

MHC Reconnaissance Survey Town Report

BROCKTON

Report Date: 1981

Associated Regional Report: Southeast Massachusetts

Reconnaissance Survey Town Reports, produced for MHC's Statewide Reconnaissance Survey between 1979 and 1987, introduce the historical development of each of the Commonwealth's municipalities. Each report begins with an historic overview, a description of topography, and political boundaries. For the purposes of the survey, the historic period has been subdivided into seven periods: Contact (1500–1620), Plantation (1620–1675), Colonial (1675–1775), Federal (1775–1830), Early Industrial (1830–1870), Late Industrial (1870–1915), and Early Modern (1915–1940/55). Each report concludes with survey observations that evaluate the town's existing historic properties inventory and highlight significant historic buildings, settlement patterns, and present threats to these resources. A bibliography lists key secondary resources.

Town reports are designed for use together with a series of town maps that demarcate settlement patterns, transportation corridors and industrial sites for each historic period. These maps are in the form of color-coded, polyester overlays to the USGS topographic base map for each town on file and available for consultation at MHC. For further information on the organization and preparation of town reports, readers should contact MHC.

Users should keep in mind that these reports are now two decades or more old. The information they contain, including assessments of existing knowledge, planning recommendations, understanding of local development, and bibliographic references all date to the time they were written. In some cases, information on certain topics was not completed. No attempt has been made to update this information.

Electronic text was not available for digital capture, and as a result most of the reports have been scanned as PDF files. While all have been processed with optical character recognition, there will inevitably be some character recognition errors.

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MHC RECONNAISSANCE SURVEY REPORT

Date: July 1981

Community: Brockton

I. TOPOGRAPHY

Brockton is an inland city located north of the Naragansett Basin. There is a small group of man made ponds in the northern portion of the city drained by the Salisbury Brook which feeds the Salisbury Plain River. Other streams that feed this river are Malfardar Brook, Cary Brook and Edson Brook. Drainage in the western portion of the city is provided by West Meadow Brook. There are areas of swamp in the western and easternmost portion of the city. There are areas of moderate topographic relief throughout the area. Soils are generally sandy to gravelly.

II. POLITICAL BOUNDARIES

Brockton was first incorporated as the North Precinct of Bridgewater in 1738. On June 15, 1821 the North Precinct was incorporated as the town of North Bridgewater; in 1874 the town changed its name to Brockton. On April 9, 1881, Brockton was incorporated as the first city in Plymouth County. Parts of East Bridgewater and Abington were annexed in 1875. Part of West Bridgewater was annexed in 1894.

III. HISTORIC OVERVIEW

Brockton is the only city located in Plymouth County and has served as the major industrial center of the county since the late 19th century. Evidence of Contact period native sites difficult to discern due to the heavy urbanization of the area. Possible small native population during Contact and First Period. European population growth during the Colonial Period rapid during latter portion of the period. Economic base primarily agricultural with some light industry developing in the latter portion of the Colonial period. Late 18th century primarily agricultural with industrial focus at Salisbury Square area. Residential settlement primarily scattered farm houses with some crossroads clustering. Early 19th century construction of Taunton-South Boston Turnpike led to nucleated settlement at the Pleasant Street intersection. Mid 19th century growth of shoe industry in Brockton, Campello and Montello resulted in elongated growth of the town--along Main and Montello Streets. Main Street primary commercial focus, Montello which fronts the railroad tracks primary industrial focus. Influx of foreign born population began in 1850s with formation of territorially defined communities within city limits. Second half of 19th century continued expansion of shoe industry and concomitant expansion of residential districts. Well defined residential districts developed along income lines as well as ethnic. Continued development of commercial district along Main Street as well as smaller commercial districts serving various neighborhoods. Early 20th century development of outlying suburban districts as well as "streetcar suburbs". Post World War I development slowed

considerably with little new residential development until after 1950.

IV. CONTACT PERIOD (1500 - 1620)

A. Transportation Routes:

Regional route junction across Sailsbury River from Massachusetts Bay with connections to Pembroke Ponds and Neponset-Taunton Rivers. Primary north/south trail documented as Main Street (Hurd, 1884, p.549) with presumed ford over Sailsbury River as Crescent-Grove Streets and south as Chestnut-Copeland Streets through Clifton Heights and Campello. Secondary north/south trail connections appear to follow Howard Street (Route 37) through Montbello and East-Plain-Summer Streets over Edson Brook to Sailsbury ford. East/west routes from Schumatuscacant (Abington) probably as Court-Grove Streets and Pine-Crescent Streets to Salisbury ford. Western trail connections from Sailsbury ford unclear with southwest route likely as Belmont-Mill-Stonehill Streets to Stonehill (Easton) and north/south branches along West Meadow Brook as Ash and Linwood Streets. Northwest trail to Neponset conjectured along axis of Prospect-Pleasant Streets to Brockton Heights, although location may have been altered.

B. Settlement Patterns:

No reported native sites. However, it is unlikely the Brockton area was totally devoid of a native population. The community's urban development was probably largely responsible for the absence of extant native sites.

C. Subsistence Patterns:

Seasonal fishing, hunting, collecting and horticulture. Fishing was possible in Brockton's several streams. Hunting in the area's marsh and wood lands. Potential planting grounds evident in the western portion of Brockton.

