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THE LIBRARY OF CONGRESS

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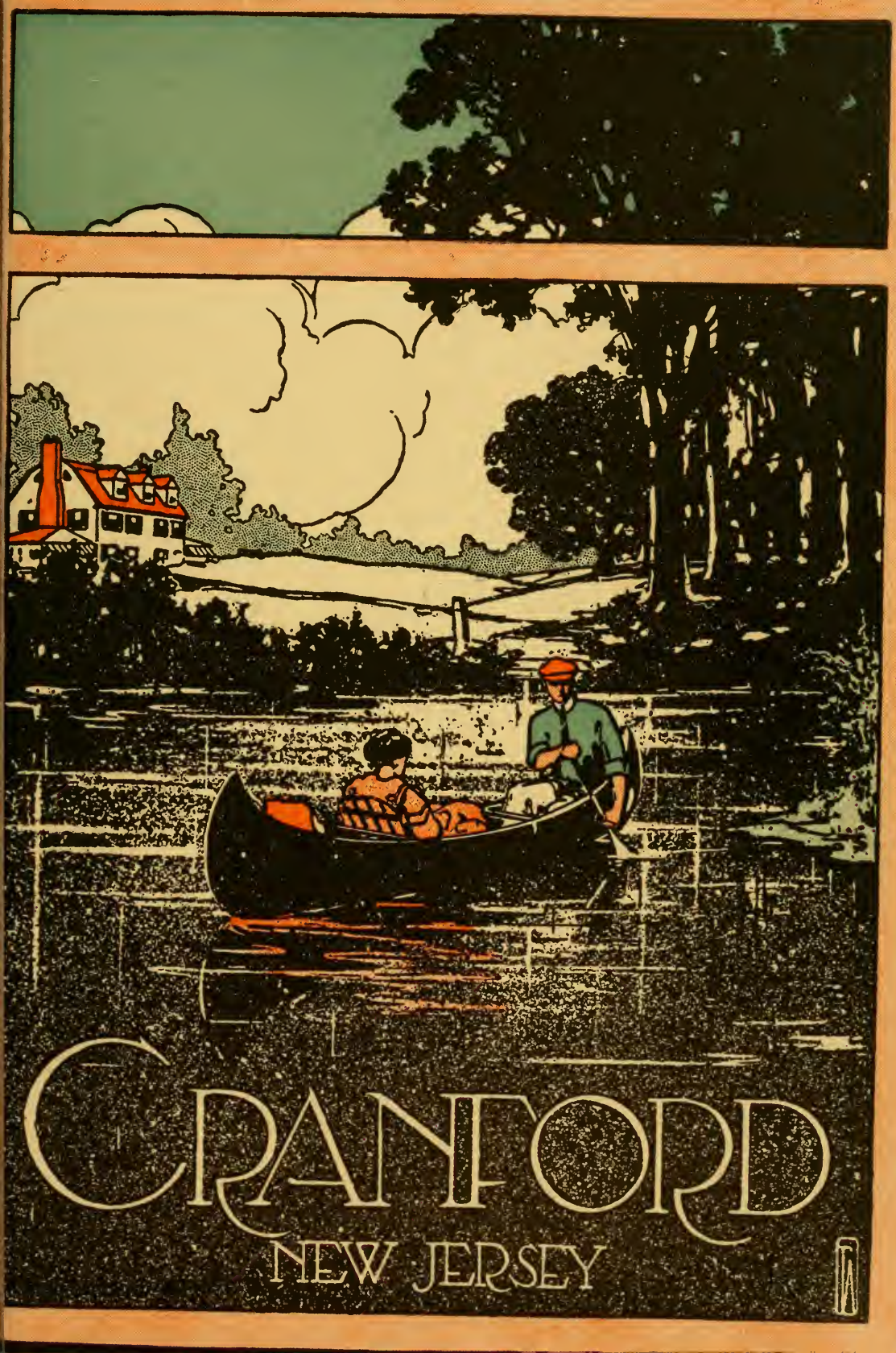
CRANFORD
NEW JERSEY

CRANFORD

NEW JERSEY

SITUATED IN UNION COUNTY
SEVENTEEN MILES FROM NEW YORK CITY

REACHED BY THE

CENTRAL RAILROAD OF NEW JERSEY
AND LEHIGH VALLEY RAILROAD

FERRIES AT FOOT OF LIBERTY AND WEST 23RD STS.
NEW YORK CITY

OVER 120 TRAINS DAILY

35 TO 45 MINUTES FROM NEW YORK CITY INCLUDING FERRY

CONTAINING A STATEMENT OF CRANFORD'S CLAIMS TO CONSIDERATION AS THE IDEAL ALL-YEAR-ROUND RESIDENCE TOWN

PUBLISHED BY THE

CRANFORD BOARD OF TRADE

CRANFORD

CRANFORD

"THE VENICE OF NEW JERSEY"

CRANFORD BOARD OF TRADE

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DESIGNED, ENGRAVED AND PRINTED BY COX ENGRAVING-PRINTING CO., NEW YORK.

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NEW JERSEY

FEB 11 1914

WHERE LINCOLN AVENUE CROSSES THE RIVER

LEHIGH VALLEY RAILROAD BRIDGE

CENTRAL RAILROAD OF NEW JERSEY STATION

Cranford, New Jersey

IN publishing this book, the Cranford Board of Trade has been careful to make no statement that would tend to mislead the reader. Its aim is to set forth in a true and concise manner the natural beauties and modern conveniences that combine to make this as nearly perfect an all-year-round residence town as can be found within easy commuting distance in any direction from New York.

SITUATION AND CLIMATE.

Situated in Union County, New Jersey, seventeen miles almost due west from New York City, on the southern slope of the Orange mountains, sheltered from the cold north winds of Winter, and open to the mild southwest breezes that come direct from the ocean only a few miles away, the climate is one of the finest to be found anywhere. It is to these conditions that Cranford owes its delightfully cool summers. A report of the State Board of Health describes Cranford as "one of the most salubrious towns in the State."

