

MHC Reconnaissance Survey Town Report

SOUTH HADLEY

Report Date: 1982

Associated Regional Report: Connecticut Valley

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, 1982

COMMUNITY: South Hadley

I. Topography:

The greater part of South Hadley lies south of the Holyoke Range which extends from the Connecticut River east to Granby. Generally, the range varies from 400' to 800' above sea level. Local terrain south of the Holyoke Range consists of a complex of moderate uplands and terraces interspersed by several narrow intervals. Elevations rarely reach over 280'. South Hadley is well drained with only a few small to moderate sized tracts of marshland scattered about the town. The dominant local waterway is the Connecticut River which forms the town's western boundary. South Hadley Falls, situated at the southern end of the river, has been a focal point of economic activity from the prehistoric period well into the 20th century. One of the more impressive undertakings was the South Hadley Canal, which was constructed between 1794 and the early 19th century in an effort to bypass the falls. The Connecticut is fed by several brooks, most notable of which are Bachelor and Stony Brooks. The only bodies of freshwater are several small ponds and reservoirs, including the well known Lithia Springs Reservoir.

II. Political Boundaries:

Originally included as part of Hadley Plantation (1661) with eastern boundary along Connecticut River from Northampton (Holyoke). Southern boundary established at Springfield (Chicopee) line by 1683. Surveyed as part of Hadley Common division in 1722 and formed as Second Precinct of Hadley in 1733. Established as South Hadley district in 1753 with northern boundary at crest of Mount Holyoke range (Hadley-Amherst). East precinct established as town of Granby in 1768 and South Hadley incorporated as a town in 1775. Eastern line with Granby surveyed in 1781 and adjusted through 1827.

III. Historic Overview:

Suburban industrial college town on periphery of Holyoke and Amherst. Located on east bank of Connecticut River at base of Mount Holyoke range with important native fishing sites reported at South Hadley Falls and along shore to Bachelor Brook. Settlement from Hadley to early 18th century with meeting house site at South Hadley Center, including fragmentary survival of original structure. Some highstyle Colonial houses remain along axis of Route 116, including cottage examples moved from Quabbin towns. Agricultural potential limited to upland terraces along Connecticut River with portions of 18th century highway cut intact around Mount Holyoke at Themopylae.

Primary development during Federal Period with South Hadley Canal around Connecticut River falls, including sections of original canal preserved in authentic setting along River Road. Location of Mount Holyoke College at South Hadley Center during mid-19th century formed affluent residential district around campus with period examples of Victorian suburban houses along College Street. Original college buildings destroyed in late 19th century fire except for survival of glass conservatory. Campus rebuilt in substantial Romanesque and Neo-Classical style of local redstone and granite, including landmark central tower hall and original iron fencing. South Hadley Falls

developed as secondary district of Holyoke with local examples of brick apartments and business blocks along Main and Bridges Streets. Late Industrial truss bridges remains intact over the Connecticut with portions of brick factories along Canal Street. Extensive suburban expansion during early 20th century along Newton Street trolley line to South Hadley Center, with several examples of well detailed bungalows on Granby Road(Route 202). South Hadley continued as status residential area around college campus with Historic Revival houses extending to Country Club district.

Present development most evident along Route 33 axis from Chicopee and Route 116 from South Hadley Falls, creating extensive commercial activity around the Route 202 bypass to Holyoke. South Hadley Center retains its integrity from college expansion, preserving remaining historic fabric around the town green. South Hadley Falls is suffering from the decline of Holyoke, although a canal bed remains as recreational potential along the Connecticut River.

IV. Contact Period(1500-1620):

A. Transportation Routes:

Regional focus of routes from highlands along Connecticut River around Mount Holyoke range. Reported trails center on Sandy Hill (South Hadley green) with primary north-south route along axis of from Thermopylae to Willimanset (Chicopee) along axis of Routes 47-33 following College Street-Pitroff Ave. from South Hadley Center, including presumed fordways at Stony and Bachelor Brook(Dwight, Sesqui-Centennial, 1906, p.46). Connecting route over Mount Holyoke range through the Notch reported to follow axis of Route 116 with fordway over Bachelor Brook at Moody's Corners(Ibid). Route locations to fishing sites at South Hadley Falls remain unclear and are presumed to have followed axis of Main River Streets from Willimanset(Chicopee) with connecting link to Sandy Hill conjectured north along Bittery Brook. It also appears logical that a secondary trail followed the Connecticut River shore along River Street from South Hadley Falls to Stony Brook.

