

P. BALLANTINE AND SONS BREWERY
40 Rector Street, Block 17, Lots 25, 26, 27, 28
Newark
Essex County
New Jersey

HABS No. NJ-1059

HABS
NJ
7-NEARK,
46-

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

HISTORIC AMERICAN BUILDINGS SURVEY
National Park Service
Northeast Region
U.S. Custom House
200 Chestnut Street
Philadelphia, PA 19106

HISTORIC AMERICAN BUILDINGS SURVEY

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Location: 40 Rector Street, Block 17, Lots 25, 26, 27, 28
Newark, Essex County, New Jersey

USGS: Elizabeth, NJ
UTM Coordinates: 18.570320.4510200

Present Owner: Malt House No. Three: Newark Science High School
P. Ballantine and Sons Brewery Stables: Trinity Episcopal
Church

Present Occupant: Malt House No. Three: Newark Science High School
P. Ballantine and Sons Brewery Stables: Vacant

Significance: The P. Ballantine and Sons Brewery is an important part of Newark's industrial history as well as an integral component of the Military Park Commons Historic District. The company, which was one of America's pre-eminent breweries during the nineteenth-century, was housed in numerous buildings on three individual sites in Newark. The site upon which the former stables (HABS NO. NJ-1059-A) and Malt House Number Three (now the Newark Science High School) are situated is the location upon which Peter Ballantine, Sr. founded the brewery in 1847. The location of this property is significant not only for its proximity to Newark's nineteenth-century business center, but also for its original proximity to water transportation, national rail links and to the Morris Canal which, after completion in 1831, opened transportation to the west. Architecturally, the extant buildings are excellent examples of mid-to-late nineteenth-century industrial structures that reflect, through their embellishment, the pride with which the Ballantine family regarded their expansive business.

PART I - HISTORICAL INFORMATION

A result of the farsighted business acumen of its founder, the favorable economic climate in mid-nineteenth-century Newark and its surrounding region and the popular high-quality product that it produced, the P. Ballantine and Sons Brewery was, at its peak, one of Newark's most prominent businesses and one of America's pre-eminent breweries.

The brewery was founded by Scotsman Peter Ballantine. Born in Mauchline, Ayreshire, Scotland, Ballantine emigrated to the United States in 1820, at the age of twenty-nine. First employed in a tavern in Black Rock, Connecticut, the young Scot moved soon after to Troy, New York where, by 1825, he was working in a brewery. Six years later, Ballantine and his wife, Julia Wilson, moved on to Albany where, between 1832 and 1840, his name appears in city directories as a brewer. By 1840, the father of three young sons, Ballantine moved again and for the final time to Newark, New Jersey. His move seems to have been prompted not only by the area's abundance of the clean, fresh water so necessary for brewing, but also by the strong potential of New York City markets and Newark's favorable business environment.¹ Indeed, by 1849, only a few years after the Ballantines moved to Newark, an anonymous observer wrote, perhaps inspired by entrepreneurs like the brewer, "People appear to be flocking from every direction to share with us the luxury of living in so pleasant and beautiful a city as Newark, where anyone who is willing to work can earn enough to make both ends meet and have something left over at the end of the year if economy is exercised." Newark's attraction as a city of opportunity for both businessman and worker alike is further reflected in its dramatic rise in population from a little over 17,000 in 1840 to 105,000 by 1870.²

In 1840, Ballantine, by then nearly fifty years old, formed a partnership with Erastus Patterson and leased an established brewery founded in 1805 by General John M. Cummings. This partnership lasted until 1847. The following year, ever mindful of the potential strength of New York markets, Ballantine opened a retail sales office at 134 Cedar Street in Manhattan. During the same year, he purchased the property along the Passaic River which was to become the site of his new and ever-growing Ale brewery.³

