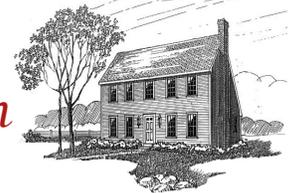


Views From The Veranda

“New Jersey’s Colonial Architecture Told in 100 Buildings”

Monday, February 19, 2018 at 7:30pm

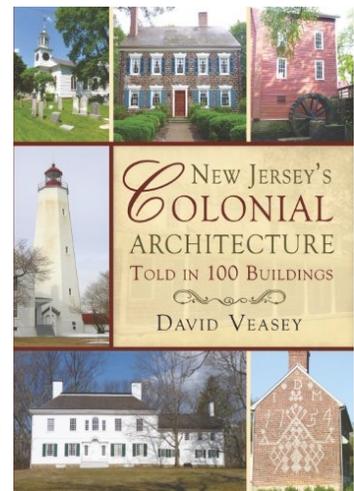
82 Union Street~Montclair, NJ



The *Victorian Society in America, Northern New Jersey Chapter* is pleased to present an illustrated lecture by David Veasey on his latest book, *New Jersey’s Colonial Architecture Told in 100 Buildings*. He will discuss the substantial number of buildings remaining from our colonial past from every county in the state. These include: the *Royal Governor’s Mansion* in Perth Amboy, the still functioning *Black Horse Inn* in Mendham, the meetinghouse style *Fairfield Presbyterian Church* in Salem county, *Nassau Hall* on the grounds of Princeton University, *Washington’s Headquarters* in Morristown, and the *Sandy Hook Lighthouse*, the oldest lighthouse in the country.

Sandwiched between Philadelphia and New York City, (Benjamin Franklin’s proverbial “barrel tapped at both ends”), New Jersey often doesn’t get due credit for its contributions to colonial and early American life, including its rich and diverse architectural heritage. This diverse architecture reflects its early settlers who were the most varied in all the colonies, except perhaps for New York City. They came from The Netherlands, Germany, Sweden, France, Ireland, Scotland, and a number of English regions, with each group bringing their building traditions with them.

A life-long New Jersey resident with a keen interest in its history, Mr. Veasey is an experienced journalist, who has authored two other books: *New Jersey Then and Now* and *Guarding New Jersey Shore Lighthouses and Life-Saving Stations*.



Please note the time change and come out on February 19th at 7:30pm and be enlightened by the 18th century architectural precursors to the Victorian Era!



Meetings of *The Victorian Society in America, Northern New Jersey Chapter* are normally held on the 3rd Monday of the month at the *Montclair Women’s Club - 82 Union Street - Montclair, NJ*. Meetings are free for members - Non-members \$5 - Yearly membership only \$30! Why not consider joining today or giving a gift membership to a friend? Call Catherine Sullivan at 973-762-6453, or send her your contact info at 9 Vose Avenue Apt 220, South Orange, NJ 07079. If your last name begins with the letters **I, J, K & L**, please bring refreshments to the next meeting. Any questions please contact Christina at 973-744-5916 or at christinapmayer@gmail.com.



Greetings from the President

Dear Members:

Many members braved the frigid temperatures to attend our January meeting. Jane Eliasof, the Director of Montclair History Center, spoke on how the 1890s were a pivotal point for Montclair. People from diverse backgrounds migrated to the town. Wealthy people from NYC for the cleaner environment, European immigrants and Southern Black Americans for the opportunities. Many of today's churches, social, athletic and intellectual clubs, and charitable organizations were established in the 1890s.

The New York Times had a regular column about what was happening in Montclair. The spirit of community that makes Montclair a unique tapestry of culture was conceived in the 1890's. For example, Mountainside Hospital was established by a woman, Margaret Jane Merewether Power. She came upon a small child who had fallen from a window and was in need of serious medical attention. Upset at the fact that there was no nearby health care facility, Mrs. Power rallied other ladies in her social circle to work toward a solution.

In February, David Veasey will speak on the many colonial buildings that have survived in New Jersey, giving us a window into the history before the Victorian age.

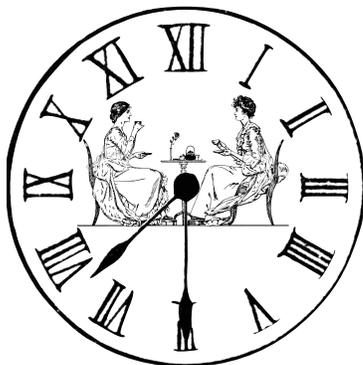
Reminder: March is our silent auction so it's time to start collecting wonderful things to donate for our fundraiser. The proceeds go to the National VSA Summer School scholarship fund.

Happy Valentine's Day!

-Jane ❤️ ❤️ ❤️

New Monthly Meeting Starting Time!

At our January program meeting, an informal vote was taken by the members of our chapter to move the start time to **7:30pm** instead of 8pm for our monthly meetings. Please note the change!



VSANNJ Spring Bus Trip Mark Your Calendars!!!

Think of Spring and warmer weather...we are traveling to the **Winterthur Museum and Gardens** on **Wednesday, May 9th!** Watch for a separate flyer with all the information.

