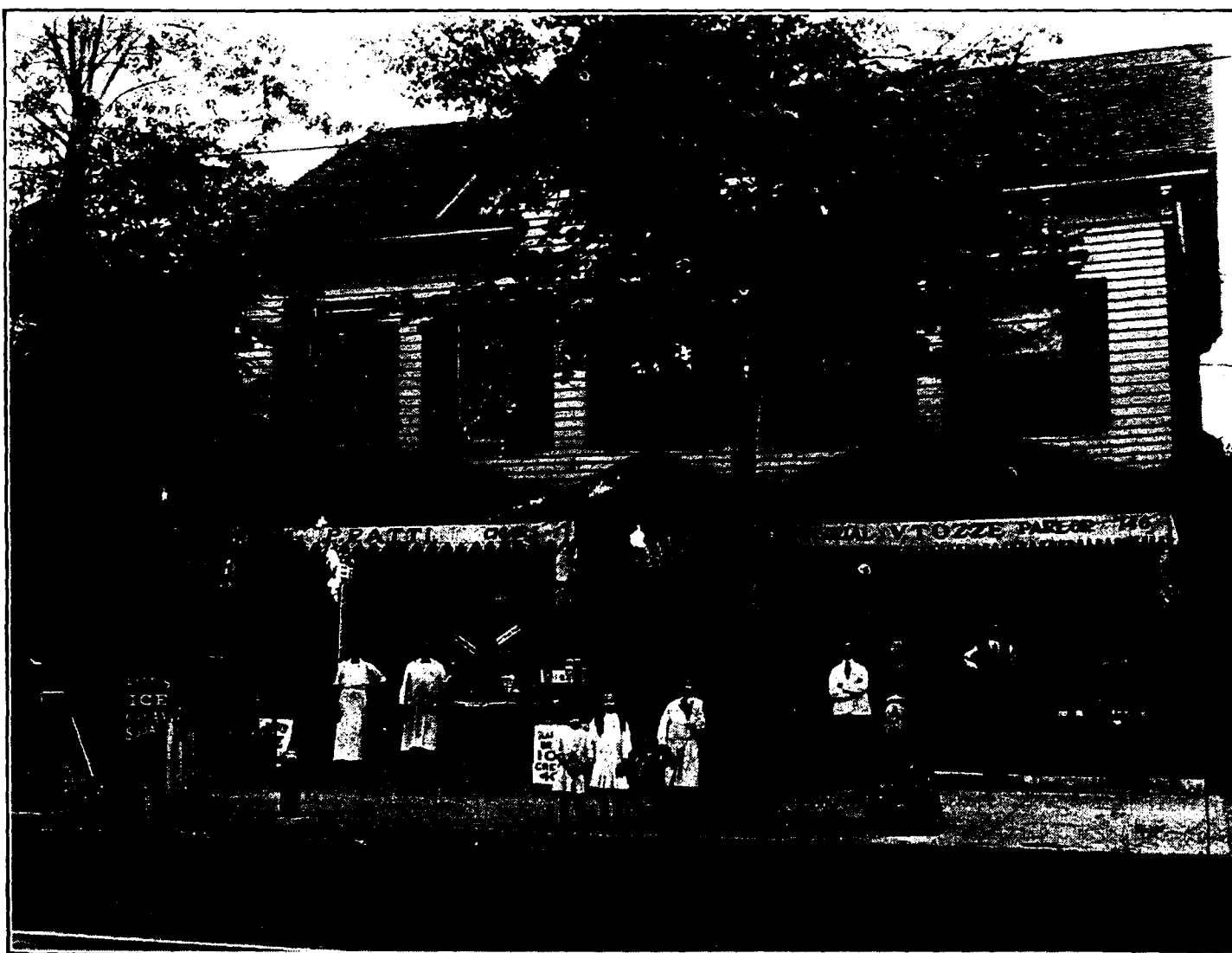
DUNELLEN GARAGE  
Bound Brook Road