CRANFORD TRUST COMPANY BUILDING

OCTOBER IN THE WOODS

UNTOUCHED BY THE HAND OF MAN

GRANT SCHOOL

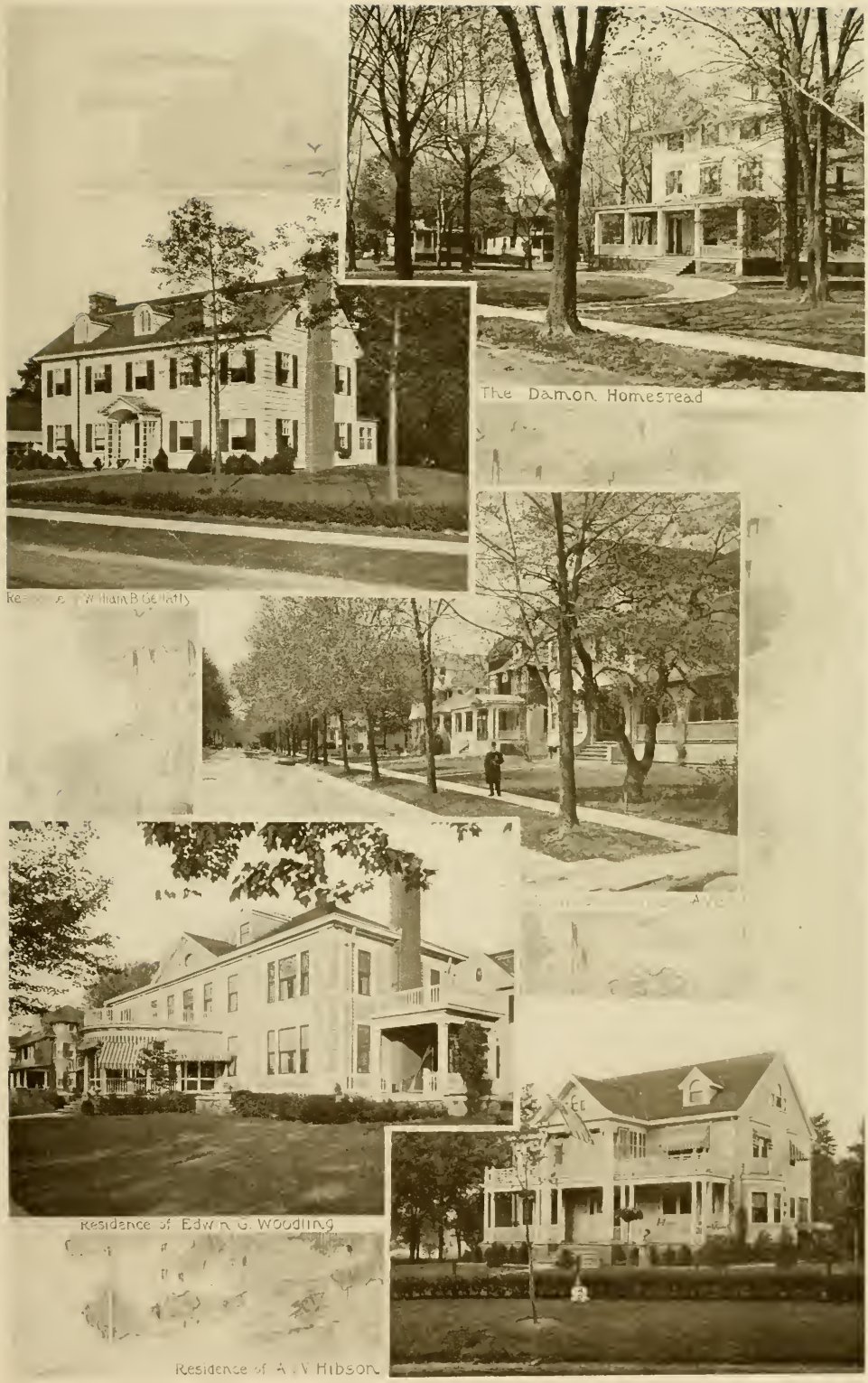
To the average business man the problem of selecting a suburban home is fraught with no little difficulty. The rapid growth of the city, and the great number of unsightly factories with their attending smoke and noises, that are crowding into most of the accessible suburbs, make it necessary for him to exercise the greatest caution in choosing the proper location.

None of these nuisances will be found in Cranford, and as the property is wisely restricted, there is little chance that there ever will be.

Cranford is strictly a residential town with an area of about four square miles and a population of somewhat over 4,500. There are about 800 business men and women who live here and commute to the city daily.

The town is built upon both banks of the beautiful Rahway River; or rather, the river winds its way in and out through the very center of the town, and so picturesquely serpentine is its course, that it crosses most of the principal streets at least once, and several of them are compelled to bridge its

UNLIMITED FIELD FOR THE CAMERA ENTHUSIAST


The Damon Homestead
Residence of Edwin G. Woodling
Residence of A. V. Hibson

"FAIR QUIET. HAVE I THEE HERE?"

CRANFORD CANOE CLUB

crystal waters twice within a few hundred yards. Other streets follow the course of the river at a distance of a few hundred feet, thus giving the town as a whole a park-like appearance.

The residences built upon the river lots invariably carry their lawns and flower gardens to the very brink of the stream, terminating with either nicely sodded banks or rustic stone walls, which in no wise mar the beauty of the landscape, but rather give that artistic effect which makes American gardens a constant source of admiration. Besides, many of the residences are built to face the river. This, combined with the scores of beautiful canoes always to be seen gliding to and fro on its surface, has caused Cranford to be termed "The Venice of New Jersey," with the difference that here the houses are set well back from the banks of the stream, and with sufficient intervening space so there is none of the crowded canal-like appearance of the far-famed Italian City.

Indeed, the river is Cranford's chief claim to superiority over hundreds of other towns

FIRST PRESBYTERIAN CHURCH

SOME PRIZE WINNERS IN CRANFORD'S VENETIAN CARNIVAL

THE RIVER AND SPERRY PARK

in the suburbs of New York. It is the fine touch of nature that makes it possible for the residents at all times to enjoy the various water sports in Summer, and perfect skating in the Winter, without the inconveniences of travel which so often mar the pleasure of these healthful pastimes.

The water is as pure as nature can make it; no sewerage or contaminating matter whatever is allowed to enter it, as the river is the principal source from which the city of Rahway, only four miles below, derives its water supply.

TRANSPORTATION.

The main line of the Central R. R. of New Jersey runs directly through the town and is the principal means of travel to and from New York on the East, and Philadelphia, Baltimore and Washington on the West, with all the intervening towns, among the larger of which are Newark, Elizabeth, Plainfield and Somerville.