B. Settlement Patterns:

There were no reported native Contact Period sites. However, South Hadley proximity to the resource rich Connecticut River and the presence of five archaeological sites with Woodland Period components and a large number of undated native sites strongly suggest native occupation during this period. The focal point of native settlement was probably South Hadley Falls and the terraces and plains east of the falls. Four of the five Woodland Period sites were located in this area. One local source described the Bridge Street area (South Hadley Falls) as the primary native burial site (Eastman 1912:122). These sites were quite likely part of seasonal fishing occupations established in the spring during the annual salmon and shad runs into the Connecticut River. Additional important fishing encampments were probably established in the vicinity of Bachelor and Stony Brooks confluences with the Connecticut River. Native settlement may have taken place in central South Hadley, particularly in the village of South Hadley and the vicinity of Pine Street. The latter location contained a Woodland Period site.

C. Subsistence Patterns:

South Hadley had limited horticultural potential. The most likely agricultural sites were the plains immediately south of the Hadley Range and those in southeastern South Hadley. The town's restricted agricultural base was contrasted by the rich sources of fish available in area streams and the Connecticut River. Hunting probably occurred throughout the local uplands.

D. Observations:

South Hadley was probably a major fishing area for native occupants of the Connecticut River Valley, particularly the Norwottucks of Northampton and Hadley. Native settlement was most likely heaviest during the spring when fish spawned on local streams and the Connecticut. The area's lack of high quality agricultural land would have discouraged extensive native occupation outside of the spring months. Tribal affiliation appears to have been with the Norwottucks. Regional ties may have been with the Nipmucs. The greatest potential for extant native period occupation is on the lowlands adjacent to the mouths of Bachelor and Stony brooks and the terrace overlooking these two waterways. Portions of the South Hadley Falls native settlement core may still survive, particularly on the northern periphery of the village and the terrace east of Route 116.

V. PLANTATION PERIOD (1620-1675)

A. Transportation Routes:

Primary highway from Hadley to Springfield improved along axis of Routes 47-116-33 through Sandy Hill (South Hadley Center). Secondary east-west highway to Cold Spring(Belchertown) connected at Sandy Hill along Route 116 through the Notch(Amherst) and Bay Road.

B. Population:

There were no figures available for the area's native population. South Hadley lacked a permanent colonial population until the early 18th century.

C. Settlement Patterns:

Native settlement patterns probably remained basically the same as those suggested for the Contact Period.

D. Economic Base :

Local native occupants likely retained their traditional subsistence patterns. However, natives probably were active in the English fur trade centered in Springfield.

E. Observations:

South Hadley remained primarily a resource area for the river valley's native and colonial occupants. The rugged Hadley Range and the continued native presence were most likely the major factors that discouraged colonial settlement, particularly those from the Hadley area.

VI. COLONIAL PERIOD

A. Transportation Period:

Survey of Hadley outer commons south of Mt. Holyoke(1722) established north-south division highways from South Hadley Falls, including surviving elements of North, Brainerd and Pine Streets. Location of South Hadley meeting house(1732) created radial highway system from town center with Silver, Morgan and College Streets. Local ferry service established across Connecticut River by 1750's from Thermopylae and Stony Brook with connecting link along Alvord-Ferry Street and River Road (1770). Critical pass around Mt. Holyoke at Thermopylae improved as Titus Pier Road with original portions of 18th century rock cut intact(WPA, Massachusetts, 1937, p.358).

B. Population:

There were no figures for a post-1675 native population. In c.1727, the colonial settlement of South Hadley consisted of 114 families. By 1732, 40 families were living in the South Hadley/Granby area. In 1765, South Hadley was comprised of 133 houses, 142 families and 817 individuals. This figure had decreased to 584 in 1776 largely due to the loss of Granby in 1768. Most of South Hadley's settlers were former Hadley and Northampton residents.