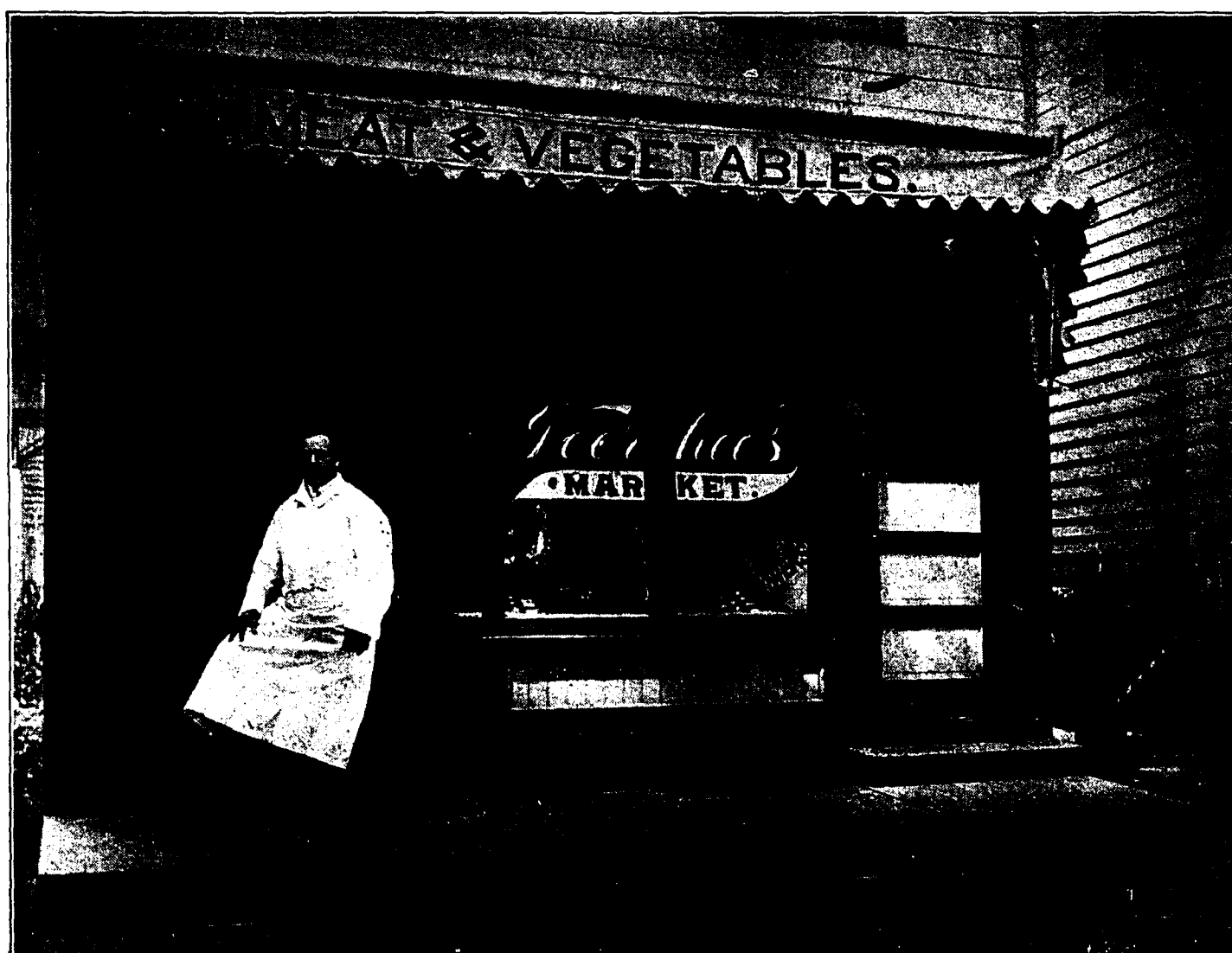
WASHINGTON AVENUE



H. C. SMITH, Express  
North Avenue