The Lehigh Valley R. R. reaches the southern section of the town about a mile south of

A NATURAL VISTA

DENMAN AVENUE

WM. SPERRY BUILDING
E. NORTH AVE.

CRANFORD TRUST CO. BUILDING
LOOKING EAST

the Central, and is about to increase its commutation service for the use of that section. This railroad uses the Central R. R. terminals in New York and Jersey City.

The Main Line of the New York and Philadelphia trolley passes through Cranford one block south of the Central R. R. and furnishes fast transportation every fifteen minutes in either direction, through some of the most fertile and beautiful sections imaginable. This means of travel has the advantage that one can stop at any intermediate point between towns, and the numerous connecting branch lines make it possible to take an almost endless variety of pleasant excursions.

The Central R. R. of New Jersey gives Cranford ninety-three trains daily between Cranford and New York, many of them making but two or three stops with a running time of less than forty-five minutes including the ferries, of which there are two, one from West 23rd Street, and one from foot of Liberty Street.

The Central fleet of ten new double-decked, steel ferry boats are the finest on the river,

RESIDENCE OF CHAS. L. EMMONS

RESIDENCE OF T. ALBERTSON

BERKELEY PLACE

RESIDENCE OF JOHN W. BANKER

HAMPTON HALL

and are run exclusively for the train service, there being no other traffic between their terminals.

The commutation rate is $6.55 for sixty rides, or a little more than ten cents a trip.

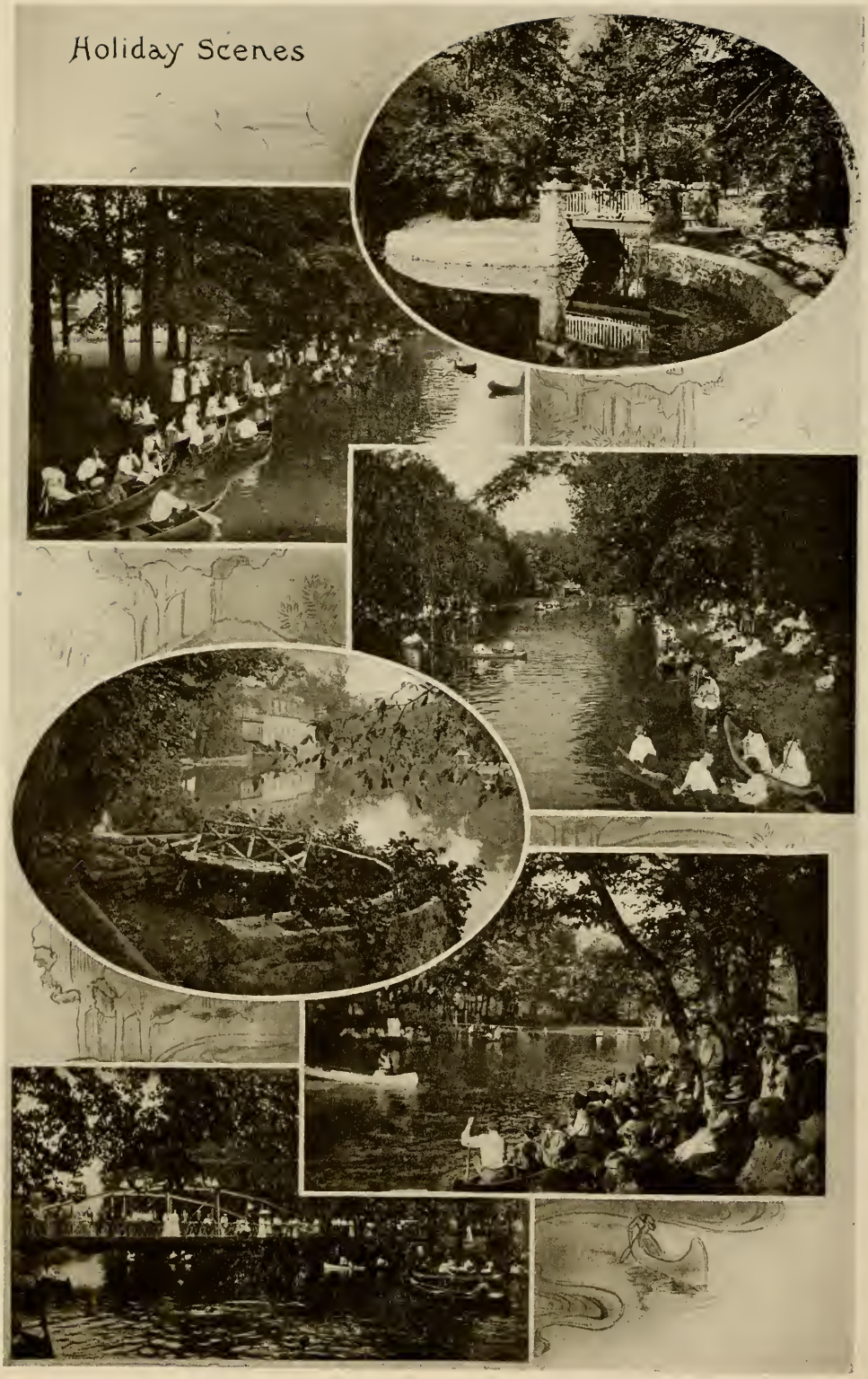
The trains of this road are always well lighted and comfortably heated in the Winter months. Nothing but anthracite coal is used, therefore, the cars are clean and free from cinders, and most important of all, there is always a comfortable seat for every passenger. In brief, a man may reach his place of business in New York in virtually the same time, and at about the same cost, from Cranford as from the principal residential sections of the City itself.

The Central R. R. has a six track stone ballasted road bed all above grade, thus insuring plenty of fresh air and sunshine. The view from the windows is one continuous panorama of beautiful landscape dotted with pretty homes. In fact, the short, pleasant trip morning and evening, is a real pleasure and gives one an opportunity to glance through the daily papers or have a pleasant chat with

Riverside Drive

N Union Avenue

Holiday Scenes



one's neighbor in absolute comfort. Contrast this to a ride in the crowded subway with its jostling crowds and foul atmosphere, or with any of the so-called rapid transit systems of the city with their outlook of brick walls or unsightly slums.

To the people who live in crowded city apartments, a trip to Cranford would prove a revelation and help to solve the problem of how to escape the many necessary evils of city life. Especially will the attractions of this town appeal to those who are blessed with the responsibility of bringing up children to be healthy, useful citizens of our commonwealth.

