NPS Form 10-900
(Oct. 1990)

OMB No. 1024-0018 1054

United States Department of the Interior
National Park Service

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HISTORIC PRESERVATION OFFICE

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or 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 listed in 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 New Jersey Bell Headquarters Building

other names/site number Verizon-New Jersey Headquarters

## 2. Location

street & number 540 Broad Street ☐ not for publication

city or town Newark City ☐ vicinity

state New Jersey code NJ county Essex code 13 zip code 07102

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I certify that this [x] 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

[x] meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant

☐ nationally ☐ statewide [x] locally. ☐ See continuation sheet for additional comments.

Signature of certifying official/Title — Date: Aug 3, 2005

John S. Watson, Jr., Assistant Commissioner Natural & Historic Resources/DSHPO
State or 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 this property is:

[x] 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:) _____

Signature of the Keeper — Date of Action: 9/21/05

New Jersey Bell Headquarters Building
Name of Property

**Essex Co., New Jersey**
County and State

## 5. Classification

**Ownership of Property**
(Check as many boxes as apply)

- [x] private
- [ ] public-local
- [ ] public-State
- [ ] public-Federal

**Category of Property**
(Check only one box)

- [x] 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/Trade-Business-Office Building

**Current Functions**
(Enter categories from instructions)

Commerce/Trade-Business-Office Building

## 7. Description

**Architectural Classification**
(Enter categories from instructions)

Modern Movement-Art Deco

**Materials**
(Enter categories from instructions)

foundation Concrete
walls Brick/Sandstone
roof Asphalt
other

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

New Jersey Bell Headquarters Building
Name of Property

Essex Co., New Jersey
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.)

- [x] **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.
- [x] **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**
(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)

Architecture; Commerce; Communications

**Period of Significance**

1929-1952

**Significant Dates**

1929

**Significant Person**
(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Ralph Walker, Voorhees, Gmelin & Walker

**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):**

- [ ] 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:

_____

New Jersey Bell Headquarters Building
Name of Property

Essex Co., New Jersey
County and State

## 10. Geographical Data

**Acreage of property** 1.00 acre

**UTM References**
(Place additional UTM references on a continuation sheet.)

| | Zone | Easting | Northing | | Zone | Easting | Northing |
|---|---|---|---|---|---|---|---|
| 1 | 18 | 570160 | 4510560 | 3 | | | |
| 2 | | | | 4 | | | |

☐ 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 John M. Tess, President of Heritage Consulting Group and William G. MacRostie, Principal of MacRostie Historic Advisors, LLC

organization MacRostie Historic Advisors LLC date Feb. 7, 2005

street & number 1111 14th St. NW, Suite 610 telephone (202) 789-0004

city or town Washington state DC zip code 20005

## 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 the SHPO or FPO.)

name Thomas F. Doherty, Verizon New York, Inc.

street & number 2980 Fairview Park Drive telephone (703) 204-5794

city or town Falls Church state VA zip code 22042

The 1929 New Jersey Bell Headquarters Building is located at 540 Broad Street at the north end of the central business district of Newark, New Jersey. Specifically, it is located on Block 24, Lot 29 in the City of Newark, Essex County, New Jersey. The building was designed by Ralph Walker, of the New York architectural firm of Voorhees, Gmelin and Walker, as the headquarters building of New Jersey Bell Telephone Company.

The building may be categorized as **MODERN MOVEMENT – Art Deco** Style of architecture. The building is eligible for listing in the National Register under Criterion "C" as a superior example of the Art Deco Style in Newark, and under Criterion "A" for its association with New Jersey Bell Telephone.

**Setting**

The 20-story New Jersey Bell Telephone Headquarters is located north of downtown Newark in an essentially urban commercial setting. It is located at the south end of a full city block bounded by Broad Street on the west, Lombardy Street on the south, Atlantic Street on the east and Bridge Street at the north.

The building is set on a flat, roughly one-acre rectangular plot. Built to the lot line, the building fronts onto Broad Street with a 141-foot façade that runs north to south. It is built to the lot line on the south along Lombardy Street. It runs 235 feet east and west, leaving a setback of approximately 75 feet at the east facing onto Atlantic Street; the intent of this setback was to provide space for future vertical expansion. This setback is paved and currently used for parking.

The building faces west across Broad Street and overlooks Washington Park. Extant at the time of construction, Washington Park is a 3.3-acre triangular shaped greenspace, once a city market, redesigned in the romantic landscape tradition of the early 20th century featuring monumental sculptures by J. Gutzon Borglum and others. The park's longest leg runs along Broad Street; the New Jersey Bell Headquarters is located at the southern end. Across the park were (and are) the Globe Indemnity Insurance Building, Newark Museum and the Newark Public Library. New Jersey Bell executives paid special attention to fit their headquarters into the context of those buildings. Today, in addition, the surrounding area is predominately commercial. On the same block to the north of New Jersey Bell is the IDT Corporate Building. Immediately to the south, across Lombardy Street is 550 Broad. At the northern apex of Washington Park is One Washington Park. Immediately to the east of New Jersey Bell is a surface parking lot.

**Structure**

The New Jersey Bell Headquarters Building has a steel frame building with concrete footings. It required 4,850 tons of steel girders, 66,000 rivets, and 18,500 bolts. It rises 275 feet above the curb line. The basements are 30.5 feet deep and the foundation is 55 feet deep. In form, it is an "L" with a recessed light court on the interior; expectation was that expansion would create a side facing "U" at the east matching that of the west. Its mass is organized into a series of setbacks that vary by elevation, creating numerous planes and angles that change with shifting views.

**Exterior**

The building faces west onto Broad Street. That facade is 141 feet running north and south. The ground floor is enlarged to form a pedestal for the building. It is divided into 7 equal bays with the two outermost bays being slightly recessed, rusticated in Glenmont sandstone with pronounced horizontal lines and capped with decorative floral frieze. The central bay serves as the main entry to the building. From an elaborately decorated

surround, the entry has polished stone walls and a walnut ceiling with a stylized Art Deco sunrise pattern. This leads to a series of brass-framed glass doors with a large overlight with decorative brass styling. The alcove, which is intact, has since been enclosed with an additional set of brass doors flush with the building's façade.

Above the ground floor, the west façade is divided into 12 equal bays. These bays are articulated and massed to create a strong vertical image. The recessed flanking bays on the outside have a skin of Glenmont sandstone and rise 14 stories (from the ground), set back one bay and then rising an additional three stories with a buff brick skin. The central core contains 10 bays rising 17 stories, set back one bay and then rising an additional three. Pronounced buff-brick pilasters separate each bay. The pilasters in the central core are fluted from floors 2-4 and capped with massive sandstone figure reliefs designed by Edward McCartan. These figures typify the human service of the telephone company and represent a lineman, residential customers, an operator and a repairman. (See photo # 19.) Between the pilasters are sandstone panels with bronze floral designs. Cast stonework panels are located between the pilasters at the 5th floor and along the parapets. (See photo #s 1, 5-7, and 20.)

The south elevation faces Lombardy Street. It is composed of nine bays: the southwest corner bay, clad in sandstone and set back at the 14th floor, and eight bays of first floor storefront windows each corresponding to two smaller windows in the floors above. The first floor base on this elevation is also clad in sandstone to match the west elevation. Piers between windows on the upper floors are buff brick. Ornamentation includes a floral frieze in the sandstone above the first floor windows, bronze mullions and floral window ornamentation at the first floor, and Deco cast stone designs in panels between piers at the 2nd floor and along the parapets of the upper floors' setbacks. Setbacks occur at the 13th floor for the six easternmost bays, the 14th floor for the southwest corner bay, and again at the 17th floor for all eight eastern bays. (See photos #s 2, 4.)

The east (rear) elevation is clad entirely in buff brick save a one bay return in the southeast corner of the first floor, which is sandstone to match the south elevation, and the cast stone Deco ornamentation at parapet levels. The east elevation piers are uninterrupted in their rise; this elevation does not step back. The south elevation's setbacks, however, create a stair-stepped profile for the east elevation. (See photo # 3.)

The north elevation is built against an adjoining building that covers floors 1-4. The northwest bay, like the southwestern corner, is set back at the 14th floor and clad in sandstone. The remaining bays are clad in buff brick with a setback at the 17th floor. Cast stone ornamentation continues at parapet level. (See photo # 7.)