C. Settlement Patterns:

The groundwork for local colonial settlement was initiated in 1720 with the establishment of lots in Hadley's unsettled commons south of Mt. Holyoke (present South Hadley, Granby). Lot size was determined by the extent of the prospective proprietor's rateable estate. The first year-round settlement, however, did not occur until 1725. Within the next two years, homes were established at South Hadley Falls and the general vicinity of the campus of Mt. Holyoke College. The latter site developed into the town's primary settlement node. South Hadley cemetery(1728) was established immediately west of Route 116 on the present site of the Gaylord Library. The first meetinghouse was erected(begun-1732 completed-1737) slightly south of the union of Route 116 and Route 47 while a schoolhouse was built in c.1738 between the meetinghouse and the home of Moses White. Community growth resulted in the construction of a larger second meetinghouse slightly east of the first structure in c.1761. However, site selection was marked by a protracted dispute between the western (South Hadley) and eastern (Granby) residents of the settlement. By the early 1760's, settlement had expanded from the Mt. Holyoke College node north along Woodbridge and Silver Streets and south along Mosier and Morgan Street. In addition, homes had been established in western South Hadley adjacent to Alvord Street and due south of its southern terminus. Little if any settlement took place

in the northern quarter of South Hadley because of the area's rugged terrain.

D. Economic Base:

The settlement's principal economic activity was agriculture. Local farmers focused on livestock production largely due to the area's lack of fertile cropland. Grazing land was established throughout South Hadley and Granby including the area between Bachelor and Stony Brooks west of Alvord Street and east of Pitroff Avenue. South Hadley attracted large numbers of local Northampton and Hadley residents who fished for shad and salmon at South Hadley Falls and the mouths of Stony and Bachelor brooks during May and June.

Lumbering was seriously undertaken during the Colonial Period. The 1760's witnessed initiation of large scale lumber drives on the Connecticut River. Locally, the timber was carried in carts around South Hadley Falls. Industrial development pre-dated South Hadley's first settlement. Two sawmills were built on Stony or Bachelor brooks in 1684 and 1689 by Hadley residents. Only one of these mills was still in operation in 1720. It is unclear when the first Colonial Period industrial facility was established. By 1771, South Hadley Falls appeared to be the focal point of local industry with 3 sawmills operating in this area. In addition, a fourth sawmill, 2 gristmills and a fulling mill were active at this time. A number of inns were established, primarily on the Springfield Road(Route 116/Woodbridge Street). These included inns operated by Samuel Smith(c.1729), Samuel Kellogg(c.1733-40), William East (post-1750) and John Smith(c.1759-1771). A fifth inn was opened by Elijah Alvord in c.1755 at 'Falls Woods,' probably in the vicinity of Alvord Street.

E. Architecture:

Residential: Approximately a dozen Colonial Period structures survive in South Hadley. Almost all of these exhibit traditional center chimney plans. Most of the surviving structures are two-story houses with five-bay, center entrance facades and gable roofs. In the Federal Period, however, it became common to incorporate an earlier building as an ell to a new house. Many center chimney Colonial cottages were preserved in this manner in South Hadley. In general, these Colonial ells are the earliest structures surviving in the town. Examples include the Rawson House ell(1733) and the Joseph White House ell(c.1730). Other early 18th century houses surviving are the Second Parsonage (1742), a center chimney, five-bay facade house with an end gable overhang and lean-to and the Clark House(c.1740) also a center chimney, five-bay structure. The majority of the town's Colonial houses are located on Route 116 at the town center.

Institutional: Of special note in South Hadley is the survival (in altered condition and on a new site) of the town's first meetinghouse (1732). The building, whose original dimensions were 40' x 30' now stands at the

north side of the common and houses "Woodbridge's" restaurant. As completed in 1737, the meetinghouse had nine pews, a gallery and plastered walls to the height of the plates. It was sold in 1764 and has been in residential or commercial use since then. The extent of surviving 1732 material is not known. In 1762, the meetinghouse was replaced by a 25' x 45' structure; that building apparently stood until 1844.

Other institutional buildings of the Colonial Period included a 1738 school house (23' x 18' x 7') and 1769 schoolhouse at Falls Woods.

Commercial: At least four taverns operated for varying lengths of time during the period. These were established in 1729, 1733, 1750 and 1759.

E. Observations:

The presence of the Hadley Range on South Hadley's border with Hadley impeded the development of an extensive overland transportation network connecting these two communities. This barrier also probably encouraged a greater focus on the development of commercial ties with "down river" towns such as Chicopee and Springfield, particularly via the Springfield Road.