D. Observations:

Area was capable of supporting a small native population. Minimal likelihood of surviving native Contact period sites due to Brockton's extensive urban development, excluding the community's less developed western and southeastern fringes.

V. FIRST SETTLEMENT PERIOD (1620 - 1675)

A. Transportation Routes:

Native trails improved as regional highways with primary north/south path from Braintree to Bridgewater as Main Street to Sailsbury ford and south as Crescent-Grove-Chestnut-Copeland Streets.

B. Population:

No figures for native population. No white settlement until c. 1697.

C. Settlement Patterns:

Virtually no data on native settlement areas. Stone House Hill cave adjacent to present Brockton and Easton line and near the "old road" that led from Brockton to Easton (Stonehill Street) was reputedly utilized by natives for shelter. No pre-1675 white settlement.

D. Economic Base:

No data on native subsistence rounds. Lots were granted in the Brockton area to settlers in c. 1665. Land was probably utilized as grazing land for proprietors' livestock.

E. Observations:

Area probably inhabited by a small native population.

VI. COLONIAL PERIOD (1675 - 1775)

A. Transportation Routes:

Formation of North Bridgewater parish by mid-18th century created radial roads to meeting house center along north/south Main Street axis. Large field division grids apparently laid out from Main Street axis with east division highways as East Ashland, Court (in part), Quincy, North Quincy Streets and west division highways as Oak-Battles, Prospect-Pleasant, Belmont (in part), West Streets, including realignment of Main Street over Salsbury River. Other period highways evidently, East, and West Chestnut Streets.

B. Population:

No figures for native population. In 1707 (several years after initial settlement), the Brockton area had 30 residents. The white population had increased almost twenty times that figure by 1750 to 520 residents. The rapid growth rate continued into the second half of the 18th century. By 1764, the North Parish (Brockton) consisted of 120 houses, 131 families and 833 residents.

C. Settlement Patterns:

No data on native settlement. Zaccheus Packard is said to have been the area's first permanent white settler. He settled on the northwest corner of Copeland Street and Samuel Avenue in c. 1697 (N.A. 1899:16). Scattered settlement in the first decade of the 18th century in Montello and Campello. Settlement rate increased by the second decade of the 18th century. Settlement adjacent to North Main Street initiated in the late 1710s and continued into the mid 18th century. Early-mid 18th century settlement in the vicinity of Belmont Street. Community established as the North Parish of Bridgewater in

1738. The first parish meetinghouse was erected in c. 1738 near the Pleasant and North Main Street junction. A second structure was built on the same site in c. 1763 probably to accomodate the rapidly expanding population.

D. Economic Base:

No data on native economy. White settlement's economy based on agriculture and industry. First reported mill (saw) constructed in c. 1717 by Ephraim Howard on Torrey Street near the present Easton line. A second saw mill was built in c. 1720 by James Packard in the vicinity of the Crescent and Summer Streets junction. The settlement's first iron forge was erected by Packard and others in c. 1722 on the "saw mill dam" either on the site of the c. 1717 sawmill or junction of Salisbury Brook and Belmont Street.

E. Architecture:

Residential: The earliest surviving houses in Brockton are dated to the late 1730s; these included two houses on Summer Street. While one of these may date from the Colonial period (the steep pitch of the hip roof suggests this may be so), the other is constructed of brick whose bond seems to be Federal in character. Brockton's relatively late settlement makes it unlikely that any houses earlier than the 1730s have survived. Most of the period houses standing in Brockton probably date after 1750 and are center-chimney, two-story houses with simple vernacular detailing (only one house with a pedimented entrance surround was noted); no houses of any greater pretension are recorded. Also surviving are a number of center-chimney cottages; at least a half dozen five-bay facade, center-entered examples are known along with one three-quarter facade example. A few of these have the full five-bay shed dormer across the facade, a feature which was noted in other towns in the study unit, with apparent concentrations in the northern Plymouth County area. At least one Colonial period half-house is known with two double interior chimney houses also recorded. Colonial houses are located on Summer, Plain, Battles, Centre, Grove and North Quincy Streets.

Institutional: The first parish in Brockton (North Bridgewater) was organized in 1738; the first meetinghouse was small, faced south, and had galleries but no steeple. In 1762, a new meetinghouse was built with the same dimensions as that in South Bridgewater (now Bridgewater; the 1759 South Bridgewater meetinghouse measured 64' x 50'); the second meetinghouse incorporated a 12' square belfry 85' high at the east end. The first school built in the town was constructed in 1748.

F. Observations:

The North Parish underwent the most rapid population growth of Old Bridgewater in the 18th century. The industrial operations established in the first half of the 18th century served as a

foundation for the extensive commercial/industrial development the community underwent in the 19th century. Secondary sources, however, provide a limited picture of the Parish' commercial/industrial development during the Colonial Period. Native history virtually nonexistent.

VII. FEDERAL PERIOD (1775 - 1830)

A. Transportation Routes:

Improvement of north/south axis with Pearl-North Streets from Stoughton to Taunton as turnpike alternate through Marshall Corner. Other period roads include Center Street to Abington and secondary field division highways as Rockland Street.

B. Population:

Population figures available for the first time in 1810, population 1354. By 1830 the population had grown to 1953. In 1820 the black population was 23, in 1830 it was 42.