**Interior**

In total, the building has 435,000 square feet of office space on 20 floors. Floors are "L" shaped; the long-term expectation was that the 75 feet to the lot line on the east would be built out as an expansion, transforming the "L" into a "U". That expected expansion never occurred; where the elevator core was intended to be in the

center of the building; it is in fact toward the east.

In developing the building, the owner was very thoughtful regarding layout, ornamentation for public space and efficiency for non-public spaces. The two basement floors contained boilers and equipment, but also a kitchen and cafeteria for the 2,500 workers. The first floor contained the public business offices, telephone display areas and a 400-seat auditorium. Floors 2-8 and 10-17 were non-public office space, generally in an open floor plan for flexibility. (See Attachments A and B.) The 9th floor was the medical department, complete with x-ray machines. The 18th floor featured two large classrooms seating 168. Floors 19 and 20 were reserved for the executive offices.

With a 22-foot ceiling, the lobby space is the most elaborate public space, composed of three rooms of increasing size from the west entrance toward the east (rear) wall. The walls are lined with pink veined St. Baume marble with burgundy Rouge Antique marble accents. Floors are gray and rose terrazzo with bronze strips. The first room has a slightly arched ceiling with geometric patterns along the edges. Variations on these patterns are found in a bronze cornice on the western wall above the main entrance, and in central bronze pendant designs on the side walls atop vertical strips of inlaid Rouge Antique marble. Web-like bronze grillwork with floral designs above the entrance matches that of the exterior. An open double doorway from this room leads into a public telephone room; this doorway is framed in bronze with geometric and floral designs, flanked by bronze sconces and topped with a bronze and glass lighted sign that reads, "Public Telephone." (Photo # 8.)

The second room is larger. Wall treatment is similar to that of the first room—lobby walls are not continuous but divided into vertical sections of varying widths set back or forward slightly from one another. Two single bronze doors open off both the north and south walls of this room, each with bronze floral motifs and lighted signs above. Four massive geometric bronze floor lamps stand in this room—one near each door. The ceiling is a highly textured geometric relief pattern. As architect Ralph Walker observed, "The treatment of the walls and ceilings recalls the many planes of the exterior and tends to give a sense of larger space"

The third and final lobby room is the largest and most ornate. From this room open four double doorways: two open on the south wall leading to the two elevator banks and two with heavy bronze double doors opening into the auditorium to the north. All four doorways have Rouge Antique marble and extensive floral and geometric bronzework over the doors. Six narrow bands of bronze carry this motif from each doorway up the wall and across the slightly arched ceiling to join with the opposite doorway. A large terrazzo mural by painter and decorative artist, Alfred E. Floegel graces the far eastern wall. It features a male figure holding a telephone handset and cables encircling a globe, symbolizing humankind's control over worldwide communications. The globe is rendered in tan and deep red. Above the scene are stylized clouds grading from dark red to pink, and a gold and yellow star. The man is a dark cream against a blue and deep red background of a repetitive geometric telephone pole and cable design. (Photo # 15.)

There are two banks of six elevators, one bank providing service to the 11th floor and the other express service for 11-20. (See photo #s 16 and 17.) Each features pink veined St. Baume marble walls, bronze wall sconces, geometric relief plasterwork on the ceiling, and bronze elevator doors topped with Rouge Antique marble and stylized bronze floral motifs. A small bronze and glass sign reading, "This car up" extends from above each elevator door—a green backlight illuminates these words when a car arrives. A large bronze panel on the southern wall of each elevator has six sets of lighted numbers corresponding to each building floor to follow the location of each elevator. The auditorium, complete with stage, is treated in green, black and silver, with metal work of Benedict nickel. Also on the first floor is the public office where the 22-foot first floor ceilings allowed a mezzanine to house clerical staff associated with the public office.

The remaining office floors are utilitarian in nature with open floor plans: the elevator banks, stairs, restroom, and corridors are grouped in the center of the building to provide natural light to work areas. Elevator lobbies and corridors on the upper floors are unornamented save tan marble wainscoting. (See photo # 9.) The 19th and 20th floors are the executive floors containing the President's office and anteroom, the Board of Directors' Room, and other offices and conference rooms for executives. These floors feature marble and walnut accents. The heavy wooden office doors are framed with simple geometric designs in Rouge Antique marble in the corridors and walnut in the office interiors. The 20th floor elevator lobby is lined with pink veined St. Baume marble with Rouge Antique accents and floor, and bronze elevator door surrounds. The elevator lobby on the 19th floor has Rouge Antique and Pink St. Baume marble wainscoting and a tri-colored terrazzo floor. The President's office and anteroom and Board of Directors' Room are paneled in American Black Walnut with fireplaces of Rosato marble and specially crafted fixtures and hardware. (See photo #s 10-14 and 18.)

**Alterations and Integrity**

Used as headquarters for New Jersey Bell and its successor companies (Bell Atlantic and Verizon) for over 70 years, the New Jersey Bell Headquarters Building displays integrity of location, design, materials, workmanship, feeling and association. The building remains situated near the Globe Indemnity Insurance Building and Newark Public Library and continues to overlook Washington Park. Although some alterations to the building have been made, the building retains most of its historic fabric and workmanship. Within the last 30 years, a metal screen was installed to enclose mechanical equipment and cooling towers on roof of the loading dock at Atlantic Street. In ca. 1985, upper floor windows and brick spandrel panels were replaced with new aluminum window systems and aluminum spandrel panels. However, with the exception of replaced brass doorway systems at two bays, both the Broad and Lombardy Street elevations' ornamental bronze storefront systems remain intact. Some storefronts on Lombardy Street have received infill panels, however, most Lombardy Street storefronts at mezzanine level retain their original bronze operable hopper windows. Sandstone figure reliefs and the brick face have recently been selectively repointed and re-caulked; they are in good condition although minor environmental degradation has occurred over the years. Interior alterations over the years

included addition of acoustical ceilings, replacement of original finishes and fixtures, and addition of partition walls in some areas. In a 2001-2003 rehabilitation, floors 2-16 were laid out in an open plan fashion and received modular workstations, but original marble wainscoting and terrazzo flooring in all elevator lobbies has been retained. Moreover, the original executive offices on floors 19 and 20 have also remained largely intact. The 20th floor in particular retains its original plan, marble trim, wood paneling and fireplace. The interior ground floor also continues to display its original workmanship with its marble walls, bronze wall sconces, relief plasterwork on the ceiling, ornamented bronze elevator doors, and the Floegel mural all largely intact and in good condition. A symbol of New Jersey's progress in telephone expansion and advancement at the time of construction, the building continues to reflect New Jersey Bell's (and now Verizon's) association with and preeminence in the world of telecommunications.

The 1929 New Jersey Bell Headquarters Building in Newark is a superior example of the Art Deco Style in New Jersey, certainly one of the best examples of the style as applied to a skyscraper office building. The building was designed by Ralph Walker of the New York architectural firm of Voorhees, Gmelin and Walker, a firm known for its work designing buildings for the Bell system. The building is of statewide significance both for its architectural design and for its association with the central operations of one of New Jersey's most important corporations in the communications field. It meets National Register Criterion "C" for architecture and Criterion "A" for communications.

## HISTORY OF THE BUILDING

> The New Telephone Headquarters Building typifies the progress of New Jersey. A thing of beauty, it is built not only for today, but to meet the requirements of the expanding future. It is a result of what has been taking place in New Jersey and anticipates what will come to pass. It houses the central direction of a tool of society that serves all the people of the state intimately and constantly, and helps to promote their welfare. In its conception and in its use, it stands a public expression of faith in the state and in the power of telephone service to aid its development.
>
> -Chester Barnard, President[1]

This statement was made by New Jersey Bell's president at the opening of the New Jersey Bell Headquarters Building in 1929. Four years earlier, Walter Gifford, newly elevated to the presidency of AT&T (of which New Jersey Bell would be a wholly owned subsidiary) decided that AT&T and the Bell System should redouble its efforts at creating its stated goal of universal telephone service in the United States. Telephone expansion in the United States was rapid – in the decade of 1894 to 1904, the number of telephones on operation grew from 285,000 to 3.3 million. Yet, this only represented less than 4% of the U.S. population. At the same time, AT&T was developing business opportunities in Europe and around the world, fragmenting its corporate focus. In short order, Gifford sold the International Western Electric Company to the newly formed International Telephone and Telegraph Company (ITT) for $33 million and concentrated on creating a legally sanctioned regulated monopoly. The basis of the Bell System was the acceptance that this technology would operate most efficiently as a monopoly providing universal service; the United States government accepted this principle, initially in a 1913 agreement known as the Kingsbury Commitment. As part of this agreement, AT&T agreed to connect non-competing independent telephone companies to its network.