RATTI BUILDING  
North Avenue



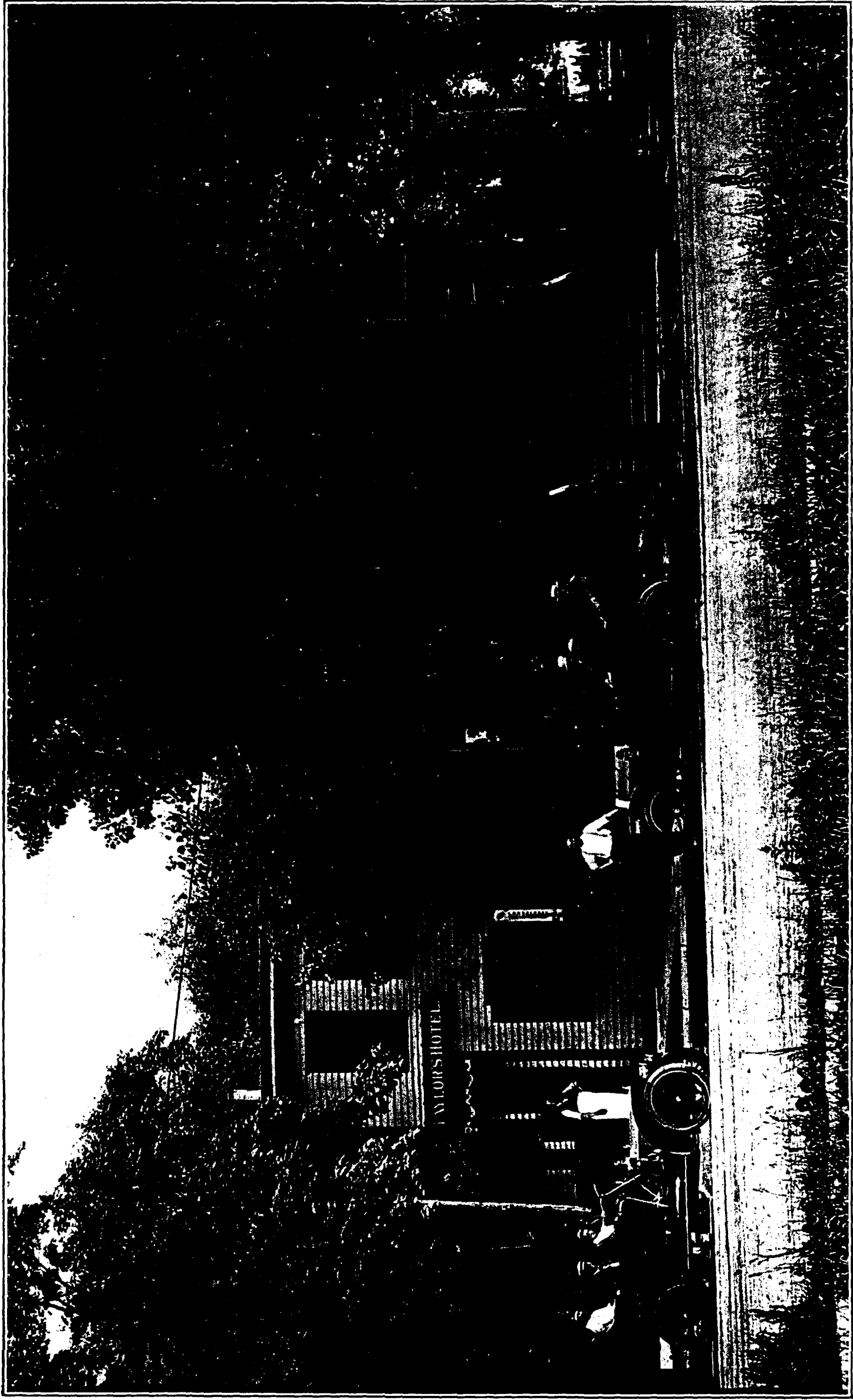
NORTH AVENUE