C. Settlement:

Residential settlement develops around industrial node at Salisbury Square sometime after 1800. Area of residential and commercial activity bounded by Main Street from Belmont to Pleasant; Crescent, School and Grove Streets. Farming settlement at the "West Shares" (Brockton Heights) at the intersection of the Taunton and South Boston Turnpike and Pleasant Street served as commercial node for a short period during the early 19th century. Small commercial node at Albion and Oak Street intersection in northern portion of the town near present day Montello provided nucleus for small residential settlement. Cary Hill district in northeastern portion of town also a settlement node. Remaining residential farming (?) settlement along existing roads.

D. Economic Base:

Brockton's industrial development in the Federal period had much of the character of the other parts of Old Bridgewater to the south. In addition to seven grist and sawmills noted in 1794, a forge was in operation at the later Sprague mills site, producing in later years everything from muskets to shovels and anchors. A hollow-ware furnace operated at the Belmont Street site on Furnace Brook. (Its operation was evidently given up on account of scarcity of wood, though in subsequent years (unspecified) Boston, Abington, and Easton men had successive interests in it.) As in East Bridgewater, the new demand for domestic manufactures stimulated by the Embargo introduced the textile industry into Brockton. The Bridgewater Manufacturing Co. (incorporated 1813) erected a cotton and woolen factory which survived probably into the 1840s.

The period also saw the initiation of Brockton's early boot and shoe industry. Tanning had evidently been carried on at least since the 1770s, together with some local boot and shoe manufacture. Tradition, however, reports that until 1811 there existed a strong dependence on Randolph shoe-making activities. Not until that year, with the arrival of Micah Faxon from Randolph was the entire process of manufacture completed within the town. Thereafter, there seem to

MHC Reconnaissance Survey Town Report: Brockton

have been a healthy growth in the cottage industry, with a growing Boston trade. By 1832, boots and shoes were being produced worth \$118,000 annually.

E. Architecture:

Residential: At least a half dozen interior end-chimney Federal houses are known across the town; of these, at least a few incorporate elliptical entrance surrounds with leaded fanlights and sidelights. All of these end chimney houses have hip roofs. Most of the residences dating from the Federal period are, however, cottages. Of the Federal cottages surviving, conservative center-chimney cottages predominate, with only a half dozen end interior chimney cottages known. Apparently, end interior chimney cottage plans had been introduced by 1805 and they probably functioned as the more substantial cottage form throughout the period. Most cottages surviving have the standard five-bay facade with center entrance; only one three-quarter plan cottage is known. Several cottages with slender double colonettes and sidelights flanking the door are known, but most entrance treatments are simpler. A few double cottages are known (on West Chestnut) and it is likely that more double cottages were constructed than survive.

Institutional: The 1762 meetinghouse was replaced in 1827; while it is known that carriage sheds were constructed along with the meetinghouse, no other data on the structure is recorded. The 1827 meetinghouse burned in 1860. In 1824, Trinitarians split from the first parish and in 1826 built a meetinghouse. Although the Swedenborgians organized in 1827, they did not build until 1835. In 1784, four school districts existed in the town; by 1827, the number of districts had increased to 11. Of these schools at least four dating from the 1790s survived into the 1880s although none still stand

VIII. EARLY INDUSTRIAL PERIOD (1830 - 1870)

A. Transportation Routes:

Continued improvement of north/south axis from Boston with mainline of Fall River railroad (1846) along Main Street corridor with parallel roadway as Montello Street (Route 28). Suspected omnibus operation along Main Street from Campello to Montello by 1860s. Other period roads include radials such as Thatcher and Torrey Streets and infill of street grid around Main Street axis.

B. Population:

Continuous strong population growth through entire period; 1830 population 1,953, 1870 population 8,007. Foreign born population 913 in 1855. Of this total, 781 were Irish; beginnings of Swedish and Canadian communities also evident. St. Patrick's Roman Catholic Church on Main Street near Wales Corner dedicated in 1859 with 2,000 parishioners. Bethesda Swedish Lutheran Church established in Campello, 1867.

C. Settlement:

Industrial development along railroad right of way and Montello Street results in elongated development of residential settlement pattern. By 1870 settled area is bounded on the west by Warren Avenue, south in Campello by Clifton Avenue, east by the railroad,

Grove Street, Court Street and the railroad and north by Division Street. Irish community near center of town from Main Street to Salisbury Square south of Crescent Street. The Irish community was established enough by the 1850s to have its own church. Swedish community in Campello centered around Nilsson Street established in the 1860s. Beginning of fashionable district along West Elm Street during this period. Small fashionable district in Campello also established during this period. Some infill of residential structures along Pearl Street (old Taunton-South Boston Turnpike) and Center Street and along north Main Street.

D. Economic Base:

By the 1840s, Brockton's industrial base had become increasingly devoted to footwear manufacturing. Initially, boots were the town's dominant product. In 1837, for every two pairs of shoes, local shops produced seven pairs of boots. That year the total annual value of boots and shoes was \$184,200, giving part or full-time employment to over 1,100 men and women (a ratio of 2 to 1). Eight years later, however, the ratio of boots and shoes manufactured had reversed, with shoe production running 3.5 times that of boots. D. S. Howard is held to have initiated the national fame of Brockton shoes about 1848, shortly after the Randolph and Bridgewater Railroad built its line through town (1846). His "good, low-priced shoe" was sent in quantity to New York, and for a time he is believed to have produced more shoes than all other shoe manufacturers in Brockton put together.