With the infusion of cash, AT&T embarked on a formalized structure of geographically based wholly owned operating companies. Delaware & Atlantic Telephone & Telegraph, which became a wholly owned subsidiary of AT&T in 1904, was reorganized into New Jersey Bell on October 1, 1927, and at the same time, acquired the New Jersey properties of New York Bell.

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[1] R. T. Walker, "Architecturally Expressed," New Jersey Bell Telephone Company. The New Jersey Bell 2 (April 1929): 8.

## Construction of the New Jersey Bell Headquarters Building

Even as this reorganization was unfolding, Delaware & Atlantic executives were contemplating a headquarters building -- a single location where contact among different departments would be close and where expansion could be accommodated. In the mid-1920s, AT&T was a growing enterprise of over 10,000 employees with over a thousand in administration. These employees were located in three offices: 1060 Broad Street, 309 Washington Street and 281 Washington Street. The corporation acquired a parcel -- approximately one acre in size on Broad Street -- north of downtown Newark, but within a five-minute walk of transportation lines radiating from Newark. The parcel was bounded on three sides by streets, providing superior light and ventilation; it also fronted onto Washington Park, which provided light and ventilation, as well as an opportunity for a more dramatic design.

At the time, New York Telephone was working with Ralph T. Walker of the McKenzie, Voorhees and Gmelin firm on its headquarters building. The architectural firm specialized in part on telephone facilities and was responsible for literally hundreds of structures around the country. Ralph Walker joined the firm in 1919 and the New York Telephone headquarters was one of his first assignments; construction started in 1923 and when completed was immediately heralded as an icon of, "American Perpendicular" architecture. Thus, in selecting an architect for the New Jersey Bell headquarters project, it is not surprising that Walker and his firm were chosen.

Working with New Jersey Bell executives, Walker designed a building similar in concept to the New York Telephone building, that is, with an emphasis on the vertical and massing framed by setbacks. The height of the building was determined by local zoning. Corporate planning opted to develop on ¾ of the plot with the intent of design to allow another 40% of useful floor area as necessary. It was designed exclusively for office use in accordance with the best modern office building practices. Most floors were eleven feet in height and designed for a load of 60 pounds per square foot. Floor plans concentrated elevators, stairs, lavatories and other elements that could successfully be artificially lit and ventilated in the center of the building, leaving the entire perimeter space for offices. As a result, all of the office space has outside light and there is practically no space more than thirty feet from the windows. Special decorative treatments were concentrated on the entrance lobby, business office and executive offices (19th and 20th floor). The remainder of the space was laid out with few partitions to allow efficiency and "flexibility."[2] Finishes were designed with the intent of enhancing the appearance and maintenance. A restaurant was placed in the basement, both for the conveniences of handling supplies and since many employees would wish to leave the building after using it during the noon hour. The assembly hall was placed on the ground floor to minimize elevator use and to allow for a more effective after hour use. By contrast, the medical department and rest room were located on the 9th floor to provide, "quietness" and a central location.[3] The building contained no telephone switchboards or operating equipment, and the special construction features embodied in most telephone buildings for these purposes were eliminated.

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[2] Walker, p. 8.
[3] McRae, G. W., "Planning Our Building," New Jersey Bell Telephone Company. The New Jersey Bell 2 (April 1929): 10.

Work on the site began on May 4, 1927 with demolition of a four-story commercial building and flanking townhouses. Excavation followed the next month, with actual construction of the foundation beginning July 6. Steel framing began on April 2, 1928 with the driving of the first rivet. Turner Construction Company of New York City was the contractor.

Construction moved extraordinarily fast. By December of 1928, New Jersey Bell – working with New Jersey Warehouse Company -- began orchestrating 23 separate evening or weekend moves. These moves included not only moving staff into the new headquarters, but also relocating departments to some of the vacated space on Washington and Broad Streets. In total, New Jersey Warehouse moved 2,500 employees of which 1,500 went to the new headquarters. In 1000 truckloads, they moved 15,000 pieces of furniture.

New Jersey Bell held an official headquarters opening on April 4, 1929. The celebration included a, "Greater New Jersey Night" radio program sponsored by the State Chamber of Commerce and broadcast from the building's new auditorium. The program featured Concert Soprano Anna Case who sang a new song for New Jersey. US Ambassador to Mexico Dwight Morrow via telephone from Mexico City and Governor Morgan Larson were also featured. The program included telephone links with meetings in Atlantic City, Camden, Jersey City, Newark, Paterson and Trenton, as well as a telephone call from land to an airplane in flight.

Eventually, the headquarters would house a population of nearly 3,000 workers. The building has remained the center of New Jersey operations for New Jersey Bell and its successors, Bell Atlantic and Verizon.

**Voorhees, Gmelin & Walker**

Ralph T. Walker, of the firm Voorhees, Gmelin & Walker, designed the New Jersey Bell Telephone Headquarters Building. The roots and success of Voorhees, Gmelin & Walker are intimately tied to the telephone industry. The firm's founding partner, architect Cyrus LW Eidlitz (1853-1921) was commissioned to design the Metropolitan Telephone Building in New York City in 1885. Joining with structural engineer Andrew C. McKenzie (1861-1926) in 1902, Eidlitz with McKenzie then designed for the Western Electric Company. The telephone company commissions notwithstanding, the firm's most noteworthy building in the early years was the New York Times Building (1903-05). Eidlitz retired in 1910 and McKenzie joined with Stephen Voorhees (1878-1965) and Paul Gmelin (1859-1937). Voorhees had trained at Princeton University as a civil engineer. The German-born Gmelin was a designer who is credited with much of the original design of the Times building (Times Tower). Both were working at Eidlitz & McKenzie when Eidlitz retired.

Like its predecessor firm, the first work of Mckenzie, Voorhees, Gmelin was a telephone company commission -- the American Telephone & Telegraph's Long Distance Building (1911) in New York. Within a couple of years, the firm had completed a total of 32 new telephone buildings in New York, as well as subsequent telephone company work in Washington, D.C., Albany, Buffalo and Newark. In 1926, Mackenzie died at the

age of 65. Ralph T. Walker took his place in the firm with the subsequent change of the firm's name.

**Ralph T. Walker (1889-1973)**

Ralph Walker was born in Waterbury, Connecticut in 1889. At age 18, he apprenticed for two years (1907-09) with the Providence, Rhode Island architectural firm of Hilton & Jackson, and followed the apprenticeship with special studies at the Massachusetts Institute of Technology. From 1911-1913, Walker studied with Francis Swales (1878-1962) in Montreal and briefly established a practice in Boston with James Ritchie in 1913. During World War I, he served in France as a member of the U.S. Army Corp of Engineers. Following the war, Walker toured Europe for three years as a Rotch Traveling Scholar. Upon his return to the United States, Walker worked briefly with New York firms of Bertram Grosvenor Goodhue, and York & Sawyer.

Walker joined Mckenzie, Voorhees and Gmelin in 1919. One of his first assignments was the Barclay-Vesey Building for the New York Telephone Company. Designed in 1923 and completed in 1927, the 32-story Manhattan skyscraper (with office space for 5,000 workers) is considered to be the first Art Deco skyscraper and received the Gold Medal from the Architectural League of New York in 1927. The work, and subsequent designs including the New Jersey Bell Headquarters Building, established Walker's reputation as a preeminent designer of Art Deco skyscrapers.

Walker was a prolific architect, working nearly exclusively for corporate clients, and specializing in the design of buildings for AT&T. Subsequent major telephone commissions included:

Chesapeake & Potomac Telephone Building (Washington, D.C., 1928)
New York Telephone Building (New York, 1930)
Long Distance Building Addition (New York, 1932)

Other corporate clients included Irving Trust, Bank of New York, Prudential Insurance, Genesee Valley Trust, Travelers Insurance, Western Union, General Foods and IBM. He also was responsible for several pavilions at the 1933-34 Chicago Century of Progress International Exposition and the 1939 New York World's Fair, as well as academic buildings at Harvard, Princeton and MIT.

