United States Department of th National Park Service

National Register of Historic Places Inventory—Nomination Form

See instructions in How to Complete National Register Forms Type all entries—complete applicable sections

Name 1.

Milltown India Rubber Company historic

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Location 2.

street & numbe	er 40 Washingto	n Avenue	· · · · · · · · · · · · · · · · · · ·	<u>NA</u> not for publication
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3. Clas	ssification			
Category district _X_ building(s) structure site object	Ownership public _X_ private both Public Acquisition in process being considered NA	Status _X_ occupied unoccupied work in progress Accessible _X_ yes: restricted yes: unrestricted no	Present Use agriculture commercial educational entertainment government X industrial military	museum park private residence religious scientific transportation other:
4. Owi	ner of Prope	erty		
name Loui	s Lefkowitz and	Brother, Inc.		
street & number	r 50 Washington	Avenue		
city, town	Milltown	vicinity of	state	New Jersey 08850
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7. Description

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Describe the present and original (if known) physical appearance

The Milltown India Rubber Company factory is a late nineteenth - early twentieth century industrial building located on the east side of Washington Avenue in the borough of Milltown, Middlesex County, New Jersey. Although it is by far the smaller of the two remaining rubber production complexes erected in the predominantly residential village, its location within sight of the village's principal intersection, and its simple, albeit monumental, design whose vernacular Italianate elements accentuate at the same the vertical and the horizontal, combine to make it a major architectural and visual landmark in the borough.

Construction of the Milltown India Rubber Company structure commenced in 1899, and the factory was opened the following year. It was erected as a single "T" shaped building, with a continuous horizontal facade set back only a few feet from Washington Avenue; the projecting rear wing extended to the rear of the structure. Two strong vertical elements - a five story tower on Washington Avenue, and a tall smokestack on the south end - distinguish the structure. There have been minor alterations over the years to the principal building, although it is largely intact. A boiler room and pump room have been erected at the south end of the structure, and an early, though not original frame extension on the rear at the north end, has been demolished and replaced with a more modern, two story reinforced concrete frame structure with brick panels. Despite these alterations, the building still maintains its original feeling of a major industrial structure dating from a point when this part of Middlesex County was predominantly rural.

PRINCIPAL STRUCTURE. The major structure is, as mentioned earlier, constructed in a "T" pattern, with a projecting rear wing located off-center nearer the north end. The building is approximately 270 feet in length, 60 feet in depth, while the wing projects into the rear yard area 65 feet, and is 50 feet wide. The structure rises three stories, and contains approximately 58,350 square feet, exclusive of the tower and additions. It is heavily fenestrated with tall wood sash windows with a 9/9 light configuration predominating. Windows on the second floor have been replaced with a tri-partite sash. The roof is slightly pitched, although not visible from the ground, and there is no sign of the original clerestory configuration which is seen in early photographs. Construction is of brick with five stretcher courses separated by a header course, with a single projecting row of headers below the sill level on the second floor as The roof projects beyond the facade line, with eaves embellishment. supported by simple brackets. A flat fascia board is found between the brackets.

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The principal elevation of the structure fronts on Washington Avenue, and faces west. (Visibility of this elevation and the tower is for the most part limited to the winter months, as it is obscured from late spring to autumn by a dense growth of ivy.) Long unbroken rows of windows accentuate its horizontal flow, with a five story tower placed off-center, nearer the north end of the structure. This elevation is 33 bays in length, inclusive of the tower, and is divided into an eleven bay section to the left of the tower and a nineteen bay section to the right. An original projecting stair enclosure is found between the tower and the north end, occuping the second, third, and fourth bays on the first two floors only. This stair enclosure projects approximately six feet, and is unfenestrated on its north and south ends, but has a cross-braced wood door at grade level on the south end, surmounted by an eight light transom. An iron fire escape is attached to this end of the building, extending diagonally from the fifth bay on the third floor to grade level on the ninth bay. According to old Sanborn maps, this area of the building, probably only on the first floor, contained the company offices.

As indicated earlier, the tower is the principal focal point for the building, its vertical mass standing in contrast to the linear arrangement of the building as a whole, and giving an effect not unlike the Italian campanile. It rises five stories, and is capped with a slight hipped roof supported by simple carved brackets, beneath which is a brick dentil course. The top two stories of the tower, on all three principal elevations, are visually supported by brick pilasters with dentiled capitals, and another projecting brick belt course, with dentils, extends between the capitals on each elevation. Painted signage for a former principal tenant, the Russel Playing Card Company, is visible on the brick.