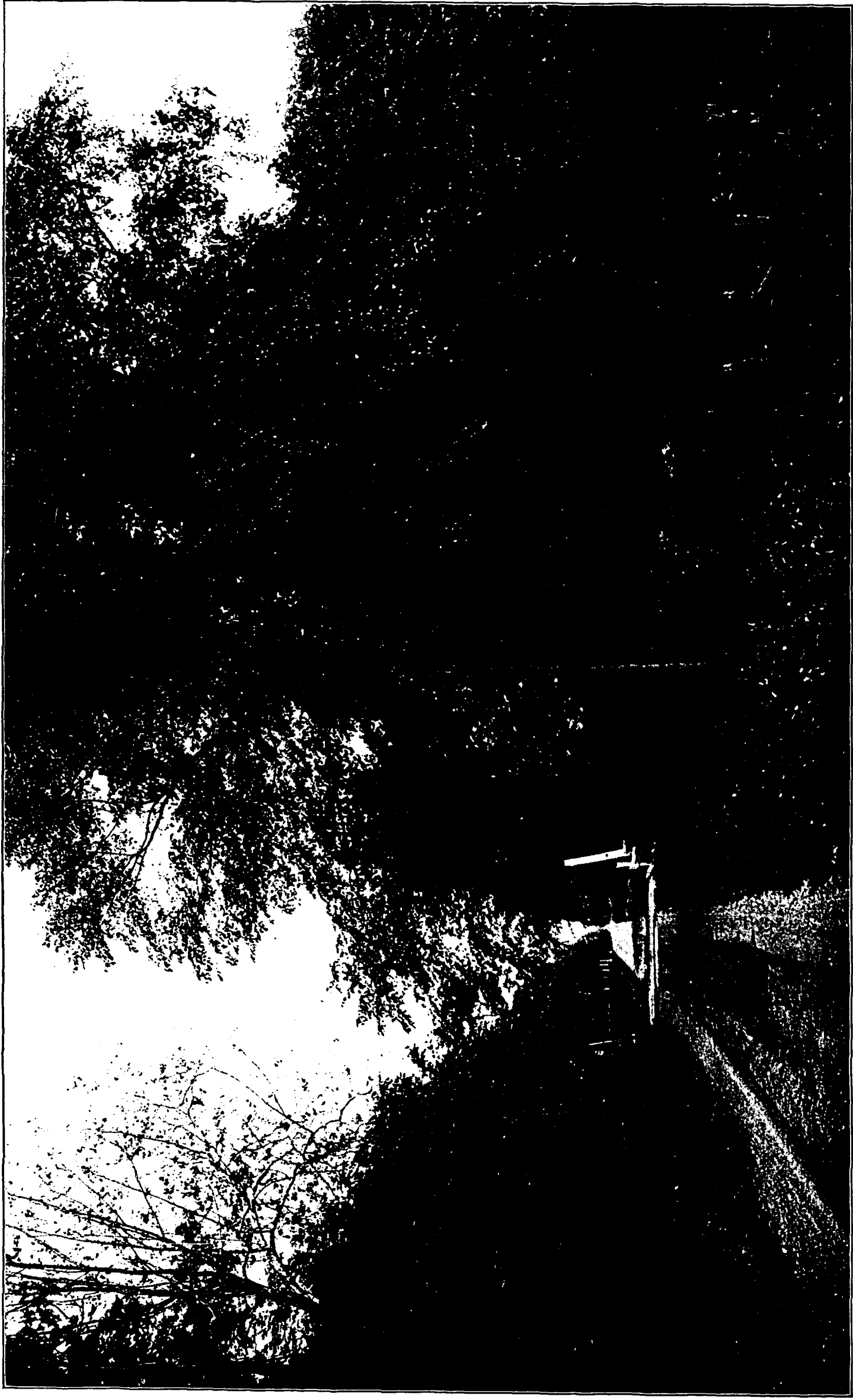
DUNELLEN A. C. BALL FIELD  
Madison Avenue