Walker served as president at the state and national levels of the American Institute of Architects, served on the President's Commission of Fine Arts, and in 1957 was awarded the AIA Centennial Gold Medal. He was also a popular speaker and prolific writer of architecture. Walker retired in 1958 and died in 1973.

In commenting on the design of the New Jersey Bell Headquarters Building, Walker and his associates were particularly fond of their efforts to blend new modern design into an existing context:

In viewing this building from across Broad Street, or farther back in Washington Park, you will notice a

> very definite monumental feeling is obtained in the stone treatment of the lower floors, which brings it in line with the dignified treatment of the newer buildings already erected across the Park, and which will make it a part of a very fine encircling treatment if the present standard is maintained.[4]

At the same time, the architects were quite proud of the building's representation as a statement of the telephone industry:

> The telephone is one of the causes, and its development to the present point, one of the results of our complex modern civilization, and in finding expression of this modernity we have cast aside traditional forms and obtained the desired dignity and depth of shadow through the use of sculptured masses which serve as the base for the long vertical lines of the main shaft. These masses terminate in human forms, which, taken in succession, tell a part of the story of the work done in this building: the operator, the clerk, the lineman, and even the subscriber are represented.[5]

## Artwork in the New Jersey Bell Headquarters Building – The Artists

### *Edward McCartan*

Edward McCartan (1879-1947) executed stone relief sculptures for the west façade of the New Jersey Bell Headquarters Building. Considered, "one of the great American artists," McCartan is reknowned for, "idealizing the human form through his skilled craftmanship."[6]

McCartan was a New York State-based artist strongly influenced by French Sculptor Jean-Antoine Houdon. Born in Albany, New York, McCartan moved to Brooklyn while still in his teens. As a young adult, he studied at the Pratt Institute under sculptor Herbert Adams and was also trained by George Grey Barnard and Hermon Atkins MacNeil at the Arts Students League. One of his first commissions was a monument dedicated to Benito Juarez for the city of Monterey, Mexico (commissioned in 1906). McCartan studied at the Ecole des Beaux-Arts in Paris and at the American Academy of Rome. When he returned to New York in 1910, he worked under Karl Bitter. It was at this time that he created a 56-inch garden sculpture of *Pan*. *Pan* was exhibited at the National Academy of Design and the Panama-Pacific International Exposition in San Francisco. This sculpture, as well as his, "signature piece," *Diana* and the many smaller and varied versions of her earned him great recogmition. He and his work, in fact are often associated with Greek mythology and expressive ornamented nature. Additional well-known works include a memorial to poet Eugene Field (Chicago) and a Packard Car Company hood ornament. He branched into the architectural world in 1928, with his sculptures ornamenting the clock above the New York Central Building, and pediments ornamenting Lafayette College (Pennsylvania), and the Department of Labor and Interstate Commerce (Washington, D.C.). His work for New Jersey Bell

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[4] Albright, Edgar. "New Jersey Bell Telephone Building as an Example of Modern Building Design." Illuminating Engineering Society. Transactions (May 1930), p. 486. Edgar Albright was an architect with the firm Voorhees, Gmelin & Walker.
[5] *Ibid.*
[6] "Biography," Edward McCartan. http://www.edwardmccartan.com/BIO.html. Accessed 11 January 2005.

Telephone Company headquarters followed. In 1944 McCartan was inducted into the American Academy of Arts and Letters in 1944. He died in 1947.

***Alfred E. Floegel***

In the New Jersey Bell Headquarters Building lobby, Alfred E. Floegel (1894-unknown) created a six and a half -foot wide terrazzo wall decoration depicting the "Telephone Spirit," -- a figure holding a telephone and cables circling the world, symbolic of mankind's control of worldwide communication.[7]

The son of a lithographer, Floegel was born in Germany in 1894. As a teen, he worked for a church-decorating company. He later worked on freight ships, but practiced his artistic skills in his spare time by painting watercolors. He established himself in New York in 1913 and peddled his watercolors on Fifth Avenue. He later studied at the New York School of Industrial Art, the Beaux Arts Institute of Design, and earned a fellowship in 1922 to the American Academy in Rome.[8]

After returning from Europe, Floegel was hired by Ralph Walker to develop a cloisonné terrazzo wall decoration for the lobby of the New Jersey Bell Headquarters. The use of the material for this purpose was unusual. At Walker's request, Floegel made several sketches of possible treatments for the oversized panel, and then a full size cartoon of the figure with telephone and cables circling the world. This cartoon was turned over to Del Turco Brothers of Newark who executed the design in terrazzo.[9] Floegel also designed numerous plaques for the building. All were executed in cement inlaid with terrazzo -- their designs included the varying uses of the telephone in emergencies as well as an idealized telephone operator. During the 1930s, Floegel worked as a WPA/FAP artist, continuing his mural work in New York. Murals of his can be viewed at the Y.M.C.A. in Harlem and the De Witt Clinton Highschool in the Bronx.

**New Jersey Bell Telephone Company / AT&T**

"The people of New Jersey are now served by one statewide telephone company . . . It receives the full aid of the great business and technical organizations of the American Telephone & Telegraph Company and the Bell Telephone Laboratories, Inc."[10] Since construction, the 20-story headquarters building at 540 Broad Street has been the heart of New Jersey Bell's (now Verizon) statewide operations, overseeing seven decades of growth and technological advancements in the telecommunications industry.

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[7] Reid, Kenneth, "Terrazzo for Wall Decorations," n.d., p. 481. Photocopied article located in The New Jersey Information Center archives, Newark Public Library, Newark, New Jersey.
[8] "Public Art in the Bronx – Biographies," City University of New York. http://bronxart.lehman.cuny.edu/pa/biography.htm. Accessed 8 December 2004.
[9] Reid, p. 481.
[10] *"New Jersey's New Bell Telephone Company,"* published by New Jersey Bell Telephone Co., n.d., pamphlet located in The New Jersey Information Center archives, Newark Public Library, Newark, New Jersey.

The roots of New Jersey Bell can be traced to 1875 when Alexander Graham Bell, who was working in his laboratory at night while teaching speech to the deaf during the day, signed an agreement with two investors, Gardiner C. Hubbard and Thomas Sanders. On March 7, 1876, Bell secured patent number 174,465 covering "the method of, and apparatus for, transmitting vocal or other sounds telegraphically . . . by causing electric undulations, similar in form to the vibrations of the air accompanying the said vocal or other sounds."[11] The following week, Bell transmitted the now famous line, "Mr. Watson, come here, I want you," the first message sent by telephone.[12] Throughout the summer of 1876, Bell's telephone was displayed at Philadelphia's Centennial Exposition. In 1877 the three members of the patent agreement formed the Bell Telephone Company (later the American Bell Telephone Company), thereby securing the capability to capture the financial potential of the telephone. Initially, commercial applications of the novel device were unclear. Some saw the telephone simply as an oddity. Many, such as Asbury Park's founder James Bradley, saw only the potential of private line service linking two specific points. Yet within a year others, such as John Noonan, shaped broader commercial applications for the telephone. Noonan, in fact, "single-handedly" wired Paterson, New Jersey in 1878 -- installing all the telephones, wires and switchboards.[13] In 1879 he strung long-distance wire to Manhattan; Newark, Jersey City and other communities soon followed. The first telephone exchange, operating under license from Bell Telephone, opened in New Haven, Connecticut also in 1878. The following year, a Bell subsidiary, Newark District Telegraph, opened the first New Jersey exchange.[14] Within three years, telephone exchanges, operating under licenses from the newly formed American Bell Telephone Company (incorporated in 1880), existed in most major cities and towns in the United States.

The American Telephone and Telegraph Company (AT&T) was incorporated on March 3, 1885 as a wholly owned subsidiary of American Bell Telephone Company and was chartered, "to build and operate the original long distance telephone network."[15] Building out from New York, AT&T reached its initial goal of Chicago in 1892, and then San Francisco in 1915. On December 30, 1899, AT&T acquired the assets of American Bell, and became the parent company of the Bell System, incorporating Bell Telephone Laboratories and Western Electric, as well. In 1904, the Delaware & Atlantic Telegraph and Telephone Company (precursor to New Jersey Bell)—was also incorporated as an AT&T subsidiary. This firm provided telephone service in southern New Jersey, while New York Telephone provided service in northern New Jersey.