The fenestration pattern of the tower is irregular, each principal elevation having a different pattern. The tower serves as both a stair/elevator structure and as a water tower, and this is reflected by the positioning of windows. The north facade has, in essence, three bays on the first three floors, but the outside (west end) bays are somewhat lower than the other two, reflecting the interior stair landings. A single, centered window is found on the fourth and fifth floors. The fenestration pattern of the tower is irregular, with three bays on the lower floors, two bays above the roof line of the principal building. The west elevation, on Washington Avenue, has two staggered bays on each of the first two floors, starting at about half a story above the level of the first floor bays of the principal building, a single bay on the third floor at the south end, and paired, same-level bays on the fourth and fifth stories. The south



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facade contains the only original entrance from the exterior, which entry is part of a modern, though not recent, effort to create a more "commercial" entrance. The double leaf doors are modern, painted white with three raised black panels, and the entry is surrounded by a slightly projecting wood portico which extends to the first two bays of the principal building south of the tower. A single layer of modern textured brick has been emplaced over the original within the confines of this wood portico. The second floor of the south tower facade contains three evenly space windows on the same level, the third floor has two windows at either end, and like the north facade, a single centered window is found on the fourth and fifth stories. The east elevation is found only at the fourth and fifth story levels, and except for a metal door opening onto the roof of the principal structure, is unadorned.

The Washington Avenue elevation, south of the tower, with the exception of the first two bays on the first floor adjoining the tower, remains largely intact, although its second story windows, as elsewhere on the building, have been altered.

The south elevation has been altered to accommodate a boiler room, although originally the boiler room was located within the principal structure and serviced by a rail siding. Its original appearance, however, can be discerned. As built, this elevation is seven bays in width, although the central bay is blank, as it is behind the round smokestack which rises some 105 feet.

The commercial focus of the original structure toward the rear yard area is evidenced by variations on the east elevation, to which the projecting "T" is attached. On the first level in the fourth and fifth bays from the south, an original loading bay is found. Although the door has been altered, the opening retains its original triple row segmental arched header. The dock itself is of concrete with a sheet metal canopy. A fire escape is attached in the first three bays, with windows altered in lieu of fire doors. The window alteration also reflects an interior change of floor level on the second floor. Between the loading bay and the "T", however, the facade retains the uniformity found on the front elevation.

The rear wing is seven bays in length, five bays in width. It is identical in brickwork and fenestration to the principal portion of the building, and the roof is slightly peaked, and, like the other portions extends beyond the building line with simple bracket supports for the eave. The north elevation of the extension is generally identical. In the center bay on the south elevation is found an

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original double leaf entry; the doors are wood, with a six pane light in the upper third. The doors are surmounted by single light transom. The east elevation of the extension is similar, although a non-original entry foyer has been added to the central bay at the first floor level. This addition is constructed of brick, with paired wood doors, four light window in the upper portion, vertical paired panels below, each surmounted by a two light transom.

The remainder of the east elevation of the principal building, has been altered to accommodate the modern extension. This extension, described separately, is attached to only two bays of the original structure. Thus, the original facade is largely intact.

The north elevation is also largely intact, although there have been some alterations to accomodate a projecting two story loading bay.

As is reflected by its exterior configuration, the interiors are for the most part large expanses broken only by column placement, with the oversized windows which allow generous light penetration to almost all parts of each floor. Floors are of hardwood strips, with the exception of the south end of the first floor, where the flooring is of cement, indicating the placement of the original boiler area. There is also a grade change in this area on the second floor. The principal stairway is located in the projecting rear wing, which also contains various offices, locker rooms, and an employee lounge and lunchroom. The tower contains an auxilliary stairway and elevator to the third floor. A narrow wood stair continues to the upper stories of the tower, the top floor of which contains a large wood water tank.

ALTERATIONS. As indicated earlier, there are two major additions to the building which although unassuming, do not reflect the overall character of the principal structure.