By the time Peter Ballantine's brewery had been in operation for a decade, it was the largest in Newark, producing a then astronomical 10,000 barrels of ale a year. By 1857, when the youngest of his three sons turned twenty-one, the company became P. Ballantine and Sons, reflecting the elder Ballantine's interest in maintaining family control of his company. Thirteen years later, in 1870, production had increased to nearly 40,000 barrels of ale a year with an additional 130,000 barrels of malt being sold to other local breweries. Ale, a more alcoholic version of beer and porter, a rich brown beer resembling light stout and made from charred or browned malt, were the sole products of the brewery when Lager beer was introduced. This beer, which is aged for several months after brewing, was made under the name of Ballantine and Company and produced after the purchase of the bankrupt Schalk Brothers

Brewery, where it was made. It was also at this time that P. Ballantine and Sons adopted its well-known three ringed logo signifying purity, strength and flavor.⁴

With beer and ale shipped all across the country from Newark's docks and railyards, it is not surprising that Newark became America's brewing capital during the third quarter of the nineteenth-century.⁵ According to the State Atlas of New Jersey, published by Beers, Comstock and Cline in 1872, there were at least nine major breweries in Newark at that time. In addition to P. Ballantine and Sons, which it noted as a manufacturer of Pale Amber, XX Ales and Porters, were long forgotten breweries named Bair and Hill, F. & A. Traudt, C. Wiedenmayer and Sons and the soon-to-be-bankrupt Schalk Brothers Brewery.⁶ By 1877, the Ballantine family brewery was so successful that it was instrumental in ranking Newark as third among the nation's most important manufacturing centers.⁷

When Peter Ballantine changed the name of the brewery to P. Ballantine and Sons in 1857, he was already sixty-six years old, and at an age when many begin to consider retirement. While there is no evidence that he was any less active in the business by that time, he certainly must have realized his limitations and the importance of maintaining family control over such a successful company.⁸ The eldest Ballantine son, Peter Hood (1831-1882), also known as Peter Ballantine, Jr., had been the main force in urging the acquisition of the ailing Schalk Brothers Brewery in 1879 which brought the production of Lager Beer into the company. The production of this beer proved to be particularly lucrative in large part because of its popularity among the growing numbers of Newark's European immigrants. Only three years after the Schalk acquisition, Peter Ballantine, Jr. was dead, and as a result, the company was left in the sole control of his brothers, John Holme (1834-1895) and Robert F. (1836-1905). Peter Ballantine, Sr.'s death the following year, at the age of 91, resulted in the reorganization of the business into a corporation with John H. as president and Robert F. as vice president.⁹

The inheritors of their father's business acumen, John and Robert Ballantine expanded the company during the last two decades of the nineteenth-century to include the production of cereal syrup, a liquid malt which was used not only by breweries but also by bakeries and laundries as a component in the production of starch. Luckily for the company, it was the manufacture of this product which enabled the brewery to survive the long ensuing years of Prohibition (1919-1933) and the economic depression of the late twenties and thirties.¹⁰

By the turn of the century, only Robert F. Ballantine was still alive. John H. Ballantine had died at the age of sixty-one in 1895. When Robert died in 1905, family control of the now vast company came to an end, with none of Peter Ballantine, Sr.'s grandchildren apparently interested in taking an active role in the brewery's operation. In June of 1933, all of the stock of P. Ballantine and Sons was sold and ownership transferred to Carl and Otto Badenhause, heads of an investment group. Within the next several years,

newer, broader markets were sought and the company revived with surprising success after the hard years of Prohibition and Depression. According to a report prepared by Terry Karschner about the company, the Ballantine Brewery was among the nation's top ten breweries between 1937 and 1972, with an annual production in excess of four million barrels. However, by that date, the company was forced to cease operation due to a number of factors including burgeoning social unrest, major national competition and a devastating plant strike.¹¹