A large portion of period overland routes and original lot lines survive. In addition, South Hadley has one of the largest inventories of extant pre-1775 structures within the Connecticut River Valley study unit. Future research should focus on examining the 1763+ lumber drives occurring on the Connecticut River in the Northampton, Hadley, South Hadley area.

VII. FEDERAL PERIOD (1775-1830)

Construction of South Hadley Canal around Great Falls (1795) created important corridor along Connecticut River. Original canal constructed with incline planes, replaced by locks (1805), with portions of canal bed intact along River Road at White Brook (200th Anniversary, 1953). Development of South Hadley canal village extended local street grid along axis of Bridge and Lathrop Streets with connecting link to Granby as Granby Road (Route 202).

B. Population:

Between 1790 and 1830 South Hadley's population grew by 56 percent reaching 1185 in the latter year. Considering the presence of the canal, this is a slower growth than might otherwise have been expected. Comparable figures for Hadley (90% growth), Northampton (121.9%), and even Granby (78.5%) show a greater growth. As a whole, the county averaged 60.7 percent growth over the same period.

C. Settlement Pattern:

Civic activities maintained at South Hadley Center with farming district along Connecticut River uplands. Opening of South Hadley Canal (1795) created industrial village along Connecticut River shore at Great Falls dam (Main Street). Secondary villages continued at Connecticut River

ferry landings and at Bachelor Brook mill site around Moody Corners.

D. Economic Base:

By the beginning of the Federal Period, South Hadley Falls was already an important river village. Since the beginning of the 18th century, timber had been sent down river (albeit in limited quantities until after 1763). When it came in rafts, it had to be hauled around the falls on a three-mile "Lumber Road" built in 1765, a route later followed by the canal. After the close of the Revolution until the first decades of the 19th century, "unrestrained" quantities of pine timber were sent down river, spurring the establishment of sawmills in all the river towns. Three were in operation by 1771 at the end of the Lumber Road just below the falls. (The mouth of Stony Brook provided another harbor for rafts and a warehouse was built here by 1765). But it was the completion of the South Hadley Canal in 1794 which was principally responsible for making the village, by about 1810, "the busiest place on the Connecticut River north of Hartford," as one writer described it. Fishing wharves, an oil mill, nail works, as well as saw and grist mills and the commercial life provided by the canal all gave to the village an economic prosperity unequalled by other communities of its size. By 1824 salt imported from Nantucket was being ground and packaged at the Falls. In that year two prosperous Springfield merchants, Charles Howard and Wells Lathrop built a paper mill at the falls. The book, news, and writing paper produced was of sufficient quality so that by 1830 the Congressional Globe was being printed on it. Possibly the firm's success attracted David Ames; in 1831 he built a second paper mill at the falls, installing his own version of a Four-drainer and steam-heated cylinders. Up to 1837 Ames' mill was said to be the largest paper mill in New England (Green, p.14) and with Ames' Springfield mill, was said to produce 2/3 of all the fine writing paper manufactured in the U.S. (Dwight, 1906, p.86).

Other manufacturers in the central and northern parts of town emulated the economies of neighboring towns. Small cotton and woolen mills on Stony and Bachelor Brooks were active, as was a button factory. As early as 1819, brick making had been established.

E. Architecture:

Residential: The Federal Period in South Hadley is marked by a high standard of architectural expression. Several stylish and ornate houses featuring the distinctive Connecticut Valley blend of Georgian and Federal details were built at the town center along Route 116. While the majority of the period's houses exhibit the center chimney plan, a range of plans are represented and demonstrate the town's awareness and sophistication in the period. Center hall plans were common, with both end and double chimney examples known; in addition, at least a few houses with sidehall plans were built as well. Approximately two dozen Federal houses are known to survive. Three houses of outstanding architectural merit are known. These are the Ruggles Woodbridge House (1788) and the Condit House (ca.1794), which stand opposite each other on Route 116, and the Squire Bowdoin House (ca.1813-20) at South Hadley Falls. Of these, MHC Reconnaissance Survey Town Report: South Hadley