In 1855 boots and shoes produced in Brockton were valued at \$724,842. Ten years later, though roughly the same number of hands were employed, the valuation had doubled to \$1,466,900. Despite the fact that much of Brockton's pre-war business had been with the South, the Civil War brought "an unparalleled prosperity" to the town. Government orders made the town eventually "the largest shoe producing city in America" according to historians writing for the WPA Guide. "Half the Union Army was shod by North Bridgewater," (though we note that the other "half of the Union Army was shod by Abington" [Thompson, p.426]). Government needs, together with the McKay sewing machine (first installed c. 1861), steam engines (by 1865) gave tremendous advantage to assembling all parts of shoe making under one roof, though this had been initiated in the 1850s. The mass-produced nature and quantity of the shoe product probably also further prolonged the town's reputation for "cheap" shoes, a reputation that the town would not begin to shed until the 1870s and '80s.

But Brockton also developed a reputation in this period for shoe tools of various kinds. One of the most prominent was Chandler Sprague's manufacture of lasts, carried out in the old cotton mill beginning in 1836. Sprague, using Thomas [?] Blanchard's patent lathe, is held to have "revolutionized that branch of the business" (Kingman, 1866). Other products included sewing machine needles, awls, knives, shoe pegs, shoe blacking, etc. The strength and

diversity of these manufactures is a key indicator of the strength of the shoe industry as a whole in this period, as well as being a major factor in the Civil War and post-war expansion.

E. Architecture

Residential: Cottages continued to be the most common house form in the early years of the Early Industrial period; while the shoe industry had begun to assume greater importance, much of this activity was still centered on individual workers operating from shops at their place of residence. At least one small Greek Revival/Italianate cottage with its shoe shop survives on Summer Street. The most common form of Greek Revival cottage built was the story-and-a-half sidehall plan cottage with a recessed sidehall porch; examples of this form survive along Summer, Pearl, Lyman, and Belmont Streets. Less common are center and double end interior chimney center-entrance plan cottages, although these were still built well into the period, being modified by the late 1850s with bracketted Italianate door hoods and sometimes kneewall framing. Most center-entered Greek Revival cottages were placed with the gable end on the street, so as to suggest the temple front then popular. Only one temple front cottage is known, off Stonehill Street at the southwest corner of the city. Greek Revival houses are few in number, most of these being conservative double end interior chimney, five-bay facade houses with very simple detailing; usually these survive only in outlying areas. Only one more ambitious Greek Revival house is known, a two-and-a-half story, center-entrance house on Pearl Street with a recessed monumental sidehall portico and pilastered gable end with a gable window set in a scrolled surround. Other mid-century forms are rare, but a few story-and-a-half cottages with paired or single facade gables are known. By the end of the period, most cottages were being built with a broad gable roof incorporating a story-and-a-half plus an attic; the sidehall plan predominated for almost all construction. At the town center, multiple-family structures began to be built; most of these are two-and-a-half story, gable-roofed Italianate double houses, some numbers of which survive along Pleasant, Prospect, Belmont and Main Streets as well as at Montello and Campello. The earliest examples of what would later become an almost ubiquitous house type in Brockton (the two-and-a-half story, gable-roofed sidehall plan two-family house with two-story square bays on the facade) probably date from the late 1860s; period examples are likely at Campello, where an 1853 fire spurred residential construction. A few more elaborately detailed Italianate villas are located just west of Main Street at the town center; these probably date from the 1860s as do the few mansard-roofed cottages and houses in the town.

Institutional: The earliest institutional structure in the city is the Pearl Street Methodist Episcopal meetinghouse (1830, John Peterson); a story-and-a-half, gable-roofed structure with a two-stage belfry with square base and domed cupola, the meetinghouse combines elements of the Federal and the Gothic Revival in its pointed-arch windows with blinds. Also dating from the period is the

Porter Congregational Church (1850, Melvin and Young): the church is important as an early example of the use of the Romanesque Revival in Congregational Church architecture (an 1853 conference recommended use of the Romanesque as the Congregational church's "hallmark" style) and as an example of the work of Isaac Melvin, a noted Cambridge architect of the mid-century. In 1854, the South Congregational church at Campello erected a somewhat more traditional Romanesque Revival structure with a projecting portico and two-stage square belfry with spire. A number of schools were built in the period including several two-story examples, a rare form, most period schools being one-story structures. Of the 14 districts in operation in 1884, ten had schools built in the 1840s and '50s; none of these have survived. Also established in the period were several private schools including the Adelphian Academy (1844), which constructed a three-story cupolaed building, and several other schools housed in private residences.

Commercial: The earliest commercial blocks, none of which are known to survive, seem to date from the 1850s and '60s. Of these, the most substantial was the Kingman Block (c. 1860), a three-story, brick Italianate building with articulated piers, round-head windows with drip moldings, and a bracketted cornice. Other commercial buildings probably were of wooden construction, with two and three story structures, three bays wide with center entrances being most common. Although none are known to survive, it is possible that a few commercial structures of the period still stand.