Boiler and Engine Rooms. As built, the boilers for the Milltown India Rubber Company were contained within the original structure at the south end. These were coal fired boilers, and fuel was supplied via an elevated coal trestle containing a spur from the Raritan River Railroad. Between 1918 and 1924, long after cessation of rubber fabrication and into the ownership of the Russel Playing Card Company, a separate boiler housing and below grade engine room were erected. This structure is, at its highest point, about two stories in height, although the interior is a single room, and extends from the west side of the chimney to a point approximately 10 feet forward of the Washington Avenue plane of the original structure. It has a sloping shed roof. The north end has a single large casement window, three

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windows on the west elevation, and two on the south end. The east elevation is unfenestrated.

Modern Rear Wing. This reinforced concrete addition is located to the north of the original rear wing, and, as indicated earlier, is attached to only two bays of the original structure, which remains largely intact. The addition itself is four bays in length, three bays in width. Although the date of construction of this structure cannot be readily ascertained, it is of mid-century industrial design, and in no way complements the scale or appearance of the original structure. It occupies the site of an earlier frame extension also erected between 1918 and 1924, and features heavy concrete vertical and horizontal members, with overscaled tri-partite casement windows and brick panels below. It is capped by a six row brick parapet with concrete stone coping. A metal canopy covers the area between the extension and the original projecting wing.

Loading Bay. A two story loading shed projects from the center bay of the north elevation. The entrance driveway, immediately to the north of the original building, rises slightly in grade, and the concrete drive to the loading shed continues the change in grade, so that the actual truck dock is at the second floor level.

The Site. The Milltown India Rubber Company sits on a site of approximately four acres, although a portion of this site is occupied by a modern structure erected by the most recent occupant of the plant, a leather goods fabrication company. The Washington Avenue elevation is landscaped and bordered with mature trees and shrubbery with a grassy area extending from curb line to building line. Immediately adjacent to the south elevation is an abandoned rail spur, and a drive leading to both this and the newer factory building to the rear abuts the north elevation. The rear yard area is covered with macadam, and at the southeast corner of the site and along the rear lot line are found several derelict frame garages and sheds.

8. Significance

Period prehistoric 1400–1499 1500–1599 1600–1699 1700–1799 1800–1899 1900–	Areas of Significance_C archeology-prehistoric archeology-historic agriculture X architecture art commerce communications	community planning	Iandscape architectur Iaw Iterature Iterature Iterature military Iterature philosophy Iterature	re religion science sculpture social/ humanitarian theater transportation other (specify)
Specific dates	1899-1900	Builder/Architect G	.K.Parsell, Archi	tect

Statement of Significance (in one paragraph)

The structure known as the Milltown India Rubber Factory, located on Washington Avenue, near the center of the Boro of Milltown, Middlesex County, New Jersey, is significant in the areas of architecture and industry. The building bears architectural significance as a largely unaltered example of late nineteenth and early twentieth century industrial architecture of the Italinate style. Although alterations to the building have occurred over the years, the original facades, fenestration and industrial components, such as the smokestack and the watertower, remain much as they were when the building was constructed at the turn of the century. The factory is significant in the area of industry because it was originally built to manufacture rubber shoes and boots. As such it was part of the booming rubber industry that began in the Milltown and New Brunswick area in the middle of the nineteenth century, a region that was the national center of this new industry until its move to Trenton in the late part of that century and then to the mid-west in the beginning of the twentieth century. This boom also included another, and much larger rubber factory in Milltown, that of the Michelin Tire Company.

The Milltown India Rubber Factory is situated at the point where the Lawrence Brook intersects Washington Avenue, a main road running into the center of Milltown. A now defunct spur from the Raritan River Railroad intersects Washington Avenue perpendicularly, running alongside the southern elevation of the factory. The structure is situated on the forward portion of the lot with the front facade set slightly back from the street. There is an evenly spaced row of trees of roughly the same height running the length of the facade between the building and street. A parking lot and loading docks are found at the rear of the building, and a more recently constructed industrial office building sits to the rear of the lot, where there is scrub grass, scattered trees and low shrubs. Although close to the center of town, there are few buildings in close proximity to the factory. Diagonally across the street sits a newly built municipal building on the site of a demolished Public Service car barn, c. 1850, access to which was made available by the Raritan River Railroad spur providing coal to this area.

As its name indicates, Milltown is identified with its mills, or factories. Jacob L. Bergen established a grist mill on the Lawrence Brook in 1816, and the village that grew around it was known as

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9. Major Bibliographical References

See Continuation Sheet.