PART II - DESCRIPTIVE INFORMATION

By the end of the nineteenth-century, P. Ballantine and Sons covered about twelve acres of prime Newark industrial property, and comprised three major building complexes.¹² The first, located along Front Street was sited at the foot of Rector Street and on the eastern side of Front Street along the banks of the Passaic River. This parcel formed the historic heart of the brewery and is the site that Peter Ballantine first purchased in 1849. The second site, although actually contiguous with the first, was located at the foot of Fulton Street on Front Street along the banks of the Passaic River. After its development by the company in 1871, it became brewery headquarters, eclipsing the original site a half block to the south. It remained in this capacity until 1912. The third complex of brewery buildings was located about a mile and a half away, on the site of the old Schalk Brothers Brewery on Freeman Street bordering the area which is known as the Ironbound District. It was to this location that the company moved during the period of the First World War because of a decision to purchase, rather than to produce its own malt. The original malt houses north of this site, including those on the original Ballantine site were, therefore, outmoded and subsequently sold.¹³

Peter Ballantine acquired the brewery's first property in 1849. A short time after his purchase, he and his family were residing at the site in a modest story-and-a-half stucco house that was to remain his home for the rest of his life. At first, the house was pleasantly sited, with views of the Passaic River and of the modest buildings of the fledgling brewery.¹⁴ Before long, however, the tremendous surge of business necessitated the construction of a successive series of large brick malt houses as well as several other buildings associated with the business. In a perspective view on the 1868 Vanduyne and Sherman Map of Newark, (See page 13) Ballantine's cruciform-shaped house, looking not unlike a Downing-inspired cottage, is shown surrounded and even dwarfed by the massive, many-windowed malt houses.¹⁵

By 1870, P. Ballantine and Sons consisted of four malt houses of varying sizes, a complex of buildings which included the brewery stables and storage facilities and three residences. Interestingly, the three residences were all occupied, at one time or another, by members of the Ballantine family. According to Scarlet and Scarlet's 1889 Map of Newark (See page 15), No. 70 Front Street was owned by John Ballantine and No. 68 by his younger brother,

Robert,¹⁶ although the brothers were no longer occupying these identical rowhouses by that date.¹⁷ Though hardly in a fashionable neighborhood and surrounded not only by a bustling brewery but also by a coal and mason's supply yard on the east, their occupancy by members of the Ballantine family indicates a common nineteenth-century practice whereby factory owners lived in close proximity to their businesses.¹⁸ Such an arrangement, of course, made it very easy for the owner to oversee his operation. After Peter Ballantine, Sr.'s death in 1883, his own house, which stood next to the homes occupied by his sons, was taken over by the plant superintendent, "...it being necessary to have a watchful eye and a ready counsel always at hand."¹⁹ The Ballantine sons, however, moved to more fashionable surroundings sometime before their father's death. By 1885, the John H. Ballantine family was occupying their grand new mansion on nearby fashionable Washington Park surrounded by neighbors who were members of Newark's oldest and most distinguished families.²⁰

The best view of what the brewery of P. Ballantine and Sons must have looked like by the late 1860's can be seen by an examination of Vanduyne and Sherman's 1868 Insurance Map of Newark (See page 13) as well as Perris and Browne's Insurance Map of 1874 (See page 14). What is most apparent is that the buildings, which included the four large multi-storied brick malt houses were built close to the edge of Front Street which, long before it was straightened out, jogged to form a re-entrant corner well within the brewery complex. This plan arrangement suggests that there must have been a great deal of brewery -related activity along the street, since Front Street, in effect, cut the complex in two.