"The Greatest Victorian Architect: Frank Lloyd Wright and Newport, Rhode Island"- Wednesday, February 14th at 6pm.

The national Victorian Society in America is presenting a "Summer Schools Evening" at the Jefferson Market Library, 425 Avenue of the Americas, New York City. Learn about the VSA Summer Schools in Newport, London and Chicago before this year's **March 1st application deadline!** Qualified candidates will be able to attend in-depth studies of 19th-century architecture and culture. Richard Guy Wilson, Commonwealth Professor of Architectural History, University of Virginia, and Director of the VSA Newport Summer School will give a lecture on Frank Lloyd Wright as a foretaste to what the summer schools have to offer. RSVP by Monday, February 12th to admin@vsasummerschools.org if you are interested. Visit the national website at victoriansociety.org for more information on the summer schools.

In The Limelight: Esther Allen Howland (1828~1904)

Esther Howland was an artist and businesswoman who was responsible for popularizing Valentine's Day greeting cards in America. Born in Worcester, Massachusetts, her father operated the largest book and stationery store in town. Shortly after graduation from Mount Holyoke College, Esther received a valentine from a business associate of her father's. Elaborate greeting cards at that time were imported from Europe and not affordable to many Americans.



Determined that she could make a better valentine, she convinced her father to order supplies from New York City and England. She made a dozen samples which her salesman brother added to his inventory for his next sales trip for their father's business. She was hopeful for \$200 worth of orders and was elated when he returned with over \$5000 worth of business for her. Esther employed friends and developed a thriving business, using an assemble line. She also began hiring women who would work at home, inspecting each card produced by her assistants.

With success came competition, so Esther began stamping the back of her cards with the letter "H" in red ink, along with the price and the letters "N.E.V.Co." for her *New England Valentine Company*. While simple cards by her sold for only five cents, her more elaborate cards which may contain ribbons, gilded lace, secret message compartments and the like sold for up to one dollar!

Her valentines became renowned throughout the United States and she was called "The Mother of the American Valentine." Her cards were always in good taste. She created many innovations of valentine designs such as the "life-up" valentine, layering of lace, three dimensional accordion effects and a bouquet in which flowers would move to reveal a verse when pulled by a string. Her prosperous business eventually grossed over \$100,000 per year, a considerable sum for that time. She sold her company in 1881 to her main competitor in order to take care of her ailing father. And while she entertained many business suitors leading up to that sale, Esther Howland herself never married.

Over time, greeting cards made the transition from handmade to machine made. Esther Howland's fine paper lace cards with intricate designs became a thing of the past. Today, her cards are sought-after collectibles, evoking the golden age of artistic, sentimental valentines.

Howland's enduring claim to fame lies not only in having commercially produced the first elaborate, handcrafted valentines in the United States, but also in having popularized Valentine's Day cards across the country. Today's multi-billion dollar greeting card industry is heavily indebted to the creativity, work ethic, and business acumen of Esther Howland.



"A Barrel Tapped at Both Ends": New Jersey and Economic Development

by Jean R. Soderlund - The following is a brief excerpt published in the journal "Reviews in American History", Volume 24, Number 4, December 1996 pp 574-578

New Jersey has suffered an identity crisis since 1664, when James, the Duke of York, grasped it from the Dutch. Instead of keeping the colony as his own—as in the case of New York—he divided it into two, giving the eastern part to Sir George Carteret and the western part to John Lord Berkeley. The division made some sense, for each part bounded a major river valley, the Hudson on the east and the Delaware on the west. Unfortunately for New Jersey's commercial growth, both halves failed to develop major entrepôts, instead becoming incorporated into the hinterlands of New York and Philadelphia. With unification under royal government in 1702, New Jersey became a single political entity, yet remained divided socially and economically, in words usually credited to Benjamin Franklin, "a barrel tapped at both ends" (p.44).



The **Spring meeting of the League of Historical Societies of New Jersey** will be held on **Saturday, March 17th**, hosted by Stone Harbor Museum in Cape May County. \$25/person includes registration, continental breakfast, lunch and all programs and tours. More details will be forthcoming in next month's newsletter or visit www.lhsnj.org.



The Silent Auction



The VSANNJ meeting on March 19th will also feature our much anticipated Annual Silent Auction Fundraiser for the national VSA Summer School scholarship fund. We are in particular need of donations of new, quality items or gently used treasures which will help us support aspiring candidates to attend these in-depth studies of 19th-century architecture and culture. Invite your friends as well and have a fun evening of bidding on some great finds!



THE VICTORIAN
SOCIETY IN AMERICA
Northern New Jersey
Chapter
PO Box 717
Montclair, NJ
07042

www.victoriansannj.org

The VSANNJ is part of the only national non-profit organization committed to historic preservation, protection, understanding, education, and enjoyment of our nineteenth century heritage.

www.victoriansociety.org

Contact Information:

President: Jane McNeill
732-832-1878

Programs: Adriana O'Toole
973-650-6039

Membership: Catherine
Sullivan 973-762-6453
cicisull@msn.com

Newsletter: Rose Shaw
862-215-3518
19valleyrose@gmail.com



82 Union Street is
handicap accessible