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[11] "History of Electronic Music: Alexander Graham Bell," Inventors Assistance League. http://www.inventions.org/electronic-music/bell.html. Accessed 09 Dec. 2004.
[12] "A Capsule History of the Bell System," Bell System Memorial. http://www.bellsystemmemorial.com/capsule_bell_system.html. Accessed 09 Dec. 2004.
[13] "New Jersey Bell's 50th Anniversary," *New Jersey Business – A Publication of the New Jersey Business and Industry Association*, (December 1977), p. 40.
[14] "History of Verizon New Jersey, Years 1876-1930" Verizon – Verizon New Jersey. http://www.verizonnj.com/about/community/nj/about/history/1876_1930.asp. Accessed 11 January 2005. This website provides a detailed time-line of the history of Verizon-New Jersey and important telephone improvements in New Jersey.
[15] "AT&T History – Origins," AT&T. http://www.att.com/history/history1.html. Accessed 11 January 2005.

Until Bell's second patent expired in 1894, only Bell Telephone and its licensees could legally operate telephone systems in the United States. Between 1894 and 1904, over 6,000 independent telephone companies went into business in the United States, and the number of telephones grew from 285,000 to 3,317,000.[16] During this decade, previously unwired areas received their first telephone service, and previously wired locations received additional choices in telephone companies. There was, however, no interconnection between different company systems; subscribers to different telephone companies could not call each other. This situation did not begin to be resolved until after 1913.

From 1907-1919, with Theodore Newton Vail (1845-1920) as president (for the second time), AT&T began consolidating the Bell associated companies into state and regional organizations, assimilating many previous independent companies. Nationalized briefly in 1918 under the Post Office Department (due to monopoly fears), the company was, however, returned to private control a year later. Then, in 1921, as affirmed by the Graham-Willis Act, AT&T -- as a, "natural monopoly" -- agreed to provide long-distance service to *all* independent telephone companies and to buy independent telephone companies only in special cases and only if approved by the Interstate Commerce Commission (ICC).[17]

After Vail retired as AT&T President, one of his subsequent successors, Walter Gifford, decided that AT&T (which had been engaging in a range of businesses since the early 1900s, including telephone equipment manufacturing) should refocus its efforts on its initial goal of establishing universal telephone *service* in the United States. Gifford therefore sold the International Western Electric Company for $33 million in 1925, and with this infusion of cash, AT&T embarked on a formalized structure of geographically-based, wholly-owned operating companies – the Bell System.[18] Soon after, on October 1, 1927, Delaware & Atlantic Telephone & Telegraph was reorganized into 'New Jersey Bell' and acquired the New Jersey properties of New York Bell.

By this time, the value of the telephone was well established as a communication system. Headquartered at 1060 Broad Street in its first years, New Jersey Bell (NJB) serviced 580,956 telephones (14% of the population), and 2.26 million calls per day, with the assistance of 3,000 employees.[19] Annual revenues in the first year were $15.7 million; this was at a time when an average coast-to-coast long distance call cost $9. On January 4, 1929, New Jersey Bell moved into its new headquarters at 540 Broad Street with some 15,000

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[16] *Ibid.*

[17] This agreement was initially accepted by AT&T and the United States government in 1913 and was known then as the Kingsbury Commitment. It became law under the Graham-Willis Act of 1921. See "A Capsule History of the Bell System," Bell System Memorial. http://www.bellsystemmemorial.com/capsule_bell_system.html. Accessed 09 Dec. 2004.

[18] "AT&T History – Early International History." AT&T. http://www.att.com/history/history2.html. Accessed 11 January 2005.

[19] Verizon-New Jersey website indicates 3,000 employees in its first year. See, "History of Verizon New Jersey, Years 1876-1930" Verizon – Verizon New Jersey. http://www.verizonnj.com/about/community/nj/about/history/1876_1930.asp. Accessed 11 January 2005. Alternatively, *New Jersey Business*, December 1977 issue indicates 12,000 employees during New Jersey Bell's first years.

employees.[20] Later that year, Atlantic City became the first city in New Jersey to have all dial phones as NJB converted nearly 18,000 manual phones to rotary dial.

Despite the onset of the Great Depression in 1930, NJB remained viable. In November of 1931 the company announced a no-layoff policy through 1932, which was accommodated via reduced-work schedules. The 1930s (through the 1940s), in fact, saw a variety of telephone technical improvements and NJB expansion. NJB acquired Hammonton Telephone & Telegraph, Hackettstown Telephone & Telegraph and six other independent telephone companies. In 1931, teletypewriter service became available on an exchange basis. Meanwhile, Trenton, Elizabeth and Irvington joined Atlantic City as all-dial areas where customers could make *local* calls without operator help; connections could occur in an amazing 15 seconds. In 1932, New Jersey dial service expanded further; NJB converted 80,000 telephones in the Newark, Orange and Maplewood areas.

In 1944, NJB acquired Eastern Telephone & Telegraph and the Camden & Atlantic Company, marking, "the end of competing [telephone] service" [in New Jersey].[21] In 1946, NJB installed its one-millionth telephone in a Union City residence. *Coast-to-coast* dialing without operator established was introduced to New Jersey by NJB in 1951, with a call from the Mayor of Englewood to the Mayor of Alameda, California.

Through the mid-to-late 20th century, NJB and the Bell System implemented countless technological advancements for the telecommunication field, but also underwent various corporate restructurings. The Federal Communication Commission, for example (which had replaced the ICC as the agency with jurisdiction over telephones), investigated AT&T corporate practices from 1935 to 1939. As a result of these investigations, the United States Department of Justice (USDOJ) brought suit against AT&T under the Sherman Anti-Trust Act, seeking to divorce Western Union telegraph from the Bell System. The suit ended in 1956 in a consent decree that kept Western Union in the Bell System, but restricted the Bell System's monopolistic practices. In 1974, the focus on AT&T corporate practices resurfaced and USDOJ filed a second antitrust suit for the more extensive dismemberment of the Bell System. In January of 1982, AT&T agreed to divest itself of 22 local operating companies. This agreement allowed AT&T to enter previously prohibited, but emerging lucrative fields including data processing, computer communications and equipment sales. As a result, New Jersey Bell became a wholly owned subsidiary of the new Bell Atlantic Corporation, which was one of the seven so-called, "Baby Bell" or regional holding companies spun off from AT&T.

In 1994, after almost 70 years, New Jersey Bell changed its name to Bell Atlantic-New Jersey. In 1997, Bell Atlantic Corp. acquired NYNEX (another 'Baby Bell' spin-off) to create the second largest telephone company in the United States (second to AT&T). On June 30, 2000, Bell Atlantic Corporation and GTE Corporation

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[20] *"March 10th is the birthday of the telephone, and 1929 is the golden anniversary of its existence in New Jersey...,"* published by New Jersey Bell Telephone Co., 1929, pamphlet located in The New Jersey Information Center archives, Newark Public Library, Newark, New Jersey.

[21] "History of Verizon New Jersey, Years 1931-1969" Verizon – Verizon New Jersey. http://www.verizonnj.com/about/community/nj/about/history/1931_1969.asp. Accessed 11 January 2005.

merged to form Verizon. As a result, Bell-Atlantic-New Jersey became Verizon-New Jersey.

Today, Verizon and its subsidiaries are some of the world's leading providers of wireline and wireless communications in the United States, with over 42 million voice and data customers. Services include wireline, broadband, wireless, directory publications, electronic commerce, and more recently, long-distance wireline service. Verizon is a Fortune 10 company with more than 208,000 employees and $67.8 billion in projected 2003 revenues.[22]

[22] "Verizon-Investor Relations-Company Profile," Verizon. http://investor.verizon.com/profile/. Accessed 11 January 2005.