According to notations on the buildings as seen on the Vanduyne and Sherman drawing, the malt houses were successively numbered from one to four, presumably indicating the order in which they had been constructed. Malt House No. One seems to appear on J.J. Higgenon's 1865 Map of Newark and is likely to have been Ballantine's original brewery building. According to the sketch, the meticulous nature of which suggests that it was carefully and accurately drawn, the malt house appears to have been a rather straightforward flat-roofed utilitarian structure. J. Leanders Bishop, who wrote the History of American Manufacture in 1866, claimed that this building had a 30,000 bushel capacity.²¹

Within a few years, Ballantine constructed three other malt houses including Malt House No. Two which Leander claimed increased brewing production by 100 barrels per day. The building is said to have been constructed during the 1850's. Malt House No. Three, the only one of the original malt houses still extant, was standing by 1866 as was the seven-and-a-half-story Malt House No. Four. The construction of these two buildings allowed for the additional storage of 190,000 bushels of malt.²² Malt House No. Three, which included a large kiln for the roasting of malt for the production of Porter had, at its western end, a small building that is labeled "Smith's Shop" on the Perris and Browne Map of 1874. This structure, located on the periphery of the complex, was an important part of the brewery and was, in essence, the modern-day equivalent of the maintenance shop.²³ In addition to this shop, the map also

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indicates the footprints of other buildings which are labeled "Store House" and "Stable."

Complex Two, located a half block north of the brewery's historic center is no longer extant. The former bottling building, circa 1899, is still standing at the corner of Rector Street and McCarter Highway. The building, said to have been designed by Charles H. Nichol,²⁴ is a two-story brick structure characterized by a corbeled brick cornice and other detailing similar to that found on Malt House No. Three and Building No. Two of the Ballantine stable complex.²⁵ (HABS NJ-1059-A)

Complex Three, located on Freeman Street at the fringes of the Ironbound Section, was developed, in part, on the property of the former Schalk Brothers Brewery, which was acquired by the company in 1879 and used for the production of Lager beer.²⁶ In 1878, Ballantine and Company, the name under which Lager Beer was brewed, expanded the facilities on the site. A view of the huge structure can be seen in the 1897 edition of the Newark City Directory as well as in the composite view of the Ballantine Brewery properties. During the 1940's and 1950's, major rebuilding occurred at Complex Three and at the brewery buildings located on Ferry Street.²⁷

FOOTNOTES

¹Phillip H. Curtis, The Ballantine House: Preserving a Newark Landmark (Newark: The Newark Museum Association, 1985), p. 1.

²Ibid.

³Ibid.

⁴Terry Karschner, Industrial Newark (Newark: Society of Industrial Archaeology, Roebbling Chapter, 1985), p. 8.

⁵Curtis, p. 3.

⁶Beers, Comstock and Cline, The State Atlas of New Jersey Director of Newark Businesses, 1872.

⁷Curtis, p. 5.

⁸Peter Ballantine, Sr. is reported to have been, at one time, the richest man in Newark with a reported worth of \$5,000,000. His will maintained that his executors were to continue his interests and represent him in the business for a period of ten years after his death, unless his three sons felt that to continue to do so would be ill-advised. A History of the City of Newark, 1666-1913 Vol. III (New York: Lewis Historical Publishing Company, 1913), p. 315.

⁹Curtis, pp. 3-4.

¹⁰Ibid, p. 4.

¹¹Karschner, p. 9.

¹²Curtis, p. 4.

¹³Karschner, pp. 8-9.

¹⁴Curtis, pp. 1-2.

¹⁵Vanduyne and Sherman, Insurance Map of Newark 1868. A portion of the map depicting the P. Ballantine and Sons Brewery in 1868 can be seen in The Ballantine House: Preserving a Newark Landmark, by Phillip H. Curtis.

¹⁶A view of the rear of these contiguous rowhouses can be seen in an advertisement for P. Ballantine and Sons in the Newark Directory, 1890.

¹⁷Curtis, p. 5.

¹⁸Ibid, p. 1.

¹⁹A History of the City of Newark, 1666-1913 Vol. III (New York: Lewis Historical Publishing Company, 1913), p. 315.

²⁰An architectural history of the John H. Ballantine mansion can be found in Phillip H. Curtis, The Ballantine House: Preserving a Newark Landmark (Newark: Newark Museum, 1985) The Ballantine mansion is owned by the Newark Museum and is operated as a house museum.