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Bergen's Mill. The name Milltown was adopted in the middle of the nineteenth century with the establishment of the Meyer Rubber Company. By the end of the nineteenth century, Milltown, though small and only able to sustain one or two mills because of population and water supply, was very much a part of the booming rubber industry of Middlesex County. The Milltown India Rubber Company building, because of its unaltered front facade and characteristic nineteenth century mill "look", strikes the visitor to Milltown as a symbol of the town's past. The nearby Michelin facility is quite a bit larger and more imposing, but has been extensively altered, enlarged and in some parts demolished over the years, and is not therefore as much the artifact of the Milltown rubber industry as the India Rubber building.

The Milltown India Rubber factory, built 1899-1900, was constructed only 10 years after the formation of the borough of Milltown, with subsequent incorporation of the borough occurring in 1896. Previously, Milltown had been a part of North Brunswick Township, and bordered on East Brunswick Township, from which it parted in 1902. Milltown's desire for autonomy probably sprang from the increasing economic strength it was gaining from its rubber industry, and its successful competition with the New Brunswick area's rubber manufacturers. In 1880, the Meyer Rubber Company, located in Milltown and about which more will be said later, was manufacturing \$532,792 in rubber goods, as good or better an output than two of the three rubber manufacturers in the New Brunswick area, the New Brunswick Rubber Company, the New Jersey Rubber Shoe Company, and the Novelty Rubber Company.

At the time the Milltown India Rubber Company building was built, the rubber industry was crucial to Milltown and the construction of this new building was welcomed. The building was constructed late in the rubber boom of the Milltown and New Brunswick area, on property sold to the company by Conrad Kuhlthau, who, along with his brother, was the first of a wave of German immigrants who would colonize this village. Because a large number of these Europeans were either farmers or artisans when the rubber industry arrived in Milltown, it became an essential source of employment for the farmers between seasons, as well as a steady income for the craftspeople. According to H. Rodney Luery, a local historian, the Milltown population was estimated at 561 in 1870, with 350 to 400 of those people working in some way at the Meyer Rubber Company plant, a factory built and established on Main Street before the India Rubber firm but that had closed late in the nineteenth century.

A lease for September 22, 1899 documents the sale of this land to the



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"Milltown India Rubber Company." According to a <u>New Brunswick Home</u> <u>News</u> article for November 23, 1899 titled "Ground Broken for Milltown factory", the closing of the Meyer plant, which in 1880 was producing \$500,000 or more in merchandise, had left the town in dire economic circumstances, and Milltown was ready for the economic boost from this new factory. The above mentioned <u>Home News</u> article describes the building in some detail:

The building will be 60 feet by 300 feet with a wing on the rear 40 by 80 feet. There will be a tower in front 20 feet square in which there will be the stair and elevator. The water tower and sprinkler supply will be located on the top of this tower. The roof will be flat and gravelled. The main building will be a 3 story brick one.

According to this description, the building remains largely in the condition it was when first designed by architect G. K. Parsell, about whom little can be discovered other than that he practiced in the New Brunswick area, and whose major works, other than the Milltown India Rubber Company, include New Jersey Hall at Cook College and the New Brunswick Public Library. <u>Sanborn's Insurance Atlas</u> for Milltown 1904 indicates this same building, a simple rectangular structure situated lengthwise on the road with a rear extension projecting from the center of the main building and the tower projecting forward symmetrically. The building was constructed slightly longer on the south side to house both the engine and boiler rooms. A coal trestle appears to have been built on this end, running from the Raritan River Railroad spur to a parallel position along the facade.

Additions to the building occurred c. 1920, during the tenancy of the "Russel Playing Card Company," at which time, according to the Milltown <u>Sanborn</u> of 1924, a single story brick addition in essentially the same styling was built onto the southern facade of the building to house the engine and boiler rooms, with the former housing in the main building used as increased mill space. At approximately the same time, an approximately 30 by 100 foot frame and asbestos shingle addition was also connected to the rear facade at the northern end of the building, extending back parallel to the original rear wing in the center. This addition was subsequently demolished, to be replaced by a two story reinforced concrete structure with brick panels and metal windows sometime about 1930, according to local officials.