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## VERBAL BOUNDARY DESCRIPTION

All those certain tracts or parcels of land and premises, hereinafter particularly described, situate, lying and being in the City of Newark, in the County of Essex and State of New Jersey:

Beginning at the corner formed by the intersection of the Northerly line of Lombardy Street with the Westerly line of Atlantic street; thence running

North 4 degrees 45 minutes West, along said line of Atlantic Street, 145.50 feet to the Northerly line of lands of John H. Lidgerwood; thence along said line

South 84 degrees 13 minutes 25 seconds West, 235.01 feet to a point in the Easterly line of Broad Street, therein distant 141.29 feet Northerly from the Northerly line of Lombardy Street; thence running along said Easterly line of Broad Street

South 4 degrees 45 minutes East, 141.29 feet to the Northerly line of Lombardy Street; thence along said Northerly line of Lombardy Street

North 85 degrees 15 minutes East, 234.97 feet to the point or place of beginning.

For information only: Being Lot 29, Block 24, on the current Tax Map.

## BOUNDARY JUSTIFICATION

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

**Attachment A**
New Jersey Bell Headquarters Bldg.
Employee office space, 1929
*from New Jersey Bell, January 1929 issue*

See ***




ABOVE: *One of the Division Plant offices at 309 Washington Street on a Saturday afternoon backed up*—PRESTO—RIGHT: *The same outfit in the new building Monday morning. That's the way it's being done!*

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# MOVING PICTURES

ABOVE: *The first man you meet in the new building and one of the first women*—*elevator starter Justin K. Byrd and Mrs. Mary Johnson, operator.*

RIGHT: *Filling the vans at 1060 while the city is getting ready to go out.*

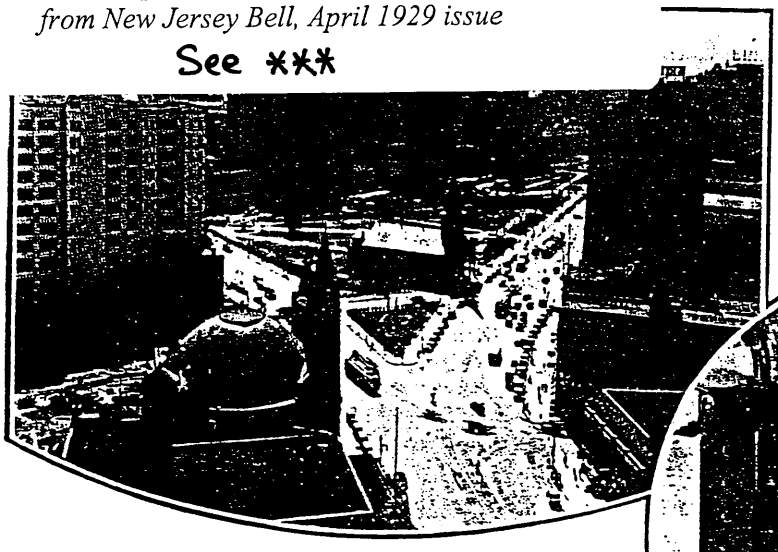

ABOVE, RIGHT: *Dangling desks coming down and out.*

RIGHT: *The man, Patrick V. O'Callaghan, of the Buildings Department, turns the tables and carries the stretcher for a change.*

**Attachment B**
New Jersey Bell Headquarters Bldg.
Employee office space (Accounting Department), 1929
*from New Jersey Bell, April 1929 issue*

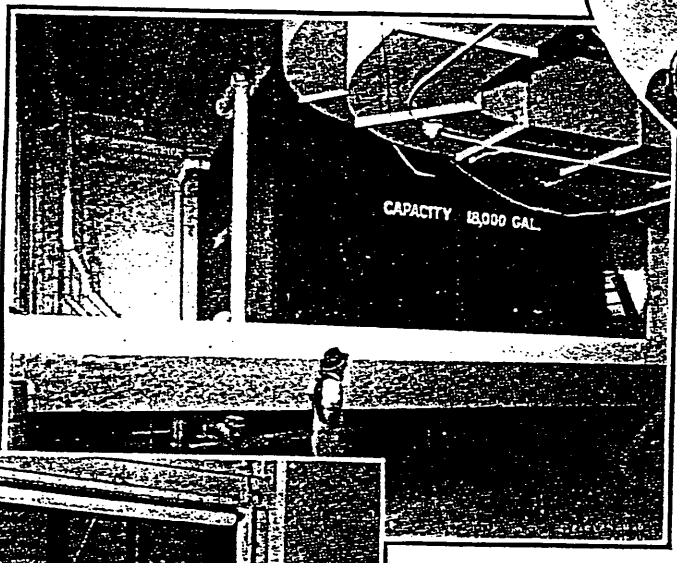
See ***

# Seen Around Headquarters

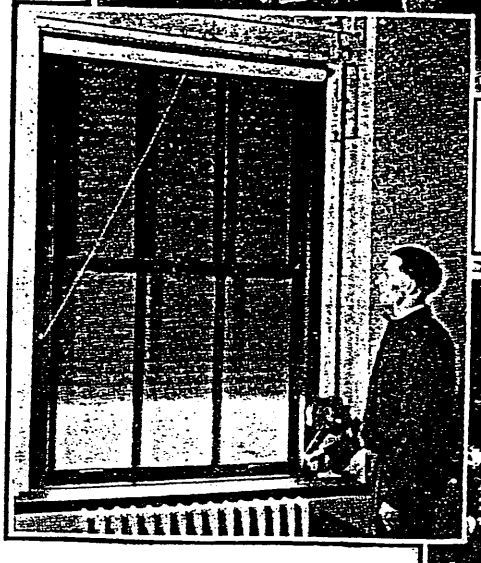


ABOVE: *The southern view from the twentieth floor showing Military Park.*

ABOVE: *A. M. Thomson, Building Superintendent, demonstrating the A. D. T. Fire Alarm signal box in his office.*

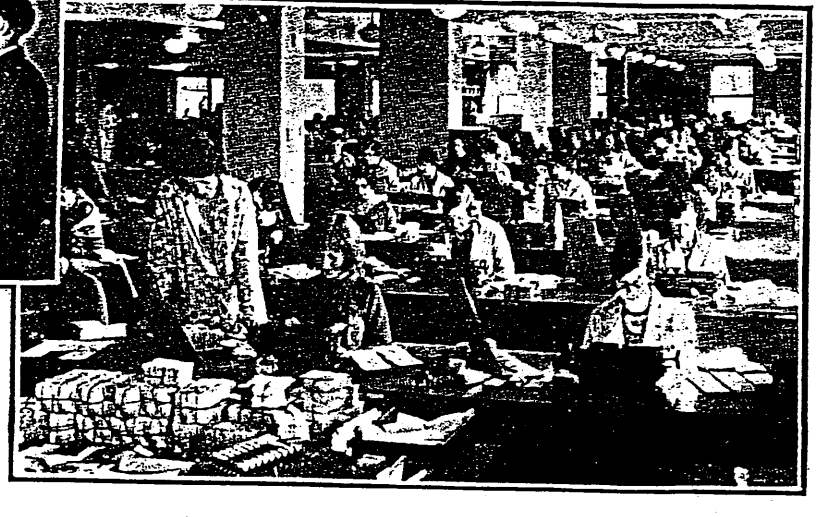



LEFT: *The eighteen thousand gallon reserve water tank in the pent house.*



ABOVE: *The fire screen to protect the north side of the building from neighboring fires is here shown in operation.*