the Woodbridge House retains the strongest Georgian character, with a gambrel roof, dormers and an entrance porch with segmental pediments, bulls-eye windows in the gable and corner quoins. The Condit and Bowdoin Houses are similar in that both feature front and side entrances with facade articulation, Palladian windows and porches of delicate proportion and ornament. More common are center chimney and center hall plan farm-houses with five bay facades whose ornament is confined to the center entrance. Most of these houses incorporate straight entablatures, a few with the triple console motif of Connecticut Valley doorways. One of two simple late Georgian houses with fully-developed broken-scroll pediment Connecticut Valley doorways were built as well. Brick was used in the period, as Pearson's Annex (c.1795-1801), a two and a half story brick end chimney structure, demonstrates. Period houses are concentrated on Route 116 at the town center with other houses in scattered locations such as at Moddy's Corner, Morgan and East Streets, and at Main and Bridge Streets in South Hadley Falls.

Institutional: In contrast to the range of surviving houses for the Federal Period, there are no known extant Federal institutional buildings nor was the construction of any institutional buildings recorded for the period. A steeple was added to the 1762 meetinghouse in 1791. In 1824, a second Congregational parish was organized at South Hadley Falls (Canal Village); that was followed, three years later, by the establishment of a Methodist Episcopal congregation, also at the Falls. Although not documented, it is probable that several schools were built in the period.

Commercial: Completion of the Canal at South Hadley Falls in 1794 led to the commercial growth of that section. One indication of that growth was the construction in 1815 of the brick Canal Hotel (no longer extant) by Ariel Cooley at the Falls.

VIII. EARLY INDUSTRIAL PERIOD (1830-1870)

A. Transportation Routes:

Continued operation of South Hadley Canal until construction of Holyoke Dam (1848) with rope ferry established to Holyoke shore (1852). No railroads constructed through area with primary route system maintained as local highways along axis of Routes 47-116 through South Hadley Center.

B. Population:

South Hadley's population fluctuated dramatically in the Early Industrial Period. In the 20 years between 1830 and 1850 the town grew by 110 percent a rate matched by few towns in the valley. Much of this growth (71 percent) was in the 1840's when the town grew on the average by over 100 persons per year, possibly a result of the sudden emergence of Holyoke across the river. Despite this unusual growth, the town lost 444 residents in the succeeding five years; gained some 200 in 1855-60; and lost again in the Civil War years. The period's greatest recorded growth period was 1865-70 when the town grew by 35 percent.

Immigrants in 1855 made up 26 percent of the population, well above the 13.3 percent county average. Of these, 71 percent (exactly the county average) were Irish while another 20 percent were natives of Germany or Holland.

The last group represented twice the county average and a fifth of all the Dutch and Germans in the county.

C. Settlement Pattern:

Expansion of South Hadley canal village along axis of Main Street with further development after establishment of Holyoke(1850) along Bridge Street (Route 116). Civic focus maintained at South Hadley Center and expanded with formation of Mount Holyoke College(1837) along axis of College Street(Route 116).

D. Economic Base:

South Hadley developed economically on two fronts: at South Hadley Canal (the Falls), the loss of the railroad (when promoters decided to route the Connecticut River Railroad through Holyoke instead of South Hadley), the destruction by fire of the paper mills in the mid 1840's, and the loss of canal traffic combined with the rapid growth of Holyoke after 1848 to make the village an economic dependency of the larger community across the river. Its two major factories, the Glasgow Company and the Carew Mfg. Co., both incorporated in 1848 on the impetus of the Hadley Company's new dam, were large heavily capitalized mills on the Holyoke model. (The Glasgow Company would later join the 1860's rush in Holyoke to build paper mills by erecting its own paper mill in 1864. The gingham maker was not suited as a paper manufacturer, and the mill was sold to the Southworth's of Mittineague (West Springfield) two years later, becoming the Hampshire Paper Company. In 1880 the Carew Mfg. Co. was also acquired by the Southworths.

By contrast the rest of the town retained the growing diversity of other Hampshire County lowland towns with small woolen and paper mills. Benjamin Franklin Smith invented and patented machinery and tools for making buttons from shells, or "pearl buttons", as they were known in the market. His factory on Bachelor Brook, erected in 1832, gave the name Pearl City to the neighborhood. Stephen Merchant made matches in 1838 in South Hadley village but ceased when threatened by a patent infringement suit, probably by Chicopee's Daniel Chapin and Alonzo Phillips, who had been making matches there two years earlier. Several tanneries were in operation; by 1865 brick production, furnishing brick for mills in Holyoke, was the most extensive of any in the county. By 1875, it would account for over 86 percent of the county's production.