WATER SUPPLY.

Cranford's water supply has been pronounced by experts to be practically perfect. It is artesian well water pumped from a great depth into a large stand pipe from which it flows to every part of the town, under pressure which is sufficient at all times to give excellent service.

FIRE DEPARTMENT.

The high pressure hydrants throughout the

BUSINESS BUILDINGS ON EASTMAN ST.

BUSINESS SECTION FROM R.R. DEPOT

"A SECRET NOOK IN A PLEASANT LAND
WHOSE GROVES THE FROLIC FAIRIES PLANNED."

FIRST CHURCH OF CHRIST SCIENTIST

town make the use of fire engines needless, as by coupling the hose directly to the hydrant, it is possible to throw a two inch stream over any building. Cranford is fortunate in having an efficient fire department, consisting of both hook-and-ladder and hose companies, which, coupled with an electric fire alarm system extending to every district, gives ample fire protection and reduces insurance premiums to a minimum.

MODERN CONVENIENCES.

Next to a plentiful supply of pure water, the most important item that makes for comfort and well-being is proper light. In this regard Cranford has everything that could be desired. Both gas and electric current of standard quality and dependability, at reasonable rates, is piped or wired to every section. Most of the residents use electricity for lighting their homes and gas for cooking purposes.

The streets are especially well lighted with the new tungsten lamps, with the addition of flamming arcs in the business centers.

Telephones are as much a part of the home

SYCAMORE RAPIDS

NEW GRADE SCHOOL NEARING COMPLETION

Cranford Winter Scenes

RESIDENCE OF R. D. TOWNSEND

RESIDENCE OF R. J. MIX

RESIDENCE OF F. B. RYAN

RESIDENCE OF N. R. FOSTER

HOLLY ST. FROM ORCHARD

in Cranford as in any city, and it is a great comfort to the man doing business in New York to know that he can converse with his family at any minute of the day or night should occasion arise.

The sewerage system is a feature that is too often overlooked by the man who moves to the suburbs. A good sewerage system is an absolute necessity in every town. This problem has been worked out in Cranford according to the best engineering practice, with mains and latterals reaching to every district, and converging into a trunk line, which in turn empties into tide-water many miles away.

STREETS.

The streets are of macadam construction with concrete curbs and gutters in most sections.

Another feature of Cranford is its sidewalks which are noticeably fine, and often excite favorable comment from the visitor. The residents take special pride in the cleanly condition of both streets and sidewalks.

The main streets of Cranford connect di-

LADIES' DAY AT THE BOYS' CLUB

WALNUT AVENUE

rectly with the wonderful County road system for which the State of New Jersey is so justly famous, thus affording the automobilist an unlimited choice of delightful tours, including a direct route to all the sea-shore resorts of the Jersey coast on the south, and on the north and west, through the wonderful mountain and lake region as far as the Delaware River.

SCHOOLS.

In a State noted for its fine educational facilities, Cranford is ranked among the first. It has one High School and two grade schools, with two more buildings in course of construction, which, when completed, are expected to meet all requirements for years to come, thus obviating the necessity for part-time conditions such as prevail in many cities. In these schools are taught all the branches, from kindergarten to college requirements. Manual training, vocal music, domestic science, and a complete business course are included.

CHURCHES.

Cranford has eight churches of various de-

CRANFORD CASINO AS SEEN FROM THE RIVER

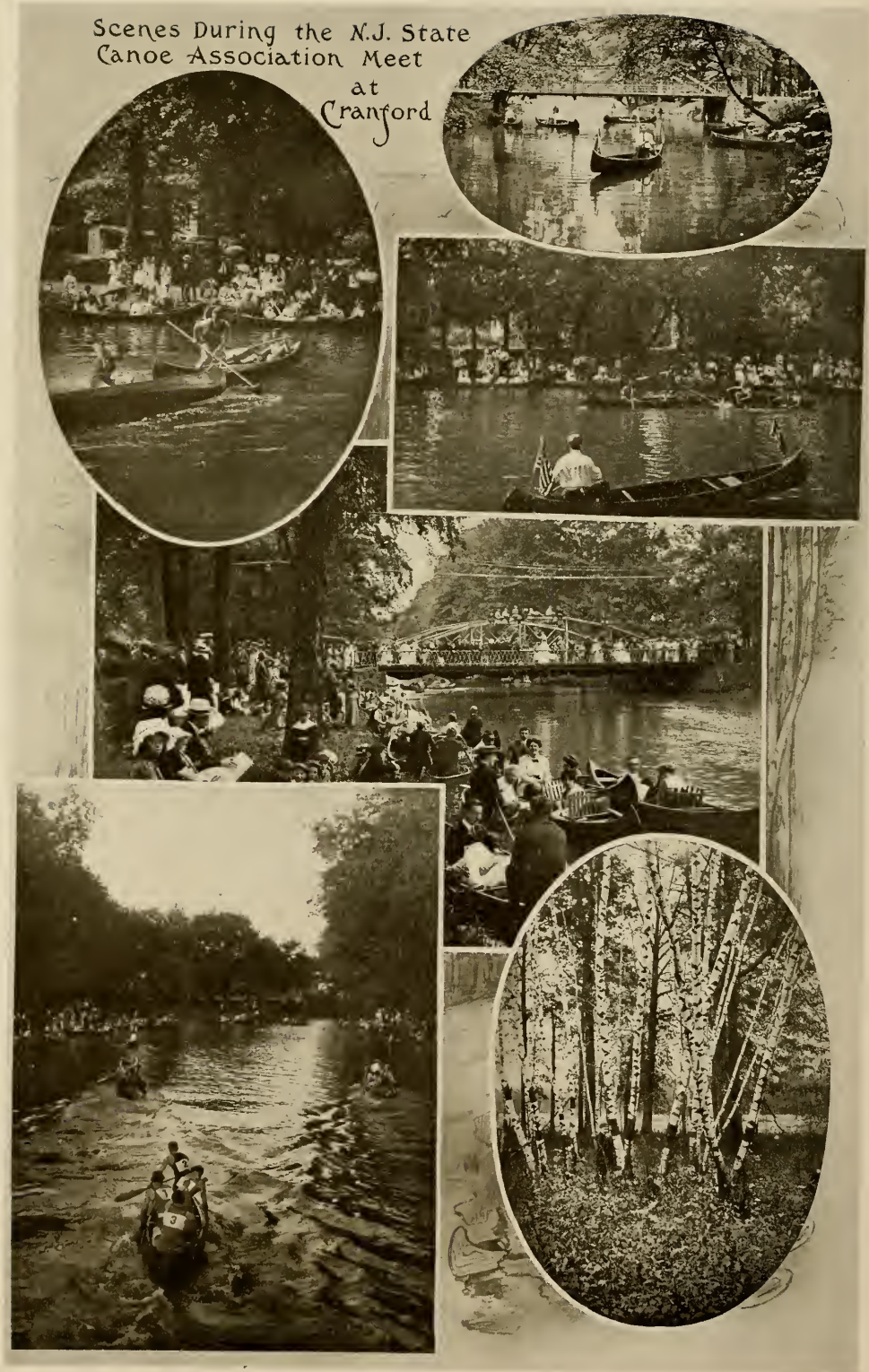
nominations, including Presbyterian, Methodist, Episcopal, Catholic and Christian Science. Some of the buildings are very fine examples of architecture. Their organizations are numerous and active, keeping young and old interested and cultivating a fine, broad, religious atmosphere.