BELOW: *A view of the workers in the Accounting Department on the second floor.*



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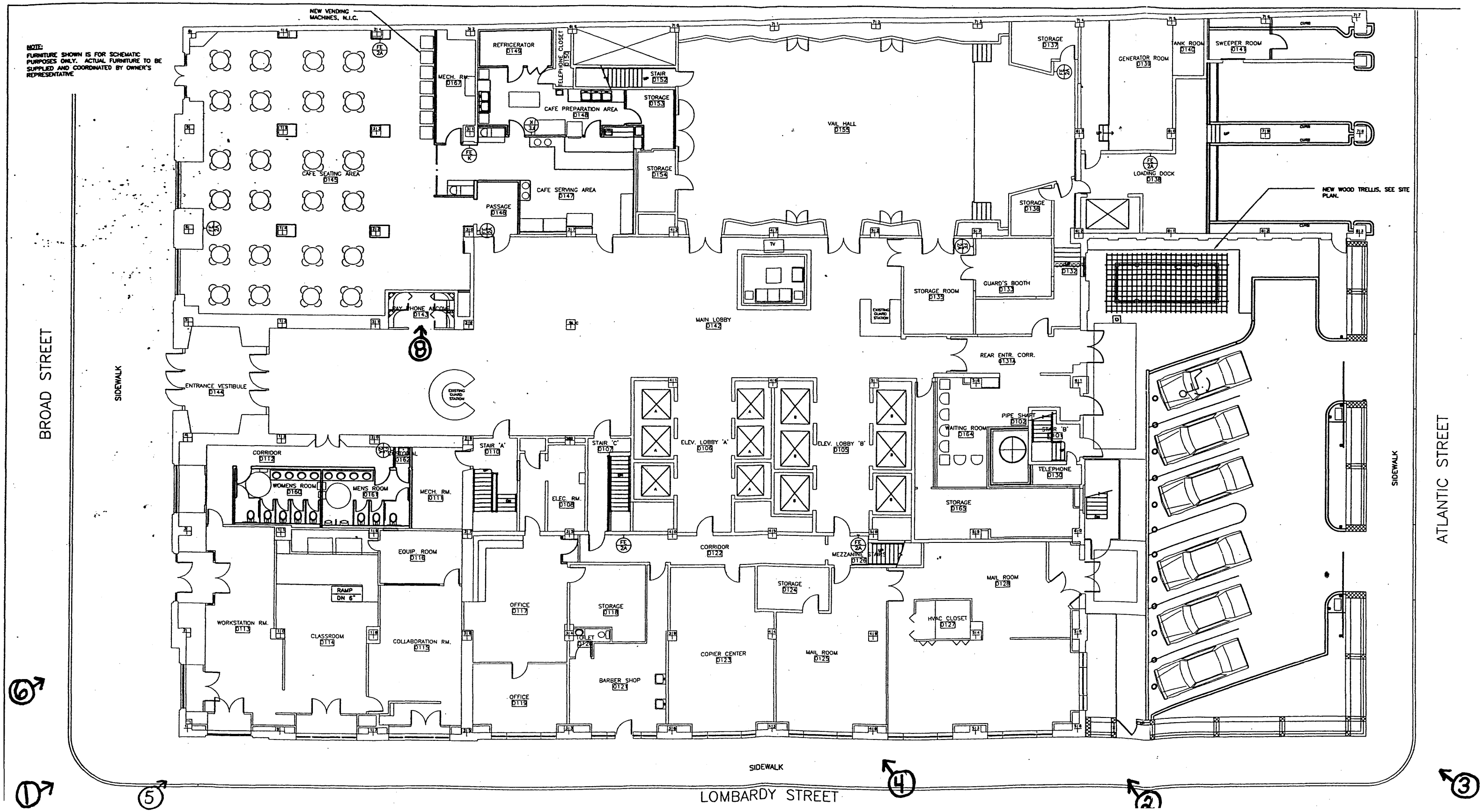
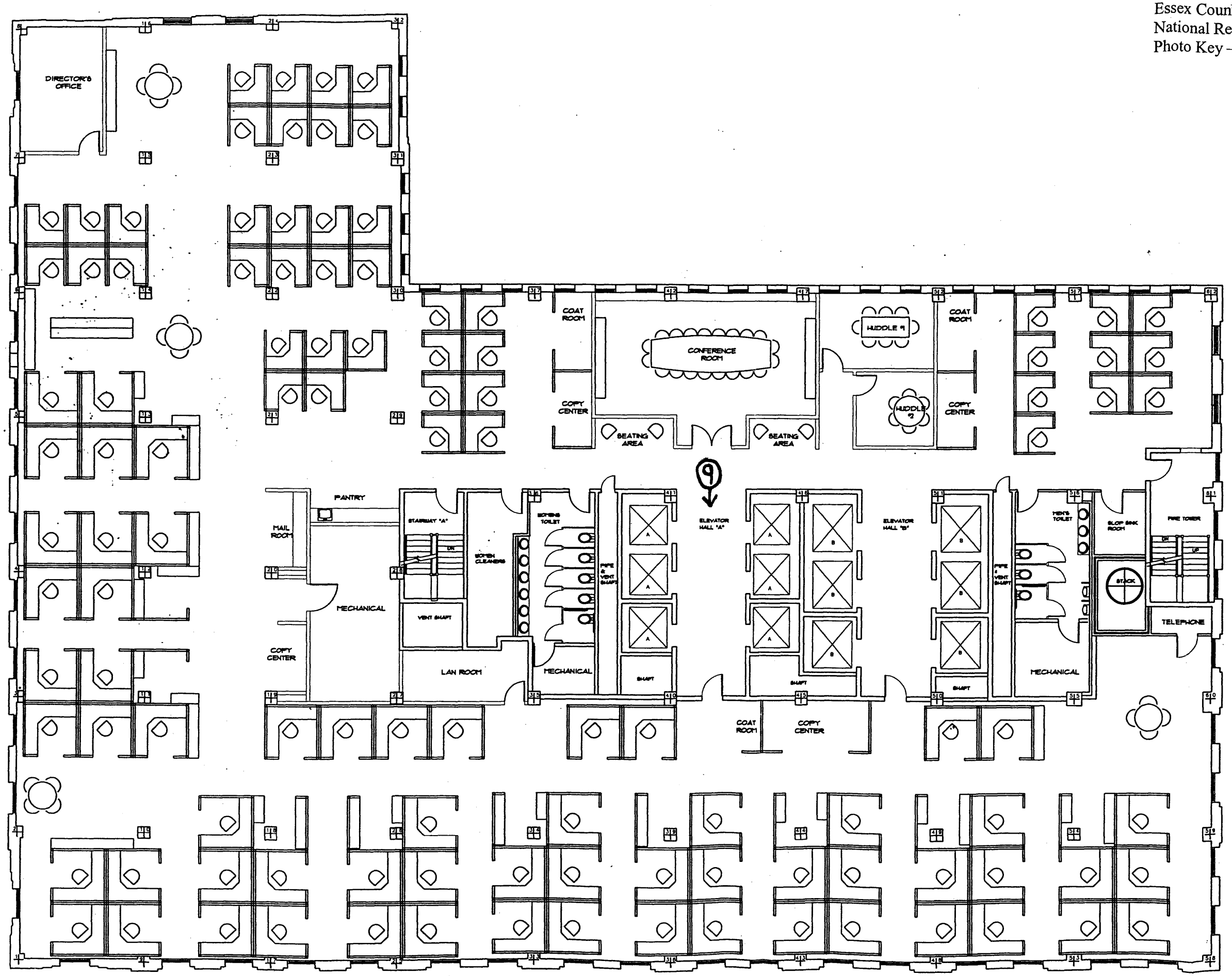
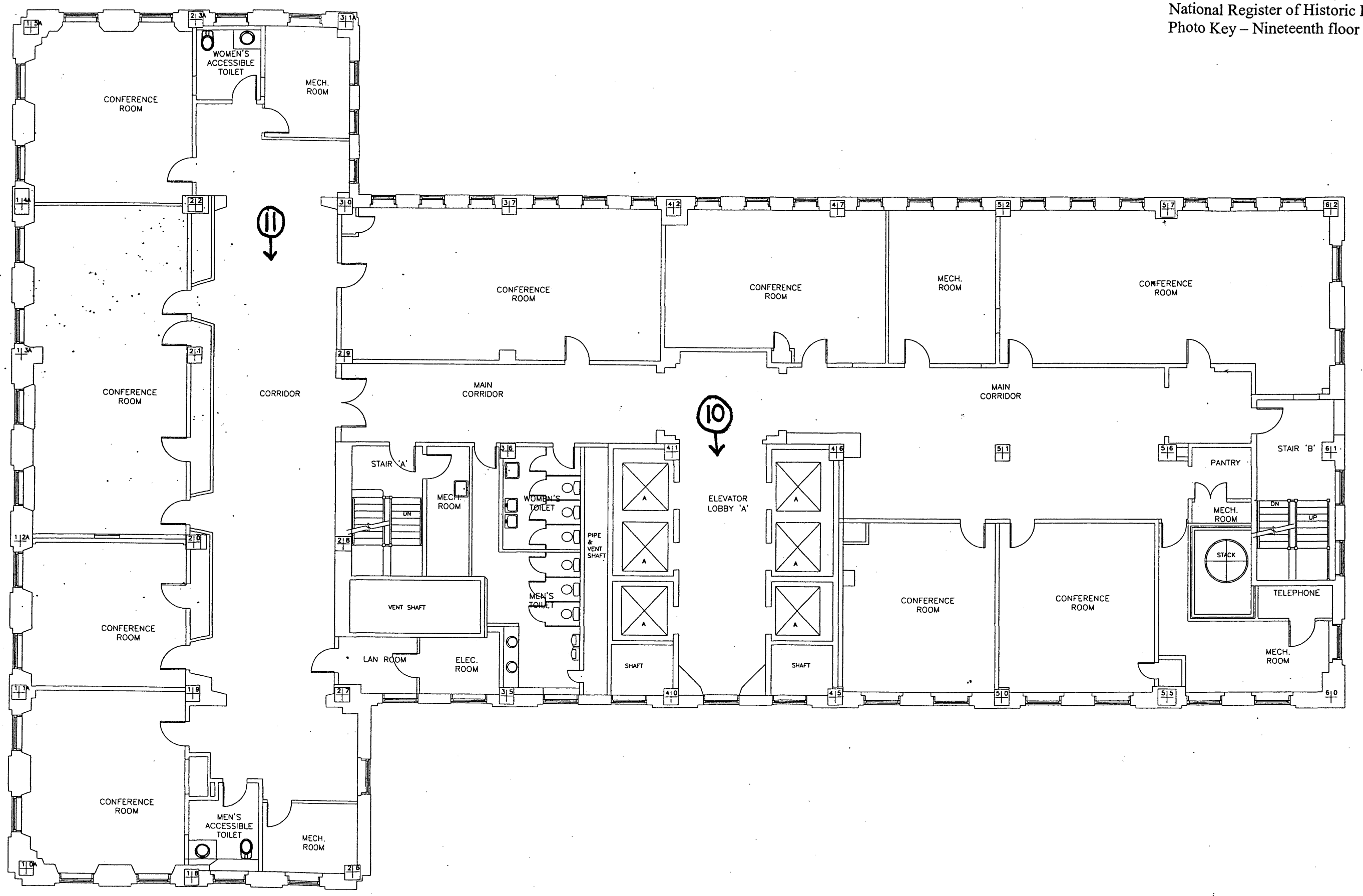
New Jersey Bell Headquarters Building
Essex County, New Jersey
National Register of Historic Places Registration Form
Site Plan, and
Photo Key – Exterior shots and first floor