E. Architecture:

Residential: Residential development of the town center continued at a moderate, steady pace through the period. At South Hadley Falls, however the pace of residential development, which was modest in the first half of the period, quickened after 1850. Almost all of the houses in both locations adopted the sidehall plan; use of the traditional five-bay, center hall plan was rare and confined to the outlying farmhouses located along the river (North Main, Alvord and Ferry Streets). Conservative transitional Greek Revival/Italianate detailing predominated in both locations. Of note at South Hadley Falls is the range of workers' housing extant. On High Street

is an almost intact streetscape of center chimney, sidehall plan double cottages with polygonal one-story bays. On Carew Street is a two-story Greek Revival triplex rowhouse tenement(c.1856); also on Carew Street is a Greek Revival duplex unusual for its unusually narrow three-bay wide facade. In addition to these multiple-family workers' houses, a number of modest two-story, sidehall plan Italianate single-family houses were also built at the Falls. Ornament is usually confined to a single round-head window in the gable and a polygonal bay. Despite the generally utilitarian character of the housing at the falls, it is there that the town's most outstanding Italianate villa is located. This is the Williams House(1852-56), notable for its second story balcony supported on massive console brackets and for its deep Tuscan bracketed eaves. Other substantial bracketed Italianate houses are located on North Main and Maple Street. Most of the houses at the town center are sidehall Greek Revival structures; these include both frame and brick houses. Of note is a large Greek Revival/Italianate farmhouse at Alvord and Ferry Streets.

Institutional: Several schools and churches were built in the period, a few of which still stand. The earliest extant institutional building is the Second Congregational Church(1834) at South Hadley Falls. A two-story Greek Revival building with a projecting center entrance tower. The church was remodelled in 1850 with Romanesque Revival details; the four-stage spire with brackets and roundhead windows dates from that remodelling. Other surviving institutional buildings are the Pearl City schoolhouse(c. 1868) and Leahey Avenue Schoolhouse (c.1848), both one-story brick Greek Revival buildings with brick modillion cornices, the Old Academy building (c. 1847), a two-story, five-bay brick building on the Common and the Skinner Museum, a one-and-a-half story Greek Revival church with double entrance and a spire. The Museum, originally the Prescott meetinghouse, was built in 1846 and moved to South Hadley when the Quabbin Reservoir flooded Prescott. Institutional buildings which no longer stand included the First Parish's third meetinghouse (1874, burned 1875) and the original seminary building of Mount Holyoke College. The seminary building (1836-1837) was a four-story brick structure 94' x 50' with two-story verandas. In 1870, a utilitarian one-story Panel Brick library was appended to the structure.

IX. LATE INDUSTRIAL PERIOD (1870-1915)

A. Transportation Routes:

Expansion of urban transit service from Holyoke with construction of truss bridge to South Hadley Falls(1872-rebuilt 1906; intact) and establishment of horse railway line on Bridge Street(1884). Electrification of street railway system(1896) and extension of trolley lines to South Hadley Center and Amherst through the Notch along axis of Route 116(Dwight, Sequi-Centennial p.126).

B. Population:

The town's population rose fairly steadily throughout the period(but for a sharp rise and immediate fall, 1900-1910). Its 82 percent rise exceeded the county average of 56 percent, but was well under Holyoke's 466 percent

or Northampton's 113 percent.

Unlike the county, South Hadley's immigrant population declined throughout the period, reaching 24 percent (the county average) in 1905. Canadians and Irish remained the dominant nationalities represented, with German an important third.

C. Settlement Pattern:

Continued development of South Hadley Falls from Holyoke along axis of suburban streetcar lines on Newton Street(Route 116) to Woodlawn and Chicopee Street to Fairview(Chicopee). Local business district developed along Bridge and Main Streets with civic activities around Carew Street. Primary civic focus maintained at South Hadley Center with significant expansion of Mt. Holyoke College to Stony Brook (Lower Lake) after campus fire(1896). Professor's Row developed along College Street south to Stony Brook (Route 116) as affluent district.

D. Economic Base:

Existing mills at the Falls continued to prosper. With the erection of the Free Bridge to Holyoke, many of the mills' employees walked to work from Holyoke. At that time the town's largest single manufacturer was the Glasgow Company's gingham mill, employing about 370 men and women.