²¹Curtis, p. 2.

²²Ibid.

²³A photograph of the extant blacksmith's shop can be seen in a report prepared by Hunter Research, Inc. Report: A Historic and Archaeological Assessment of the New Jersey Performing Arts Center Site, City of Newark, Essex County, New Jersey (Trenton: Hunter Research, Inc., 1991), plate 15.

²⁴Karschner, p. 10.

²⁵A photograph of the bottling plant appears in the Karschner Report following page 11.

²⁶Curtis, p. 3.

²⁷Karschner, pp. 8, 10.

PART III - SOURCES OF INFORMATION

A. Architectural Drawings:

No architectural drawings were found.

B. Historic Views:

A Ballantine Brewery Wagon, circa 1885. Newark Public Library.

Ballantine Breweries; a composite sketch of the three complexes, circa 1890-1900. Reproduced in: Terry Karschner Industrial Newark (Newark: Society of Industrial Archaeology, Roebing Chapter, 1985).

Lager Beer Brewery of Ballantine and Company, circa 1890. Found in an advertisement in the Newark City Directory, 1890. New Jersey Historical Society.

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P. Ballantine and Sons, Ale Breweries and Malt Houses (as seen from the Passaic River), circa 1890. Found in an advertisement in the Newark City Directory, 1890. New Jersey Historical Society.

Park Place from Military Park with Saybrook Place, August, 1922. Newark Public Library.

Park Place, Site of Newark Athletic Club, March, 1920. Newark Public Library.

Vanduyne and Sherman Insurance Map of Newark. Newark, 1868. Newark Public Library. This perspective drawing is also reproduced in Phillip H. Curtis The Ballantine House: Preserving a Newark Landmark (Newark: The Newark Museum Association, 1985), p. 3.

C. Interviews:

No interviews were conducted.

D. Bibliography:

Beers, Comstock and Cline. The State Atlas of New Jersey. Directory of Newark Businesses, 1872. New Jersey Historical Society.

Cunningham, John T. Newark. Newark: The New Jersey Historical Society, 1966.

Cunningham, John T. Newark. Newark: The New Jersey Historical Society, 1988.

Curtis, Phillip H. The Ballantine House: Preserving a Newark Landmark. Newark: The Newark Museum Association, 1985.

Essex County Deeds. Essex County Court House Hall of Records, Newark, New Jersey.

Feist and Feist. Atlas of the City of Newark, New Jersey. Vol. I. 1912. New Jersey Historical Society.

Higgenson, J.J. Map of the City of Newark. 1865. Newark Public Library.

A History of the City of Newark, 1666-1913. Vol. III. Newark: Lewis Historical Publishing Company, 1913. New Jersey Historical Society.

Hunter Research, Inc. Report: A Historic Architectural and Archaeological Assessment of the New Jersey Performing Arts Center Site, City of Newark, Essex County, New Jersey. Prepared for the New Jersey Performing Arts Center, Newark, New Jersey, 07102. Trenton: 1991.

Karschner, Terry, et al. Industrial Newark. Newark: Society of Industrial Archeology, Roebing Chapter, 1985.

Mueller, A.H. Atlas of the City of Newark, New Jersey. Plate VI, 1911. New Jersey Historical Society.

Newark City Directories. The New Jersey Historical Society.

Perris and Browne. Insurance Map of Newark, New Jersey. 1874. New Jersey Historical Society.

Sanborn Map Company. Insurance Maps of Newark, New Jersey. New York: Sanborn Map Company, 1908. New Jersey Historical Society.

Sanborn Map Company. Insurance Maps of Newark, New Jersey. New York: Sanborn Map Company, 1930. New Jersey Historical Society.