New Jersey Bell Headquarters Building
Essex County, New Jersey
National Register of Historic Places Registration Form
Photo Key – Eighth floor



New Jersey Bell Headquarters Building
Essex County, New Jersey
National Register of Historic Places Registration Form
Photo Key – Nineteenth floor



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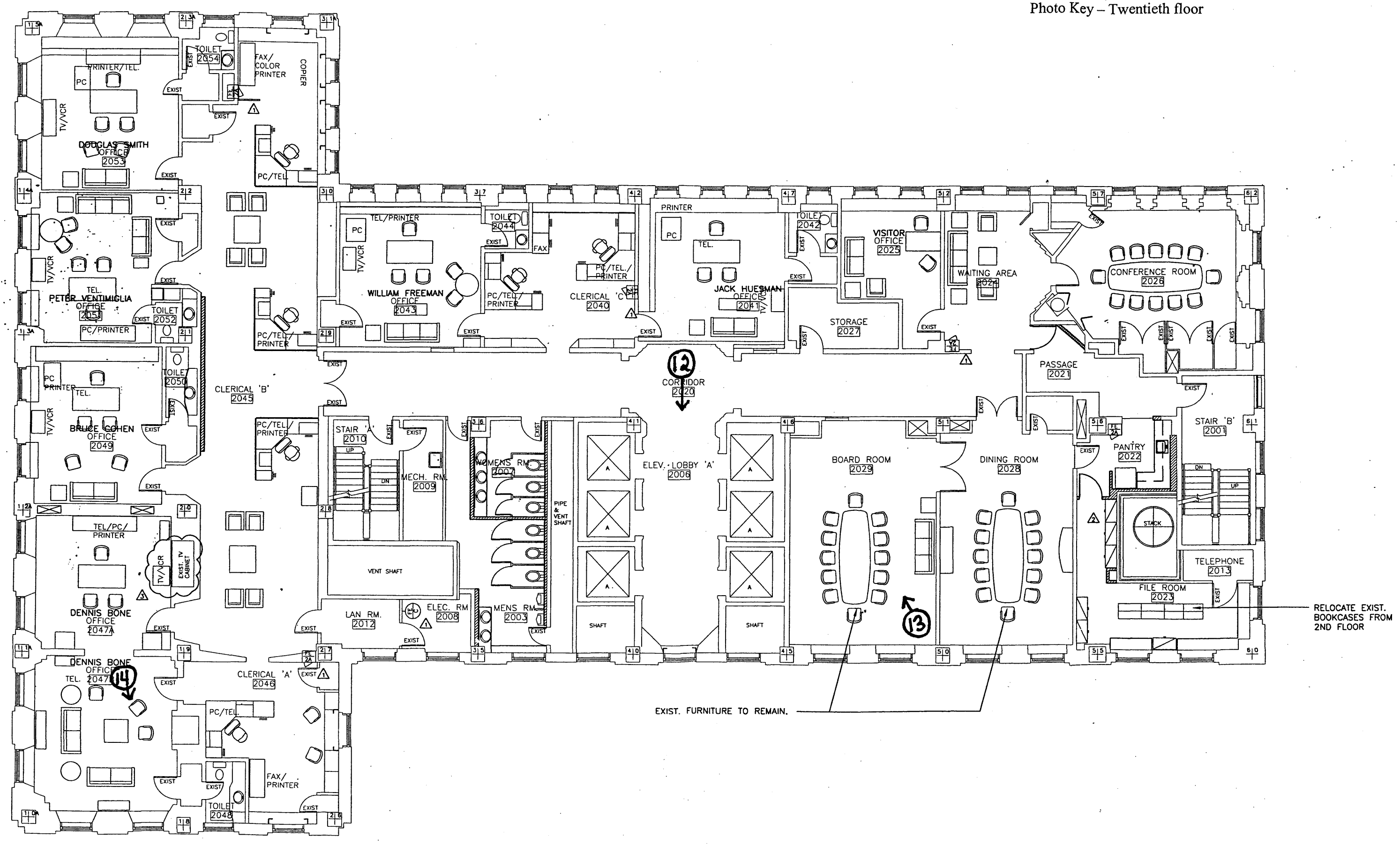
Essex County, New Jersey
National Register of Historic Places Registration Form
Photo Key – Twentieth floor



LOMBARDY STREET

(66' WIDE, SCALED)

ATLANTIC STREET

(50' WIDE, SCALED)

N/F VERIZON
NEWARK HEADQUARTERS
540 BROAD STREET
NEWARK
DBK. E-75/482
33,694 sq.ft.
0.77 ac.±

BLOCK 24
LOT 29

BLOCK 24
LOT 37

EXISTING BUILDING

CONCRETE SIDEWALK

CURB

S85°15'00"W 254.97'

N84°13'25"E 235.01'

S04°45'00"E 145.50'

N04°45'00"W 141.29'

99.5

99.0

100.0

100.5

BENCH MARK
FLOOR TILE
ELEV. = 100.00
(ASSUMED)

FLOOR ELEV.
= 100.12

CONC. DOOR SILL
= 99.91

CONC. DOOR SILL
= 101.39

DOOR SILL
ELEV.=99.88

DOOR SILL
ELEV.=99.82

DOOR SILL
ELEV.=99.66

DOOR SILL
ELEV.=99.82

BLDG. ON LINE

WALL ON LINE

SIAMESE CONNECTION

GRATE

AREA GRATE

OVERHANG

CONC.

BREAKER PANEL

3' SQ. STEEL COVER

ELEVATOR UNDER CONSTRUCTION

1' WIDE CONC. WALL

CONC. SLAB

INLET
GR. 99.34
INV. 98.30 (1&2)
INV. 98.22 (3)

INLET
GR. 99.52
INV. 98.37

INLET
GR. 99.52
INV. 98.20

GATE OPENER

BLDG. 0.3'E

MONUMENT FOUND