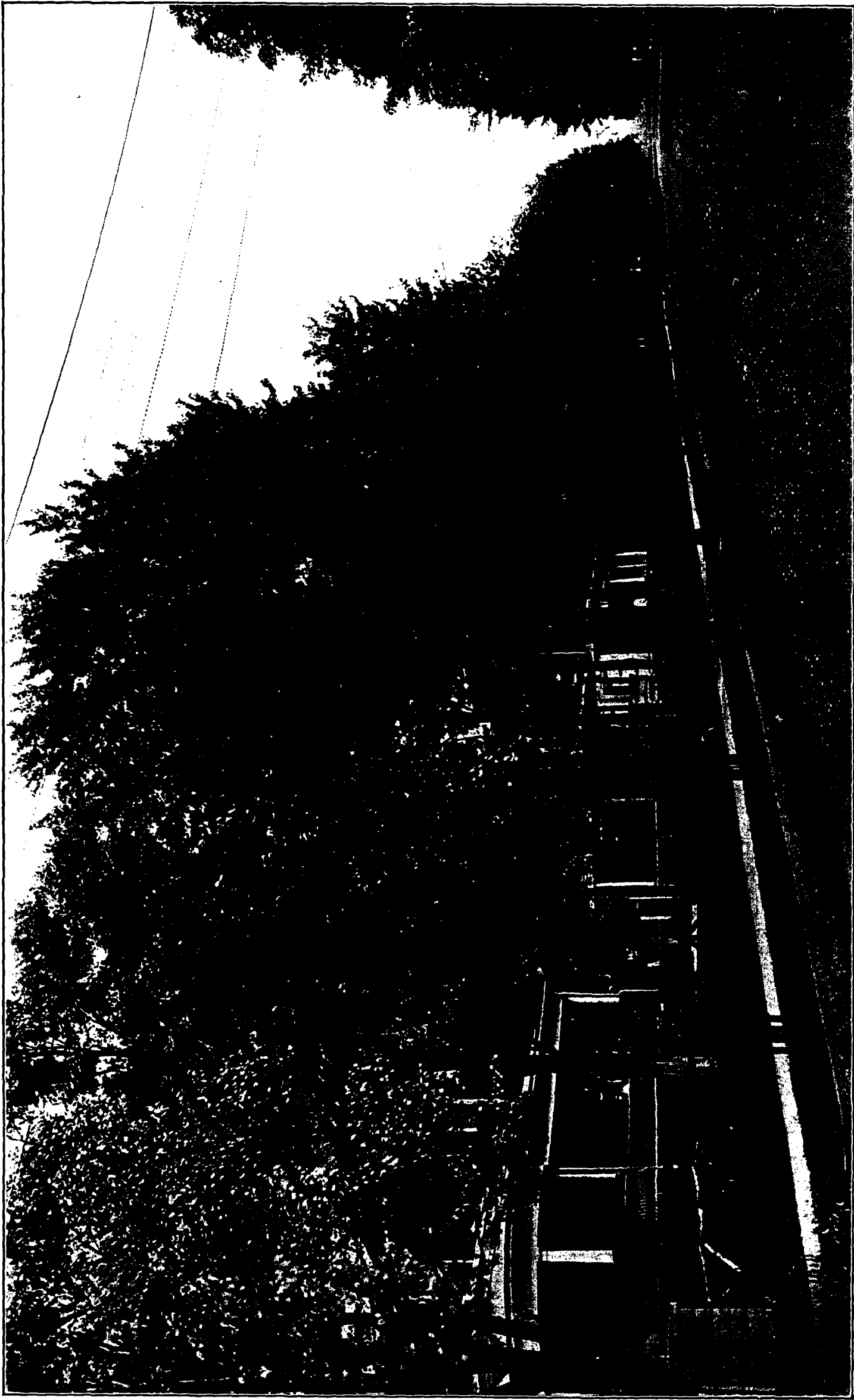
PARK HOTEL, JOSEPH MAIER, Proprietor  
North Avenue