Industrial: Only one industrial building of the period is known to survive, the Low Box Factory (c. 1860), a three-story gable-roofed structure with a square stair tower. In addition to that building, one other structure, a two-and-a-half story building at 366 Court Street may also have been constructed as an industrial building: its sidehall plan is typical of residential construction, but the end wall fenestration, showing two windows in the attic where one only is usual for residential construction, suggests an industrial function.

IX. LATE INDUSTRIAL PERIOD (1870 - 1915)

A. Transportation Routes:

Expansion of local transit service with Main Street omnibus line converted to horse car (1881) from Montello to Campello and secondary lines on Belmont and Pleasant Street with parallel route on Montello Street through business district (Tucker, 1960, p.2). Conversion of horsecar routes to trolley lines (1891) and expansion of streetcar service to suburban areas with routes on Center, Crescent, Ashland-Cary-North Quincy and interurban lines on Howard Street (Avon-Braintree), Summer-Plain-East Streets (Bridgewater), Torry St. (East), Pleasant-North Pearl Streets (Stoughton), Copeland Street (Bridgewater), Belmont Street (Taunton), and Center-Crescent Streets (Abington-Whitman). Other local trolley routes include Grafton Street, Court Street, and Warren Avenue by the early 1900s. Mainline railroad regraded through business district with surviving stone arch bridges (c. 1895) at major street crossings.

B. Population

Strong population growth continues unabated from 8,007 in beginning of period to 62,288 in 1915. Foreign born population grew from 4032 in 1885 to 17,709 in 1915. Ethnic mix of foreign born population in 1885 was Irish, Swedish, English and Nova Scotian; in 1915 Russian (Lithuanian), Canadian, Irish, English, Swedish, and Italian. St. Patrick's Parochial School established 1887. Church of the Sacred Heart (French Canadian) established 1893 between Corut and Sylvester Streets. Sacred Heart Parochial School established sometime prior to 1898. St. Rocco's Lithuanian Church in Bellvue Park c. 1900-1905. Agudath Achim Synagogue near Salisbury Square established 1901. African Methodist Episcopal Church established 1893.

C. Settlement:

Working class housing extended along trolley lines during this period creating "streetcar suburbs" of duplexes and triple deckers. Working class housing generally south of Belmont on the west side of Main, in Campello and Montello (particularly Bellvue Park), east of the city center between Center and Pine Streets and east of Montello Street from Court Street north. Jewish community in Salisbury Square area at turn of the century and Lithuanian community at Sawtell and Ames in Bellvue Park. Fashionable district proceeds westward along West Elm Street surrounded by middle class housing. Residential development at Brockton Heights (formerly the "West Shares") generally north of Pleasant Street and at Bumpas' Corner.

D. Economic Base:

After the Civil War, workers streamed into town, and by 1880 the population of Brockton had more than tripled. The Late Industrial period for Brockton was one of tremendous growth. One historian, writing of the period 1875-85, called it "the greatest growth of any city in the state" (Thompson, 1906). It was a growth reflected in the city's new status as "Brockton" (1874), as a city (1881), and in a municipal spirit of success that would survive for half a century. "In the seventys," wrote one commentator lyrically, "Brockton acquired the habit of success which has ever since made it one of the most American of all our cities ..."

Back in the days when the real Brockton was born, you could always tell a Brockton man by his smile. He was just about the most thoroughly alert and modernized commodity that New England had to show. He was not up to the times, he was ahead of them. Only think of it, Brockton was the first city in the world to light its streets by electricity. It was the first city to run electric cars and the great Edison himself came on from New York to see the wheels go round. It was a leader in installing police telephone service, and when the Brockton city fathers went on to New York to see how it was done in the Metropolis, they found that it was not done at all, and New York had to come to Brockton to find out how. The city sewerage filtration plant has been studied by engineers from all over the United States. It works. . . I understand that it is currently

believed in Brockton that they were the first to discover that the world moved around the sun. [Lowe, p.67]

Brockton expected imminently to be part of the Boston, Brockton, and New York Ship Canal, while E. Moody Boynton planned an aerial "bicycle railway" to link Fall River, Brockton, and Boston.

Shoe manufacture, of course, was what fueled this success, and the 1870s saw the inauguration of many of the large shoe companies whose products would become household names for half a century: W. L. Douglas (later Governor), George E. Keith, D. W. Field, Preston B. Keith, M. A. Packard.

The heavily capitalized shoe industry was in part made possible by changes in marketing techniques, in some cases pioneered by Brockton firms. In 1884 W. L. Douglas, adopting his portrait as a trademark, embarked on an advertising campaign unprecedented in the industry, marketing his "3-dollar shoe" in outlets around the world. George E. Keith, one of the first Brockton shoe manufacturers to sell his product solely to retailers instead of to wholesalers, pioneered in the development of foreign markets in the 1880s. In 1898 Keith adopted the "Walk-Over" trademark, by the 1920s said to be the most valuable shoe trademark in the world. Keith and Douglas, the city's largest shoe makers by the end of the period, built large factory complexes at either ends of Brockton, in Campello and Montello. Others also made important innovations: the Field and Flint Co. plant, producing the "Foot-Joy" shoe, is said to have been the first shoe factory in the country to install individual electric motors at each machine, thus doing away with overhead shafting and pulleys (Stone, p.1178). By 1906 E. S. Thompson could write that Brockton had become "the greatest city in the world for the manufacture of fine men's shoes." By 1910, the value of shoes manufactured was put at \$20,263,200 in an industry employing locally 12,183 workers.