By 1875 South Hadley brickyards produced brick valued at \$136,000, nearly 87% of all the brick produced in the county, much of it being used in the new mills constructed in Holyoke and Chicopee. Under the influence of Holyoke, the number of paper mills in other parts of South Hadley also expanded: two tissue paper mills were built by Holyoke concerns of Stony and Bachelor Brooks. In 1875 the town ranked fourth in the county in the aggregate value of its manufactured products.

Tobacco production, in common with that of other Connecticut Valley towns, experienced a sharp decline in the 1870's and 80's--from which by 1905 it had not yet recovered. By contrast, South Hadley led the county in the value of its market garden products that year. In 1880 South Hadley was also the leading milk producing town in the county, producing over one third of the volume, primarily for Holyoke and Chicopee; by 1905 the town's rank had fallen to third, after Belchertown and Granby.

E. Architecture:

Residential: Residential development continued to expand rapidly at South Hadley Falls while development at the town center maintained a steady, but less rapid, pace. Housing at South Hadley Falls included numerous multiple family workers' houses, cottages and tenements as well as a few less utilitarian single family houses. Workers' housing concentrated along Route 116 while areas of single family housing were located along Bardwell and North Main Streets. Sidehall plan Italianate and simple Queen Anne two-family houses were common through the period but mansard roof cottages, vernacular Greek Revival Italianate tenement rowhouses and double houses and few turn-of-the-century three-deckers were also built. Of special note at South Hadley Falls is the use of brick. A number of the buildings, residential and otherwise at the Falls were built of brick. Most of the houses are Panel Brick

two and three story blocks with flat roofs and polygonal facade bays; these closely resemble the workers' housing of Holyoke, on the opposite side of the river. Residential development at the town center was less dense, generally consisting of single family houses on larger lots. Sidehall Queen Anne cottages were built along Ferry Road and along Route 116. Also built on Route 116, both north and south of the town center were larger, architect designed Queen Anne, Colonial Revival and Craftsman Style houses, most dating after 1900. Probably around 1910, the process of streetcar-related residential development began to occur in South Hadley: areas where such development took place in the period included Newton Street, Granby Road (Route 202) and Route 33. In those areas, small one-story cottages were built in some numbers. In addition, modest resort development occurred along River Road and, to a lesser extent, at Pearl City Pond.

Institutional: The single largest component of Late Industrial Period institutional construction in the town were the buildings erected at Mount Holyoke College. Almost all of the approximately ten buildings built were constructed between 1897 and the end of the period. All are fairly plain, red brick buildings either with Gothic Revival details, such as traceried lancet windows and crenellated rooflines or with Tudor details, such as cross gables, stepped parapets and label window surrounds. Included are works by Boston architect George F. Newton, the Springfield firm of Gardner, Pyne and Gardner, and William O. Brocklesby of Hartford. Also built in the period were a Shingle Style fire station (1888-1889) at the Falls, the Beaux Arts classical Gaylord Library (1904, Allen H. Cox, Putnam and Cox, Boston), the First Congregational Church (1895), a plain Romanesque Revival building at the Center, and the Falls branch library, a ca. 1910 brick Colonial Revival building.

Commercial: Most commercial development took place at South Hadley Falls, where a number of two- and three-story brick apartment blocks with first floor storefronts and a few two-four story Panel Brick and Romanesque Revival commercial blocks with pressed metal trim were built on Newton Street and Route 116. Some modest commercial development occurred at the town center.

Industrial: Industrial buildings surviving include the Carew Paper Mill (1873), a three-story Romanesque Revival brick building with a mansard roof stair tower, portions of the Glasgow Mills (both at the Falls) and a small brick paper mill at the town center.

X. EARLY MODERN PERIOD (1915-1940)

A. Transportation Routes:

Abandonment of local street railway routes (1937) and improvement of regional highways as auto roads. Primary north-south axis defined as Route 116 from South Hadley Falls to Amherst through town center along Newton-College Streets with major east-west highway defined as U.S. Route 202 along Granby Road. Secondary highway around Mt. Holyoke designated as original Route 63 (now Route 47) around Thermopylae pass.