Sanborn-Perris Map Company. Insurance Maps of Newark, New Jersey. New Jersey: Sanborn-Perris Map Company, 1892. New Jersey Historical Society.

Scarlet and Scarlet. Atlas of the City of Newark, New Jersey. Newark: Scarlet and Scarlet, 1889. New Jersey Historical Society.

Vandryne and Sherman. Insurance Map of Newark. Newark: 1868. Newark Public Library.

E. Likely Sources Not Yet Investigated:

Essex County Wills, Essex County Court House, Hall of Records. Newark, New Jersey.

New Jersey Estate Inventories. New Jersey State Archives, The State Library. Trenton, New Jersey.

New Jersey Wills. New Jersey State Archives, The State Library, Trenton, New Jersey.

F. Supplemental Material:

See graphic material attached at the end of this report.

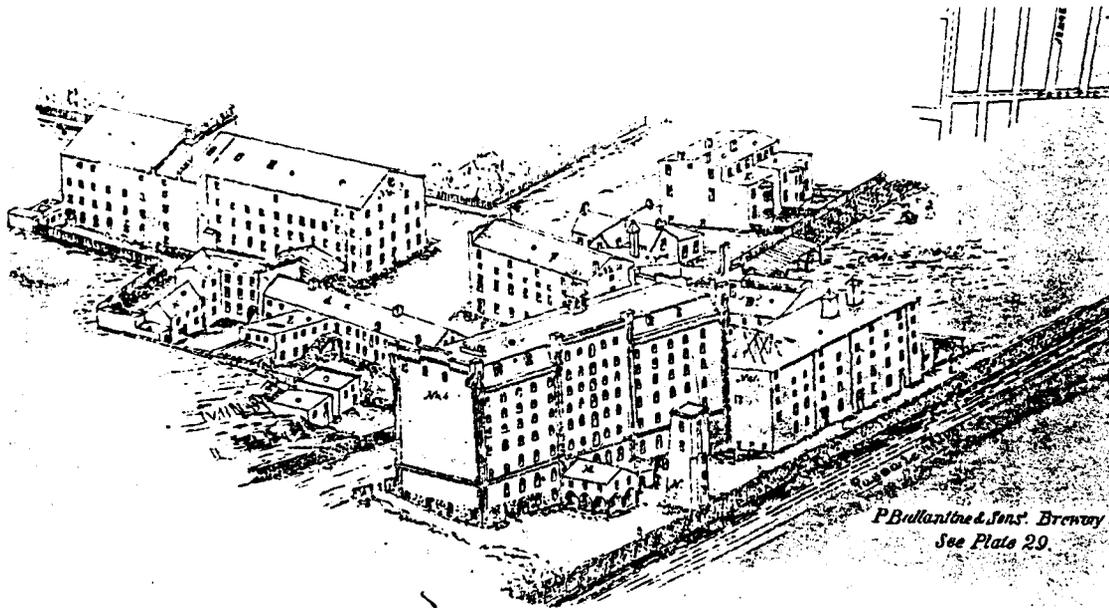
PART IV - PROJECT INFORMATION

This documentary recording was undertaken to facilitate the construction of the New Jersey Performing Arts Center. The former P. Ballantine and Sons Brewery is located in the National Register-eligible Military Park Commons Historic District, parts of which may be demolished for the construction of the Performing Arts Center. The information gathering took place in July, October and November of 1992.