Civic improvements kept pace with the shoe industry. Brockton installed one of the earliest electric (Direct-Current) generating stations (1883), pioneering in the 3-wire distribution system. Ten years later, the city built a much-praised intermittent sewage filtration system under the direction of city engineer F. Herbert Snow. F. L. Olmstead & Co. drew up city park plans for Trout Brook and Salisbury Plain River, and in 1896, the city became one of the first communities in the state to take advantage of the Massachusetts Grade Crossing Act (6/21/1890), building a .7-mile long stone railroad viaduct, seven pony-truss bridges (Boston Bridge Works) over the railroad at either end, and three integrated railroad stations, at the Centre, Campello, and Montello.

E. Architecture:

Residential: Almost all of Brockton's pre-1940 houses were constructed in the Late Industrial period. Growth in the shoe industry necessitated the construction of large numbers of dwellings to house workers with a concomitant rise in the number of substantial houses built for shoe-factory owners and local businessmen and professionals. Interestingly, Brockton contains comparatively few middle-class suburban single-family houses for the early part of the period; not until after 1900 did

neighborhoods of comfortable single-family houses develop. Rather, for the years before 1900, many middle-class families seem to have lived in two-family houses, of which many very substantial and well detailed examples were built in the 1800s and '90s. The most common house form for working to middle-class housing was the two-and-a-half story, gable-roofed sidehall plan two-family house with two-story square bay on the facade. The earliest of these were built with late Italianate detailing, but the form remained popular through the end of the period, so Stick Style and Queen Anne examples abound as well. While most houses of that type are multiple-family dwellings, a number of single-family houses with the same form were also built. Around 1895 and continuing through the end of the period, large numbers of Queen Anne and Colonial Revival three-deckers were built in Brockton, especially at Montello and along Main Street south to Campello. Directly along Main Street, some flat-roofed early wooden tenements were also built in the 1880s and '90s. In outlying areas, cottages, most of them standing a story-and-a-half with additional attic space below the gable, remained an important modest house form through the turn of the century; most period cottages have Queen Anne or Colonial Revival detailing, although a few gambrel-roofed Shingle Style cottages were also built. Brockton is notable for its many elaborately detailed Eastlake-derived Queen Anne two-family houses; many Brockton Queen Anne houses incorporate picket friezes, terracotta cresting, elaborate window treatment, and a variety of siding materials, with patterned shingles, diapered work, clapboards, stickwork and gouged and incised trim used in a decorative manner unequalled in eastern Massachusetts. Brockton's three-deckers are also interesting in the variety of forms, both flat-roofed and gable-roofed, and in the use of patterned shingle (usually in bands) which they exhibit, demonstrating influences from both Boston and Worcester in the development of three-decker types. Another notable architectural development of the period is the manner in which the Craftsman style found ready acceptance in Brockton; a great many of Brockton's largest and most pretentious houses (particularly those along West Elm, Moraine, Ash and Belmont Streets in the western half of town) incorporate sophisticated and innovative detailing in the Arts and Crafts manner with many well detailed architect-designed houses with stucco, tile roofs, finish and well-disposed Mannerist classical details built in the years after 1900. Also notable are several late 19th century mansions including the Richardsonian Romanesque Douglas House and a few very lavishly finished brick and frame Queen Anne houses of the 1880s, the work of local architect Wesley Lyng Minor, architect for many of Brockton's Late Industrial residences. While apartment buildings are not numerous, a few innovative examples, notably the Checkertown and Chesston buildings (1902, William A. Dykeman) with unusual polygonal plans (patented by the architect) to provide maximum light and air, were built in the period.

Institutional: Brockton contains a large number of imposing late 19th century institutional buildings, many the work of Boston architect J. Williams Beal with other buildings by noted Boston firms as well as important local practitioners. These include a number of frame churches,

with Queen Anne and Shingle Style churches built in the late 1880s and 1890s for Baptist, Universalist, and Congregational churches; most of these have suffered considerable alteration since construction. More substantial brick and stone churches were built in the 1890s and through the end of the period for Episcopal, Methodist and Roman Catholic parishes; these have understandably survived in much better condition. Only one important church of the period has been lost, the granite Richardsonian Romanesque First Congregational church. The most imposing of those still standing include the Gothic Revival Saint Paul's Episcopal (1893, Cram, Wentworth and Ferguson), the Central Methodist (1900, J. Williams Beal), a yellow brick Romanesque building, the Gothic Revival Saint Edward's (1912, Maginnis and Walsh) and the Renaissance Revival Saint Patrick's (1912, Charles R. Greco). Also dating from the period are the Brockton City Hall (1892-94, Wesley L. Minor), Plymouth County Courthouse (1891, J. Williams Beal), Post Office (1898, J. K. Taylor), Brockton Library (1912, N. C. Smith), the Armory (1900) and several monuments, the most imposing of which is the Snow Monument (1902). Perhaps more notable than Brockton's many architect-designed public and private institutional buildings are its surviving utilitarian institutional buildings, specifically, its schools and fire stations: Brockton retains an outstanding collection of these easily outmoded buildings, often sacrificed to progress. Particularly noteworthy is the Ellis Brett School (1892), a two-and-a-half story, hip-roofed Renaissance Revival/Queen Anne building with cross-gabled end pavillions; while the design is typical for schools of the period, the Brett School is unusual in that it is a rare surviving example in wood of this normally masonry-constructed type. Most other period schools (approximately four surviving) are of brick in either the Romanesque or Renaissance Revival and date from the 1880s and '90s. The number of fire stations surviving is also unusual, with some half dozen mansard-roofed, two-story brick stations in very plain Romanesque Revival designs of the 1880s through 1900 standing across the city.