The factory is a particularly striking architectural component of the town because of the rolling farmlands and forests that surround the area and the largely small scale residential and commercial

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architecture of the town. The former Michelin Tire Factory, the life blood of Milltown in the first part of the 20th century, is the only other significant industrial building in Milltown, and the only other structure built on the same scale as the India Rubber Factory. The design of the building is comprised of clean horizontal and vertical lines without excessive detailing, and gives a solid, functional appearance to the townscape. Despite the large industrial size of the building, its three story fenestration and brick construction mimic the vernacular Italianate style of residential row dwellings popular at this time in middle and working class towns, reducing the imposing aspect a building this size can have in such a small town. The two strongly industrial features of the building, the water tower and the smokestack, are reminders of the town's industrial history. Its self assumed importance to the townscape is evidenced by the preeminent position of the campanile-like tower, with its raised brick pilasters at the corners and narrow window piercing, and further evidenced by an advertisement for the Russel Playing Card Company still vaguely visible on the north and south elevations.

The rubber industry in Middlesex County was spurred by, among other factors, the construction of the Camden & Amboy Railroad and the Delaware & Raritan Canal in the 1830's, making the area the first region of large scale rubber manufacture in the country. The New Jersey Railroad joined the Camden & Amboy line at New Brunswick in 1839, facilitating shipping between New Jersey's east coast ports, New England, and the Delaware River, Philadelphia and the west. Coal deposits provided the power for the steam driven presses needed in rubber manufacture. Although the first official rubber company was incorporated in Roxbury, Massachusetts in 1833, there was no market to sustain it. Only six years later, Horace H. Day established a rubber manufacturing facility in New Brunswick, and by 1850 was producing \$160,000 in rubber shoes and other products. The same factors attracted other rubber producers, until in 1880, four large scale producers were in operation in the New Brunswick area, with a total gross output of over \$1.5 million.

Milltown plays a major part in the colorful history of the rubber industry in New Jersey and the country. The town became a part of this industrial development through the defection of Christopher Meyer from the Horace H. Day Company over differences in opinion about the method of manufacture. Day's products, including carriage tops and galoshes, produced an unpleasant smell and were either sticky in the summer or lacked flexibility in the winter. Day's refusal to comply with Meyer's judgement led to Meyer setting up his own manufacturing facility on Main Street in Milltown in 1844, which on the wave of



production for the Mexican War, became the leading rubber manufacturer in the country by 1856. Day's leadership in the industry deteriorated after the civil suit brought against him in 1852 by Charles Goodyear for violation of his patented "Vulcanization" process. Unlike Meyer, who wisely agreed that Goodyear had discovered the process, Day fought for the patent rights, and against a Trenton jury awed by Daniel Webster, Goodyear's attorney, Day lost and in effect brought about the beginning of the process whereby the mid-west would become the nation's rubber manufacturing center.

The Milltown India Rubber factory is an excellent artifact of the New Jersey rubber industry because it was built after the initial boom in rubber production in Middlesex County, and consequently never housed a firm that expanded to the point where significant alteration to the building was necessary. Unfortunately for John C. Evans, the head of the Milltown India Rubber Company, Charles V. Mead, a former employee of Goodyear's, had effectively moved the center of the New Jersey rubber industry to Trenton by closing a plant there that he was investigating for violation of Goodyear's patent, and then reopening it under his own aegis utilizing the same process. By 1880, Trenton was host to five rubber plants and had become the state center for this product. Meyer was evidently unable to compete with the expansion of Trenton's rubber production, as the above mentioned <u>Home</u> <u>News</u> article mentions the closing of his plant and the subsequent need for the Milltown India Rubber Company to boost the Milltown economy.

The Milltown India Rubber Company, as well, found it difficult to compete, and it lasted but a few years, closing by 1904, at which time the Sanborn Map listed it as vacant. By 1910, however, a new use had been found, with the coming of the Willis W. Russel Playing Card Company. Whether Russel owned the building during the following years is questionable, as the 1924 Sanborn maps indicate that it was owned by the Michelin Tire Company. It is known, however, that rubber manufacturing was never again undertaken in the structure. In subsequent years, it housed, for a short time, a sewing operation, for whom the projecting reinforced concrete wing was erected, followed until 1971 by metal fabrication operations which took place under a variety of corporate names, and from that point until the present time by Lewis Lefkowitz and Brother, Inc.

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View of Washington Avenue, with the Russell Playing Card Company on the right, Sayre's Hotel and Conrad Kuhlthau's farm on the left. Henry Kuhlthau's home is in the background. Further off to the right is the Raritan River Railroad station and the Funk farm. Picture was taken between 1905 and 1907 by Christian Crabiel and sent to Germany to be made into hand-painted postcards.

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