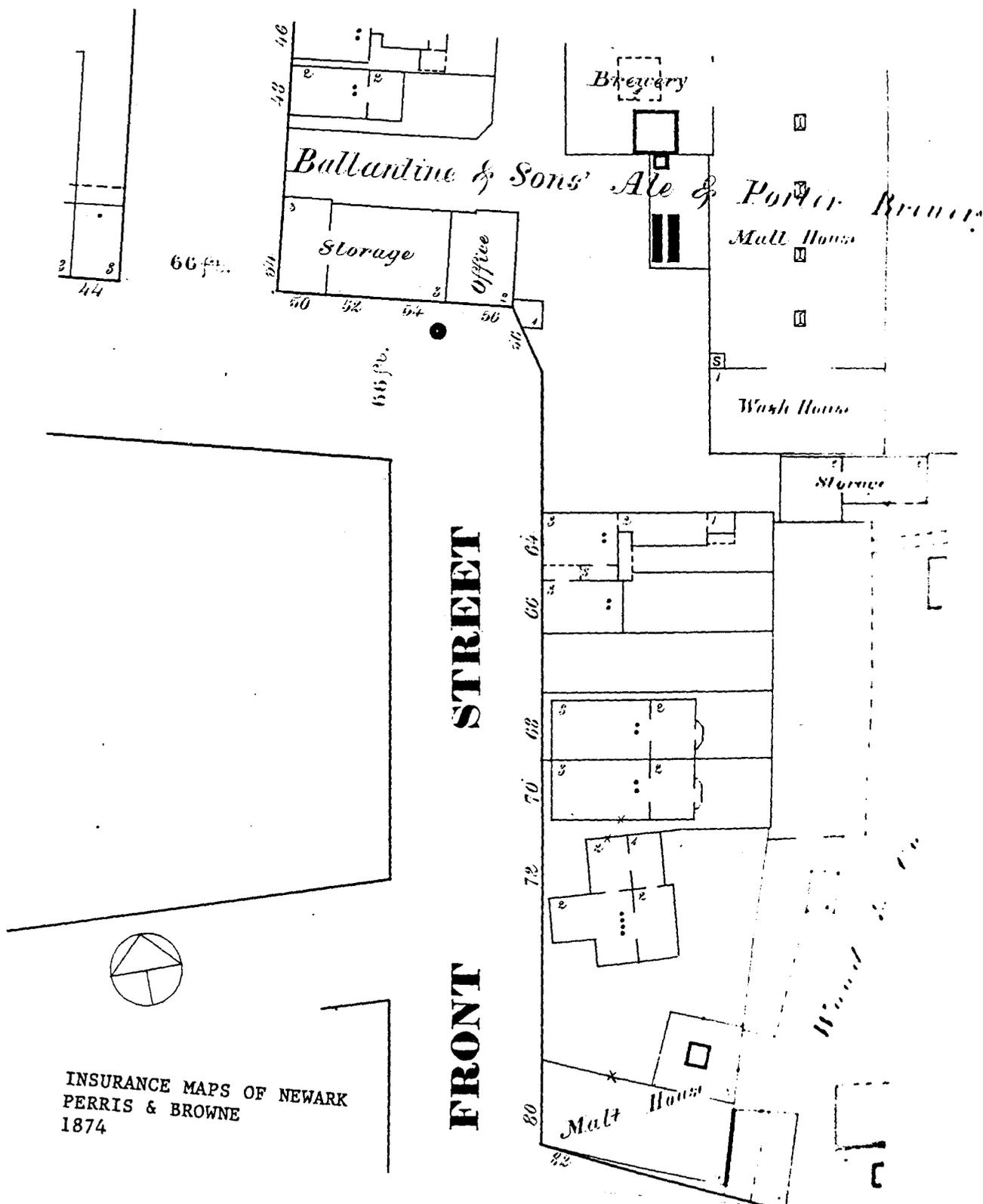
Prepared by: Herbert J. Githens, Historic Architect
Montclair, New Jersey