Commercial: Among Brockton's most significant surviving resources are its late 19th century commercial blocks; as the only city in Plymouth County, Brockton was the regional focus of major commercial activity at the end of the 19th century and despite the loss of portions of the Main Street commercial area to recent renewal efforts, much of the city's commercial architecture, architecturally and numerically the most imposing and the largest such group in the county, survives. Standing commercial buildings include a number of three-story brick Romanesque Revival and Panel Brick buildings of the 1870s and '80s along with an equal number of three- and four-story red and yellow brick Renaissance and Richardsonian Romanesque buildings of the late 1880s and 1890s. While some of the traditionally elaborate commercial styles of the late 19th century are missing (specifically, the High Victorian Gothic), Brockton's commercial blocks, many of them architect-designed, are nonetheless highly wrought and decorative examples of their styles. Particularly notable are the many buildings by J. Williams Beal, whose commercial work in Brockton constitutes a major architectural body; although based in Boston, Beal was active in Brockton from 1889 through 1935. The Campello section, although secondary (both historically and architecturally) to the commercial center at Main and Belmont Streets, retains a more cohesive commercial streetscape of one and two-story modest storefronts.

Industrial: Although many of Brockton's shoe factories have been demolished, a great many still stand, especially at Montello. While there are exceptions, a distinctive shoe-factory form can be defined; this is a three to five-story frame structure of utilitarian appearance with a broad gable roof, raised basement with entrance at the first floor, square stair tower and long ranges of sash windows. Of this type, at least a half dozen examples survive apparently intact. Also dating from the period are several more formal industrial structures including a Romanesque, two-story Edison Station (1883), one-story Romanesque sewage pumping station with corner tower (1893, W. S. Johnson), Panel Brick trolley barns (1895) for the Eastern Massachusetts Street Railway and Romanesque Revival viaducts in granite for the Old Colony railway (1896).

X. EARLY MODERN PERIOD (1915 - 1940)

A. Transportation Routes:

Abandonment of interurban trolley routes during 1920s and conversion of local street car service to buses during 1930s. Improvement of local roads as regional auto highways with primary north/south axis as Route 28 (Montello-Main Streets) and east/west connectors through central business district as Route 27 (Crescent-Pleasant-North Pearl), Route 123 (Center-Belmont Streets) and Route 37 (Howard Street). Establishment of local park system (D. W. Field Park) with auto parkway along Salsbury River to Brockton Reservoir (Avon) during 1930s.

B. Population:

After a 1920 peak of 66,254 the first instance of population decline in Brockton's history occurred, population down to 62,353 in 1940. Foreign born population dropped to 14,275 in 1930 with the same basic ethnic mix as in 1915. Between 1915 and 1930 two more synagogues were established, one on Bryant near Center and one on West Elm. Except for a slight increase in 1945 the post World War II population remained at 1915 levels until 1955 when large scale growth began again. Unlike other Plymouth County towns there was more growth in the period 1955-65 than 1965-75.

C. Settlement:

Continued residential development on periphery of city center. Post World War II suburban development along Torrey Street in the west and on East Ashland Street to the east.

D. Economic Base:

Brockton's shoe industry, flush with World War I military contracts, continued to expand. Keith's No. 3 factory produced over one million Walk-Over shoes for the U.S. Army. By 1924, the value of boot and shoe products was double that of 1910, amounting to 63.1% of the total value

of manufactured products. (Cut stock and leather findings amounted to another 16%.) Although some new factory construction occurred in the early '20s, the peak of the shoe industry output can be dated from census figures to 1920. In that year 39 boot and shoe manufacturers produced \$82,538,072 worth of footwear. Thereafter, the figure steadily declined. Between 1919 and 1929, local production was off 49%.

Various factors contributed to the decline, part of a general movement felt throughout the New England shoe industry: states outside New England offered cheap, unorganized labor, in addition to tax abatements. Other companies increasingly felt the pressure of competition from firms with more modern production techniques. Lack of foresight on the part of Brockton manufacturers was also blamed.

By 1940, though three of the largest shoe manufacturing concerns in the U.S. were still in Brockton, the value of shoe production had dropped to 41% of the total manufactured product, or \$14.1 million, represented by 10 percent of the manufacturing firms in the city. The production of boot and shoe cut stock and findings had actually risen, 1924-40 (16% to 29%) as a percentage of the city's gross manufactured product, while the number of firms producing remained about the same.