STORES.

All the ordinary needs of the townspeople are met by the local stores and markets. The surrounding country affords abundant supplies of fresh fruits, vegetables and dairy products. When occasion necessitates shopping in the city, the free delivery service of all the large Newark and New York department stores proves a great convenience.

BANK.

The Cranford Trust Company offers every modern banking facility. Its officers and directors are men of wide business experience, who have lived many years in Cranford and know its conditions and needs. The Company

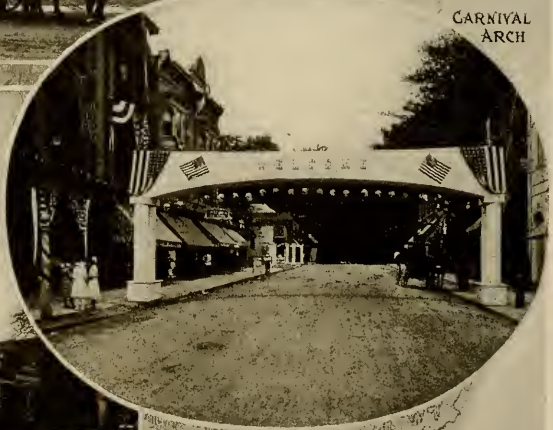

Scenes During the N.J. State
Canoe Association Meet
at
Cranford

A HOLIDAY SCENE ON THE RIVER

APPROACH TO THE GOLF CLUB

THE MILL AT OSCEOLA FARMS

FIRE DEPARTMENT



CARNIVAL ARCH

MASONIC BUILDING

operates Banking, Trust, Real Estate and Safe Deposit departments. In the arrangement of each department the management has been careful to incorporate every feature necessary to make the transaction of business with this institution a real convenience and pleasure.

BUILDING AND LOAN.

The Cranford Building & Loan Association is on a sound financial basis, having been established a great many years, during which time it has assisted in the erection of many fine residences. Its plan enables one to build a home and have the comfort of living in it, while paying in small monthly installments, with the absolute assurance that he will have full title in a few years.

MAIL SERVICE.

There are three regular mail deliveries daily, with post boxes situated at convenient points throughout the town, from which frequent collections are made.

ST. PAULS M.E. CHURCH
EASTMAN ST.

FIRST M.E. CHURCH
WALNUT AVE.

THE RIVERSIDE

SNAKE FENCE ON A CRANFORD LAWN

RESIDENCE OF GROVE SACKETT

RESIDENCE OF MRS. M. H. ARMSTRONG

RESIDENCE OF CHARLES H. BUSH

THE RIVER NEAR HOLLY STREET

CLUBS AND SOCIETIES.

The clubs, of which there are a large number, furnish ample opportunities for social enjoyment. Foremost among these is the Cranford Casino or Country Club with a large and growing membership. The club-house is beautifully situated at a bend of the river, from the porch of which one may view a quarter mile of sparkling water in either direction. The house contains reception rooms, billiard parlor, bowling alleys, stage and large hall and ball-room, and is the scene of much life and social gayety throughout the year.

GOLF.

In Cranford the golfer can indulge in his favorite pastime under most pleasant conditions. The Cranford Golf Club, having outgrown its original quarters, has just taken possession of its new eighteen hole course, which is delightfully situated among the rolling hills on the shore of Echo Lake, and is acknowledged to be one of the finest in this country. The club-house, which is built on a

CRANFORD GOLF CLUB ON ECHO LAKE

high bluff overlooking the lake, is a model of beauty and convenience. Among the numerous members are many well known players from New York and other nearby cities.

CANOE CLUBS.