Lawrence Schwin III, Architectural Historian
Clark, New Jersey

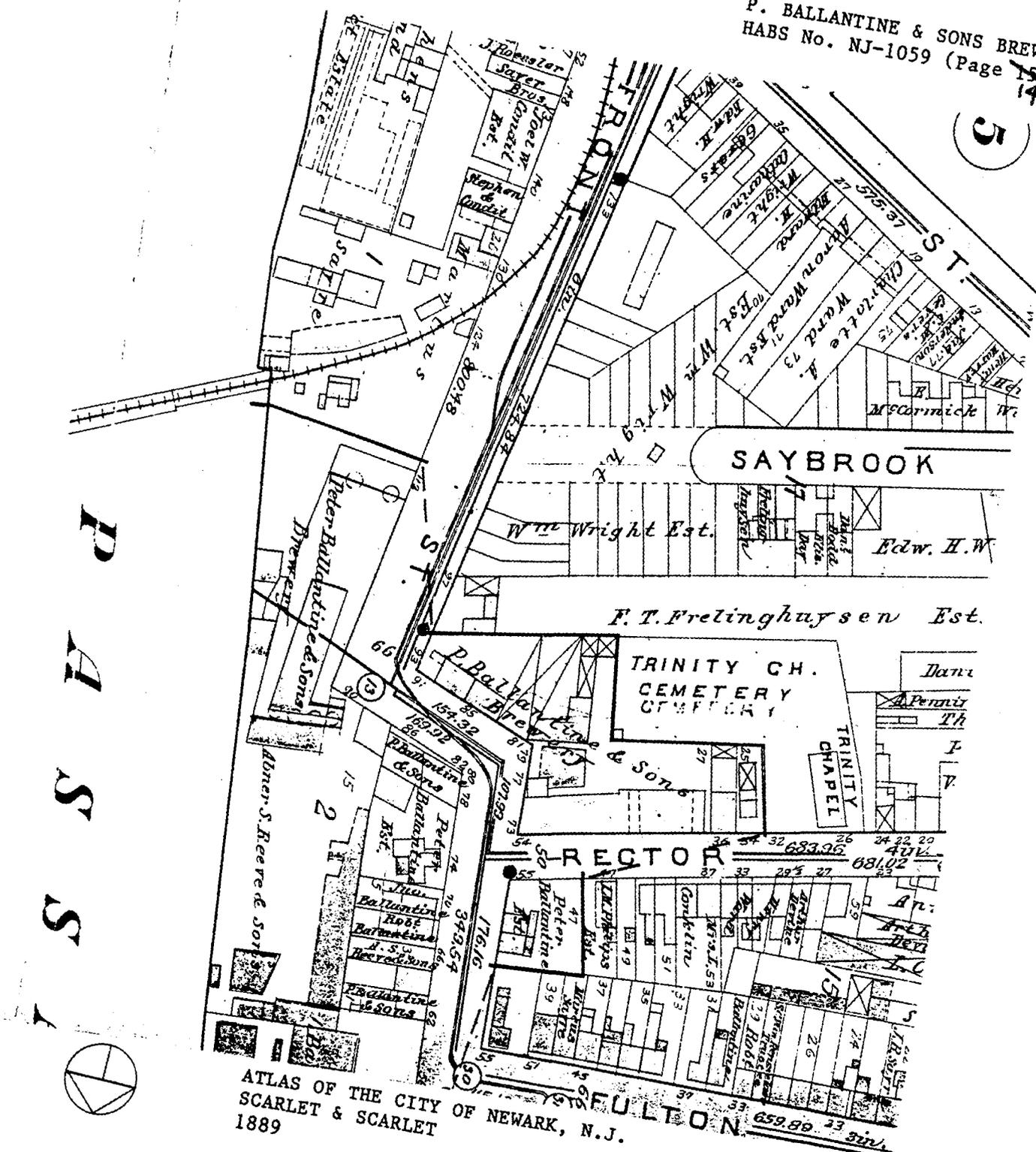
25 November 1992



P. BALLANTINE & SONS BREWERY
ILLUSTRATION FROM VANDUYNE & SHERMAN
1868 INSURANCE MAP OF NEWARK



INSURANCE MAPS OF NEWARK
PERRIS & BROWNE
1874



ATLAS OF THE CITY OF NEWARK, N.J.
1889