E. Architecture:

Residential: While residential construction slowed during the Early Modern period, some construction took place. It is likely that for certain types of construction (notably multiple-family dwellings), styles and forms introduced at the end of the Late Industrial period remained current into the 1920s; thus, it is probable that a number of simpler Colonial Revival three-deckers and two-families (such as those at Montello and Campello) were constructed in the Early Modern period. Hip-roofed cottages with raised half-story rubble basements, center entrances, kneewall porches and dormers were built in some numbers on the outer edges of established residential neighborhoods and along outlying roads (such as East, Ashland, North Cary, West Chestnut, Linwood and Rockland Streets). Particularly notable are Brockton's bungalows, of which perhaps a dozen well-developed examples with stucco finish, rubble basements, exposed rafters and porch framing, stand across the town (at least a few of these undoubtedly date from the Late Industrial period). Examples of typical suburban architecture of the 1920s are less common, but Dutch Colonial, Colonial Revival and Tudor Revival houses of some quality were constructed in the western half of town in established elite neighborhoods. At least one aborted subdivision of the 1920s (with well detailed brick Tudor Revival houses) is located just south of Pleasant Street at Brockton Heights.

Institutional: Comparatively few institutional buildings were constructed in the Early Modern period. Those buildings constructed include Saint Margaret's Church (1923, Maginnis and Walsh), a Lombard Romanesque brick structure, the War Memorial Building (1929, J. H. Ritchie and Associates), a two-and-a-half story Beaux-Arts classical building, a one-story neoclassical bath house (1927) at Montello, the Y.W.C.A.

1918, Allen and Collins), a Georgian Revival building and the Y.M.H.A. (c. 1935), a three-story Moderne/Romanesque brick building.

Commercial: Unlike most towns in eastern Massachusetts, Brockton contains several Moderne commercial buildings in its downtown; these include the Cook Building (1927, W. F. Barlow), a three-story cast stone building with stylized Gothic Revival detailing, the Montgomery Ward building (c. 1934), a three-story concrete building with exuberant Art Deco molded relief at the cornice, and Almy's (1935, J. Williams Beal and Sons), a three-story Moderne building in limestone with rounded corner bay. Also surviving from the period is a small, concrete Moderne gas station with a stepped tower with glass block detail; this stands opposite the Wales Home on Main Street at Montello.

XI. SURVEY OBSERVATIONS

Brockton's survey is thoroughly documented, stylistically accurate and seems to adequately identify most surviving resources of historical and architectural significance. Lesser commercial structures of the 20th century are somewhat overlooked (i.e., Moderne gas station on Main Street with diner nearby) as is more modest 20th century residential architecture (bungalows). Particularly notable are Brockton's Queen Anne/Eastlake two-family houses, the Arts and Crafts houses of the west side, its late 19th century schools and fire stations and late 19th and early 20th century commercial buildings.

Special note: Brockton central business district retains a significant number of Late Industrial and Early Modern painted commercial wall signs (Ghost Signs) on the sides of brick business blocks along Main Street axis, including landmark "5¢ Coca-Cola" example. These should be noted as an historic resource of unusual survival.

Industrial: Brockton's city survey has identified 15 industrial structures, 11 of them shoe or shoe-related factories. Since the survey was conducted, three (the Pierce Block, MHC #25; the Packard & Field Factory, #50; and the Low Box Factory, #132) have been demolished. Many of the sites are inadequately identified, and little effort has been made to assess the relative significance of individual plants. The reconnaissance survey identified about 30 additional shoe or leather-related factories, almost all dating from the Late Industrial period. A complete survey will be necessary to effectively evaluate surviving structures. Special attention should be given to pre-1870 factories, if any survive. Important parts of the two largest shoe companies, the W. L. Douglas Shoe Co., in Montello, and the George E. Keith Co. in Campello, should be further studied, as should the Douglas Block (MHC #118), part of the first Douglas factory at Pleasant and North Warren Streets, from which the "3-Dollar Shoe" made its international reputation. The Field and Flint factory (760 N. Montello) is believed to have been a pioneer in the replacement of overhead line shafting by small individual electric motors at each machine.

In the last quarter of the 19th century, Brockton made important innovations in both sewage treatment and electricity generation and transmission. Both the 1893 sewage pumping station (MHC #99) and the

1883 Edison plant (#51) should be considered for NR designation.

Developmental Pressures: Intense commercial and suburban residential expansion along Route 24 expressway corridor. Development is most obvious at Route 27 junction at Brockton Heights which has completely overwhelmed remaining agricultural landscape and directly pressures utility of D. W. Field Park (Oak, Pleasant, North Pearl Streets). Similar expansion is evident at Route 123 junction (Belmont Street) at Marshall Corner, along Route 28 axis (South Main Street) affecting historic suburban district of Campello, and at East Ashland-Cary junction at Trout Brook. Original Sailsbury River mill site has been completely cleared of authentic historic fabric (Grove-Crescent Streets), while central business district has suffered both urban renewal and arson problems along Main-Montello Street corridor. Secondary commercial districts at Montello and Campello remain, stable with original fabric intact, while commercial development along secondary corridors of Belmont, Center and Crescent Streets have eroded surrounding residential neighborhoods. Likewise, these inner residential districts have suffered from gradual abandonment and decay with isolated evidence of urban arson. In contrast, outlying suburban districts remain active development areas which threaten surviving historic period structures.

XII. SOURCES

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