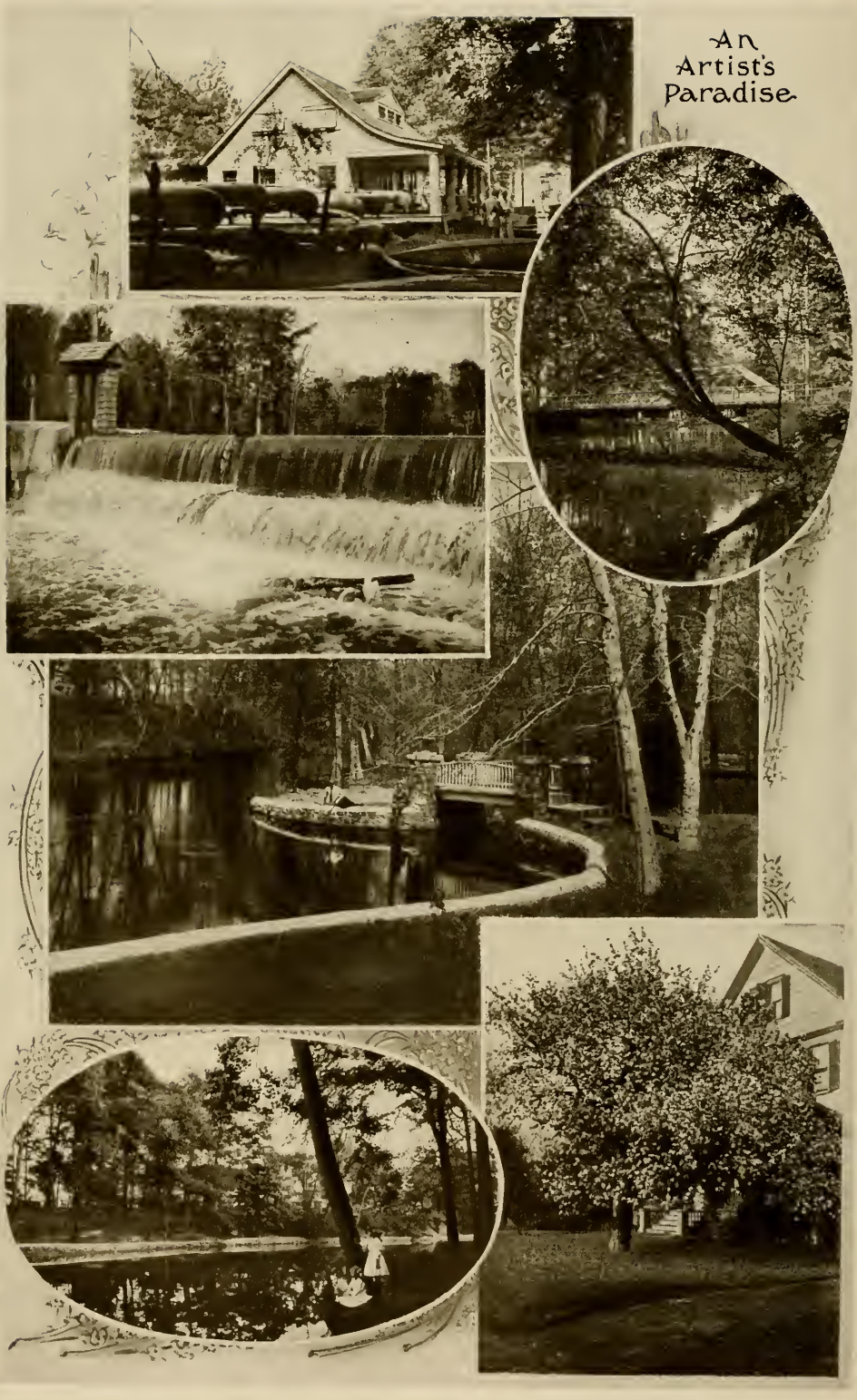
There are three canoe clubs, each with a pretty club-house nestling under the trees on the banks of the river. These clubs are the very life of the town during the Summer months. The numerous pretty, little craft, with their light-hearted occupants, always coming and going; the musical ripple of water under the bow, and the dip of the paddle, blended with the merry laughter make a picture not soon to be forgotten by those who witness the sight for the first time.

Then there are the regattas, in which out-of-town clubs often take part, and the keen rivalry for honors brings forth some fine exhibitions of strength and skill.

BOYS' CLUB.

The need of properly supervised play for

A PRIVATE PARK ON THE RIVER BANK


An
Artist's
Paradise

our boys and girls has been recognized. This need has been met in a most practical and satisfactory manner by the Boys' Club of Cranford, which is conducted somewhat on the plan of the Y. M. C. A.

They have a spacious club-house and gymnasium with ample grounds containing running track, tennis courts, baseball and athletic fields. Here, under the guidance of a trained director, the boys from the age of twelve years up find enjoyable exercise for the proper development of mind and body.

One day each week is set aside for the girls, when they have full club-house and athletic field privileges.

Contributing also to the broader and better life of Cranford, are literary and social clubs and societies which hold frequent gatherings. Prominent among them is the Village Improvement Association, composed of public-spirited women who take an active interest in all matters pertaining to the town's welfare.

NEW HIGH SCHOOL IN COURSE OF CONSTRUCTION

RESIDENCE OF S. R. DROESCHER

HOLLY STREET

RESIDENCE OF CHAS. A. STRATTON

RESIDENCE OF WM J. McKEE

RESIDENCE OF THE LATE THOS. A. SPERRY

RESIDENCE OF JOHN C. DENMAN

A GLIMPSE OF THE OLD MILL

LODGES AND FRATERNAL ORDERS.

Nearly all of the fraternal and beneficial orders have lodges in Cranford: Among them are the Free Masons, Foresters, Royal Arcanum, Elks, Red Men, and others.

In fact, Cranford has every possible modern convenience that could be desired. At the same time its natural charms are rare for a town so easily accessible to the city. A few minutes' walk in any direction will bring one into a section unsurpassed for natural beauty. In most suburban towns the outlying districts are the continuation of other towns. Cranford, however, is surrounded by farms and woodlands, though itself a city so far as conveniences go; it has the country at its doors.

THE CARNIVAL.

Each year Cranford decks itself in bunting and Japanese lanterns, and the canoeists vie with one another for the prizes offered for the best decorated and most novel canoes in the grand night parade.

People come from miles around to see the

RESIDENCE OF MR. A. V. HART

ONE OF THE NEW STREETS

RESIDENCE OF PERCIVAL S HILL

RESIDENCE OF L.C. DILKS

RESIDENCE OF CHAS E. COY

RESIDENCE OF STEPHEN J. COX

RESIDENCE OF GEO P. FERGUSON

CASINO AVENUE

spectacle, which is one that defies description. Imagine, if you can, two miles of beautifully wooded lawns decorated to the water's edge on both sides of the river, with thousands of Japanese lanterns arranged in artistic designs, supplemented by flags and draped bunting. Then the hundred or more beautifully decorated canoes and floats, gliding slowly up and down the stream to the strains of enchanting music. The scene is, indeed, a veritable fairy land of color and life.

After witnessing one of these carnivals, Professor A. L. Johnson, M.S., A.M., wrote the following description which is here used with his permission:

"For several years it has been the custom to hold an annual water carnival on the beautiful Rahway river, which flows lazily in its winding course through the town on its journey to the ocean. Hundreds of visitors have spent a pleasant afternoon or evening viewing the artistically decorated canoes with their variety of color as they floated gently on the placid bosom of this peaceful river. Here and there,

PUBLIC LIBRARY
MILN ST.

SHERMAN SCHOOL
LINCOLN AVE.