TAYLOR'S HOTEL, WM. H. TAYLOR, Proprietor  
North Avenue



ROAD TO GREEN BROOK



WASHINGTON AVENUE

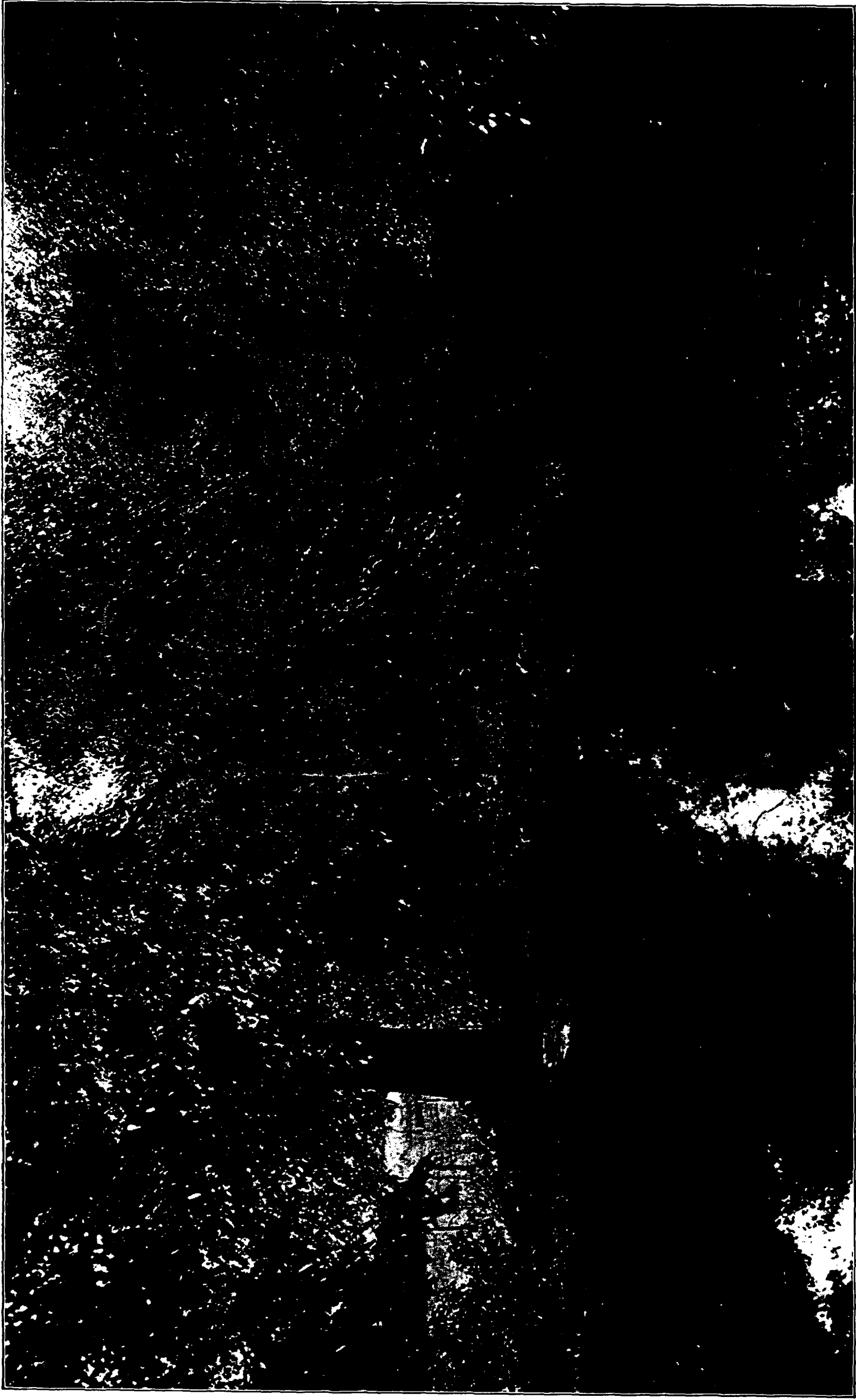
**The  
Philosophy  
of the  
Suburb**

It is doubtless apparent to the reader, that in the foregoing pages a consistent effort has been made to elevate the general tone above the spirit of mere commercialism. Your committee believes that each man upon this planet is endowed, among other things, with the inalienable right to live the little span of his life amid surroundings such as nature doubtless contemplated in planning the habitat of the race: trees waving their green and sheltering arms and making the hottest noon-tide redolent of comfort and of peace; green meads stretching their emerald carpets before the delighted eye; the nestling birds, the freedom and delights of the open; all these are, or should be, the possession of every one, and it is to participation with us in these splendid privileges, that we invite you.

But here, as everywhere, the practical rises coincident with the ethical, and we are not unmindful of the fact that economic reasons of great force and appealing directness exist which make home building in Dunellen most attractive to dwellers in the cities. We refer to the change, startling in its swiftness, which is now coming over this section of New Jersey and developing upon this matchless central plain a great municipality. Central Jersey is a country in process of evolution and in inviting you to make your home in Dunellen we invite you to participate in the creation here of a splendid and mighty suburban city — if the little paradox, for the sake of readiness in comparison, may be pardoned. Great influences have combined to build Dunellen. Such a favorable location can not be found anywhere within a hundred miles of New York—thus the natural advantages are provided. A hegira of the people of New York into the country has started, and the result of these two great influences working together is that our local real estate is in strong demand. Land to-day, in Dunellen, has said farewell forever to the low prices that once prevailed. It is still within the figures available for all home builders, but the wise investor will buy his land now, thus getting in on the ground floor in a double and very practical sense. Our real estate dealers can