B. Population:

But for Belchertown (where the construction of the State Hospital in 1922 gave that town an abnormally high growth rate), South Hadley experienced the greatest growth rate of any town in the county in the Early Modern Period, rising 32 percent between 1915 and 1940. Nearly 20 percent of this rise occurred in the five years 1920-25, while in the 1930's the town's development tapered off to a negligible amount. In 1940 the town's population stood at

⁶ MFHC Reconnaissance Survey Town Report: South Hadley

C. Settlement Pattern:

Suburban development from South Hadley alls continued along axis of major arteries to South Plains along Granby Road (Route 202) and along Newton St. to Woodlawn with commercial district formed at Alvord Street (Route 33). Civic center maintained around South Hadley Green with expansion of affluent residential neighborhood north from Mt. Holyoke College along Woodbridge Street(Route 116) to Orchards Country Club. Recreational activity developed along Connecticut River landings at Thermopylae and at Stony Brook.

D. Economic Base:

South Hadley's economic growth in the Early Modern Period is inadequately understood. Most of its major factories, however, including Hampshire Paper, Glasgow (now "Hadley Mills"), and Carew Manufacturing, remained in operation. Several Holyoke firms had subsidiary plants in South Hadley including Holyoke Paper Products, American Tissue Mills, Eureka Blank Book and Hampshire Brick and Lynch Brothers' Brick. South Hadley farms continued to produce substantial quantities of dairy products for Holyoke and Chicopee.

E. Architecture:

Residential: South Hadley experienced considerable growth in the Early Modern Period. The number of houses built there was significantly greater than the average for many of the surrounding towns. Most of the period's residential construction occurred in the southern half of the town with concentration on Newton Street and Routes 202 and 33. More limited residential development took place at South Hadley Center, where most of the houses constructed were built along Route 47. Almost all of these structures were shingled one or one-and-a-half stories tall with hip or, more commonly, gable roofs. Most were simple Colonial Revival/Craftsman designs; the use of stucco was common. Also known are a few concrete block structures, including a bungalow on Morgan Street. Of note are several residences at the town center, including a large stucco Craftsman house and a brick Georgian Revival apartment block (the Ruby), both on Woodbridge Street, and a polychromatic tile, brick and stucco Craftsman house on Route 202. Dutch Colonial and Colonial Revival houses of some pretension were built on North Main, Silver and Woodbridge Streets.

Institutional: Institutional construction of the period included several Tudor Revival and Gothic Revival brick buildings at Mount Holyoke College and several brick Georgian Revival public schools. Mount Holyoke buildings include Rockefeller Hall (1923, Allen H. Cox), Skinner Hall (1917, Putnam and Cox), Mary Woolley Hall (1916, Walter F. Price) and Shattuck Hall (1932, Putnam and Cox). Schools of the period include the Carew Street School, a school on Route 116 at the Falls and the Center School (now vacant).

Commercial: One- and two-story commercial blocks were built at South Hadley Falls and on Route 116. Among these are a few well detailed brick Georgian Revival buildings on Route 116 at the Falls, probably built c.1925.

Industrial: A reinforced concrete power house stands near the Holyoke Dam in South Hadley Falls. While it is presumed to date from the 1920's, it appears to suggest the building may be even earlier.

XI. SURVEY OBSERVATIONS

General: South Hadley's inventory fully documents the town's 18th and early 19th century residences. Less thoroughly documented is the scope of later 19th and 20th century development. Mount Holyoke College buildings are fully recorded, but some public institutions, such as 19th and 20th century schools, were overlooked. Also poorly represented are commercial buildings, especially those at South Hadley Falls. Of note in the town is the survival of a range of early workers' housing forms in South Hadley Falls. Also notable is the extent to which agricultural landscapes are preserved along Alvord Street; the presence of the James River Graphics regional offices on the Street suggests that open space may soon be given over to corporate use.

Industrial: The South Hadley survey has identified three industrial structures, all in South Hadley Falls. Of these, the Hampshire Paper Co. (MHC #100) has since been demolished, though the building identified at One West Main Street (MHC #113) is a Hampshire Paper Company storehouse. The Glasgow Company's gingham mills also retain a brick storehouse which has not been identified by the survey. Two extant mills north of South Hadley Falls are the Stony Brook Paper Co. (now "The Mill at Stony Brook" condominiums) and the wood-frame Gaylord sash and blind factory.

XII. SOURCES

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