THE BUTTON-BALL TREE

PICTURESQUE SPOTS IN CRANFORD

by green banks and shady lawns which form a perfect setting, one blessed with an artistic temperament has caught pictures in color, which reminded him of sunny Italy, mayhap some accidental grouping has called up in his memory a nearly forgotten picture of far away Venice. A song, perhaps, has come floating across the still waters and a passing canoe has been suddenly transformed, as if by a magician's wand, into a peaceful Venetian boat and its paddler into a picturesque gondolier. Giotto, during the half century of his labors, never had more wonderful subject for his art than may be found during the progress of a water carnival. True, the stones of Venice are not here, but the rich greens, the brilliant colors, the wonderful variety of lights and shadows are more than suggestive of that city, which has become the artist's Mecca, and to which lovers of real beauty in art make their annual sacred pilgrimage.

A river is an asset whose intrinsic worth cannot be estimated in any expressed valuation. It sometimes has commercial richness

A DRINK AT THE BUBBLING SPRING

RESIDENCE OF JOHN S. ROSENCRANTZ

RESIDENCE OF WM. M. SPERRY

RESIDENCE OF WM. B. DRYSDALE

RESIDENCE OF GEO. G. TELLER

RESIDENCE OF GEO. M. HENDRICKS

RESIDENCE OF
HARRY R. VAN SAUN

Episcopal Church & Rectory
E. North Ave.

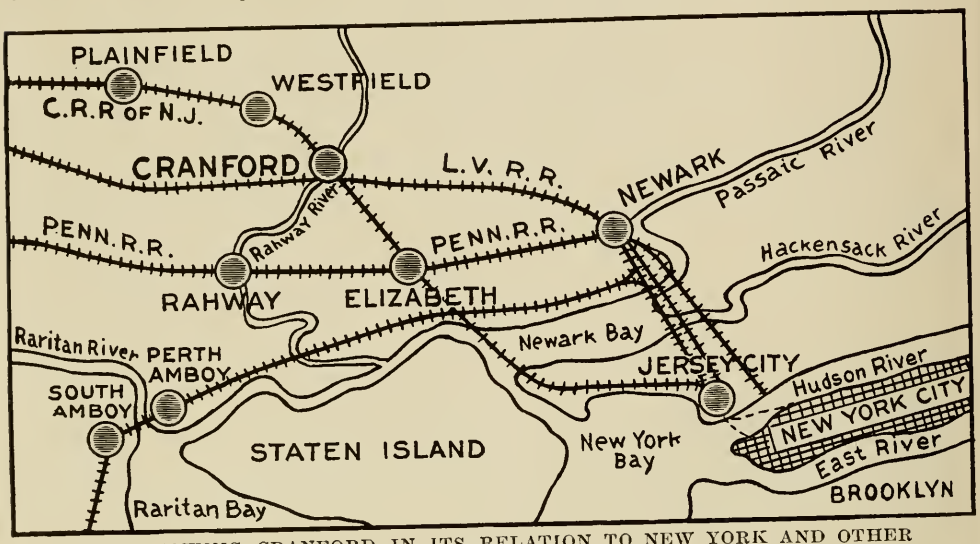
Roman Catholic Church
& Rectory. Miln St.

which yields a substantial profit to a community. Again, its worth may be purely æsthetic, and may be indicative of the spirit of the town through which it winds its way.

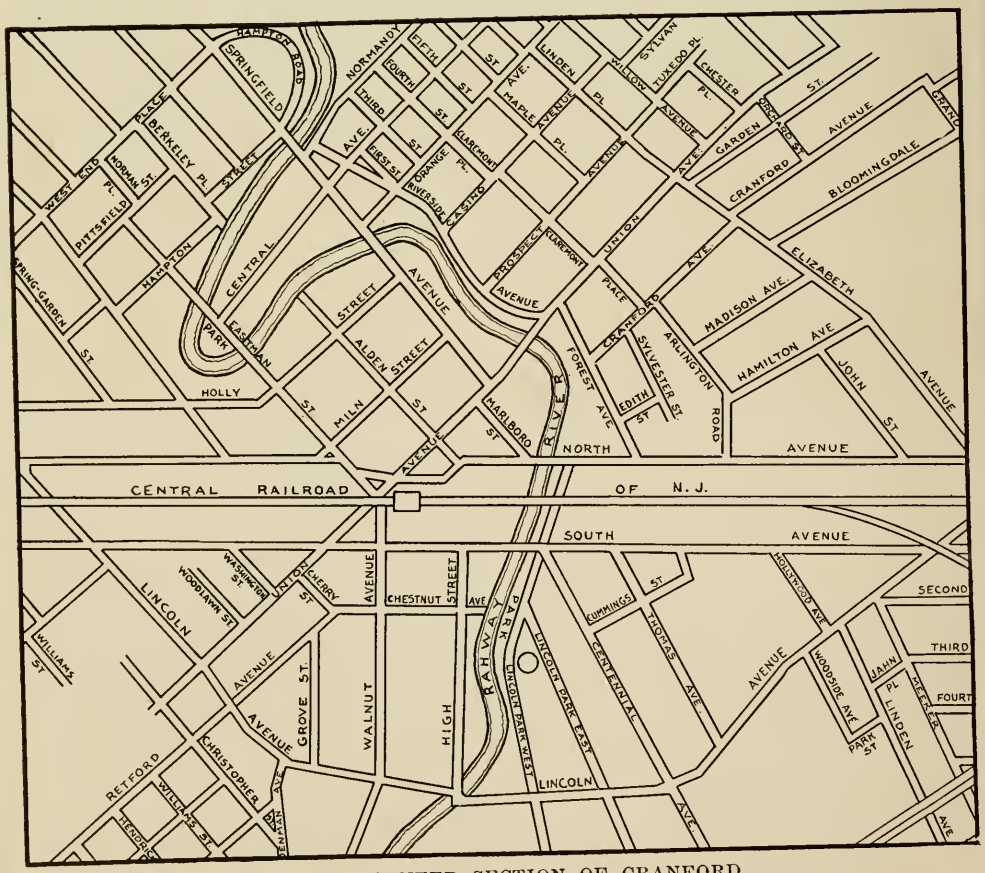
Our river fully expresses the temperament of the people who dwell along its tortuous course. There is quiet, peace, contentment in this town of homes which we sincerely believe is the very paradise of loveliness and natural beauty. The golden thread of mutual helpfulness and good fellowship is the warp of its good citizenship, binding together its woof of human elements into a wonderful tapestry of concord.

This Garden spot, resplendent in its gala dress of rich foliage and beautiful flowers, has become the Mecca of all those who sought the quiet restfulness, and the freedom from care for which they have been eternally searching. East and West, North and South, they have wandered like Sir Galahad of old until they found the temple of their dreams under the shadow of a great city, and the quest was ended."