indicate to you surprising values in local realty, and the personal choice and preference of the individual buyer, both with regard to prices and methods of payment will be consulted, if not in one place, then in another. The point is, that a few dollars of your savings invested here and now mean a constantly enhanced property value to your credit. Moreover, while your property automatically advances in value, you are enjoying the delights of a home in the country, with none of the country's inconveniences and annoyances.

The cry "back to the farm" is all very well as a line of cajolery for the magnates to address to the common people, when they themselves have not the remotest thought of obeying their own dictum. We are prepared to urge the claim that a state of nature is not the ideal condition. It was not until the white man came, cutting away virgin forests and building towns, that civilization began to arise in America. The trouble is that the other extreme has been reached, and the artificiality of the city has become banal. What people desire and need to-day is a condition where they can combine the comforts of urban life and its facilities for doing business with the natural delights of the open. They can not bring the country into the city and therefore they have brought the city into the country. Right here is where a part of the modern problem of congestion of population is being worked out to a happy solution, and a great city of trees and gardens is being rapidly constructed.





GREEN BROOK

Your committee stands today in touch with many propositions for developing Jersey, some of them already made public, and others, of even greater importance, secret as yet, but promising much for our prosperity.

As watchmen in the tower of observation, we declare the future to be bright with promise. Even as Babylon of old, seen from her own encircling walls, appeared like a series of villages embowered amid gardens and trees, so the years to come will find one vast garden city extending from Westfield to beyond Bound Brook with Dunellen as the brightest jewel — an emerald — in the circle of beauty. You now have an opportunity of entering this work among the pioneers and at terms most advantageous to yourself. Dunellen awaits your pleasure.

Issued By  
**THE BOARD OF TRADE**  
DUNELLEN, N. J.  
January, 1911