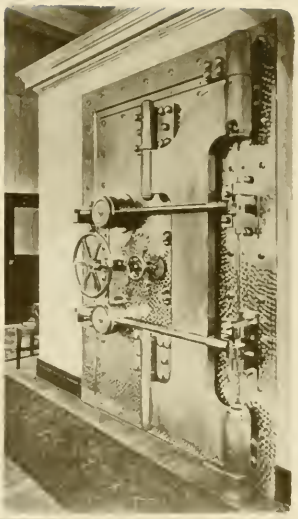
The Cranford Board of Trade presents this statement of the town's exceptional inducements to the home-seeker, confident that it will appeal to all thoughtful people. A visit to Cranford will satisfy the most exacting person that its claims have not been overstated.

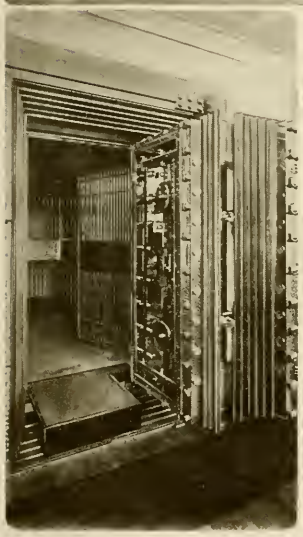


MAP SHOWING CRANFORD IN ITS RELATION TO NEW YORK AND OTHER IMPORTANT POINTS



MAP OF CENTER SECTION OF CRANFORD





THIS Company operates a Realty and Insurance Department, representing the most desirable real estate developments in Cranford.

Maintains a modern efficient Banking Department, allows interest on deposits, collects checks payable anywhere in the United States free of charge.

The Safe Deposit and Storage Vaults of the Company are the most modern that brains and money can produce and are both fire and burglar proof.

The Trust Department executes trusts of every description, acts as Administrator, Trustee, Guardian, etc.

The Officers of the Company desire to meet persons wishing to change their present banking arrangements or open new accounts.

CRANFORD TRUST COMPANY

CRANFORD, NEW JERSEY

OFFICERS;

T. A. SPERRY, President
N. R. FOSTER, Vice-President
G. M. HENDRICKS, Treasurer
E. N. BERGERSTOCK, Assistant Treasurer

Capital, Surplus and Profits $128.000.

Osceola Farms, **beautifully situated on the Rahway River in Cranford, N. J., are admirably adapted to breeding and perfecting the strains of thoroughbred stock. The Farms are mainly devoted to Clydesdale Horses, Ayrshire and Brown Swiss Cattle, although the dairy and its appurtenances are an important and most interesting feature.**

1.—The Dairy Barn, in addition to being all that a dairy should be, contains completely equipped apartments for the Herdsman and a club room for the men.

2.—OSCEOLA CHIEF, one of the Prize Winning Clydesdale yearlings.

3.—EVADER, of show ring fame and acknowledged to be one of the finest Clydesdale stallions ever imported from Scotland.

4.—The picturesque Rahway, which flows through the Farm for more than two miles.

5.—SHEVADO LASS, a Clydesdale Mare and winner of many blue ribbons.
6.—Dam, with Grist Mill in the background.
7.—Imported herd of registered Ayrshires.
8.—PRINCE GEORGE, a young Prize Winning Brown Swiss bull.
9.—STARLIGHT HEKTOR, Brown Swiss herd bull, weighing 1,900 lbs. and winner of many blue ribbons.
10.—Part of the thoroughbred, Brown Swiss herd.
11.—Dairy Barn interior, where have been introduced all of the latest devices for sanitation.
12.—One of the many shady drives along the banks of the river.

OAKLEY & SON
ARCHITECTS

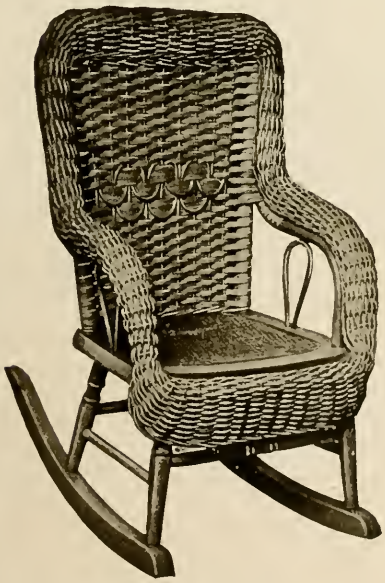
ELIZABETH, NEW JERSEY

"S.&H." Green Stamps— A National Factor In Home Economy.

¶ As a stimulant to cash trading and an efficient discouragement to credit buying, S.&H. Green Stamps occupy a unique place and wield a healthful influence in the retail business methods of to-day.

¶ Progressive merchants give S.&H. Green Stamps because they know they fully represent the discount they can afford to give on your cash purchases and also know that this discount is thereby returned to you in a higher grade of merchandise than you could purchase with the equivalent in cash.

¶ You can readily ascertain that the same article which you so easily acquire for One Book of S.&H. Green Stamps would cost you from $3.00 to $6.00 in the larger Department Stores, conclusively demonstrating the remarkable saving which the Little Green Stamps represent to the home.



¶ You may also obtain S.&H. Green Stamps in exchange for **Hamilton Coupons** packed with a large variety of the standard goods you purchase for daily use. American Tobacco Co.'s Tags and Coupons, as well as various Soap Wrappers, Trade Marks, Labels, etc., are also exchangeable for S.&H. Green Stamps at anyone of nearly Six Hundred Premium Parlors in the United States. This is another valuable aid in filling your Stamp Books and obtaining your Premiums quickly.

The Sperry & Hutchinson Co.

2 West 45th St. New York City

M. Byrnes Building Company

BUILDING CONSTRUCTION

ELIZABETH, - - - - NEW JERSEY

FOR MAXIMUM PROTECTION OF

Metal
Brick or
Wood

NATIONAL GRAPHITE STRUCTURAL PAINT

Select from
Following
List of

ARCHITECTURAL PAINTS

POLAR WHITE—An exterior White Paint with the whiteness and gloss of white enamel. Two coats will do the work of three coats of ordinary white outside paint—and outwear all others.

RED WARRIOR—The Redest and most durable red in the market.

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