

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

DRAFT

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name REED MANUFACTURING COMPANY

other names/site number N/A

name of related multiple property listing N/A

Location

street & number 130-132 Harrison Street not for publication

city or town Newark vicinity

state New York code NY county Wayne code 117 zip code 14513

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Signature of certifying official/Title _____ Date _____

State or Federal agency/bureau or Tribal Government _____

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register determined eligible for the National Register

 determined not eligible for the National Register removed from the National Register

 other (explain:) _____

Signature of the Keeper _____ Date of Action _____

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only **one** box.)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

INDUSTRY/manufacturing facility

Current Functions
(Enter categories from instructions.)

vacant

7. Description

Architectural Classification
(Enter categories from instructions.)

No Style

Materials
(Enter categories from instructions.)

foundation: stone
walls: brick
roof: Flat rubber membrane
other: _____

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

Constructed in 1903, the Reed Manufacturing Company complex is located in the Village of Newark, Wayne County, New York, one block north of the NYS Barge Canal (NHL 2016). The location is a mid-block site in the block bounded by Harrison Street on the south, Blackmar Street on the east, Ford/East Sherman Streets on the north, and North Main Street on the west. The five-acre site includes two contributing buildings, both built in 1903 - the three-story factory and a two-story company headquarters/office building. Two freestanding accessory structures were also built during the early years of operations and later linked to the main factory by compatible and historic infill construction. Later non-historic additions were made for a subsequent owner and use outside of the period of significance ending in 1946. The primary exterior material of the contributing buildings is brick, with concrete block used for the non-historic additions. The factory building has largely open floors, an exposed timber frame, and many historic structural features; the more highly finished office building also retains many original interior and exterior features. Historic building sections include the original H-shaped 1903 factory, the ca. 1912 boiler house, the ca. 1924 tinplating plant, the 1912-24 brick infill structures linking the main factory to the boiler house, and the 1903 office building. Non-historic building sections include the 1967 and 1974 east warehouse additions, the 1964 west addition, the ca. 1957-63 concrete block infill linking the boiler house wing to the tinplating plant, the loading dock enclosure at the north courtyard, and the two windowless additions in the south courtyard.

The complex is a representative and well-preserved example of an early twentieth-century daylight manufacturing facility on a canal-accessible and rail-accessible site. Despite some unsympathetic post-1946 additions and alterations, the complex retains integrity of location, setting, materials, design, feeling, and association. A planned historic tax credit-funded renovation includes the removal of these additions and a return to the historic footprint and fenestration.

Narrative Description

Setting – The Village of Newark is located in southern Wayne County, twenty-six miles southeast of the City of Rochester. It is the central one of the east-west string of early nineteenth-century villages that developed along the path of the Erie Canal – Macedon, Palmyra, Newark, Lyons, and Clyde. The cities of Canandaigua and Geneva, at the north ends of two Finger Lakes, lie about 15 miles to the southwest and southeast of Newark, respectively. Newark is the most populous community in Wayne County, with an estimated 2024 city population of just under 9,000.

The Reed Manufacturing Company complex includes two contributing buildings, both built in 1903. The three-story factory building is set back about 150 feet from Harrison Street, while the two-story office building is set back only by a twenty-foot lawn and forms the principal public face of the complex. Surrounding uses are primarily small-scale residential on the north and east sides of the complex and low-rise commercial/industrial

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on the south and west sides. The site is on the north side of Harrison Street, one block north of and parallel to the NYS Barge Canal. Newark's commercial and civic center is located directly across the canal on the south side, along the north-south Main Street (State Route 88) and the east-west Union Street (State Route 31).

Site – The five-acre site is mostly covered by the two buildings and surrounding asphalt paved parking/loading zones. A grassy lawn with a few shade trees surrounds the south and west sides of the office building and extends across the south and west sides of the factory building. To the west of the office building is a fenced playground area. Asphalt parking lots extend across much of the Harrison Street frontage (south side), all of the Blackmar Street frontage (east side), and virtually all of the north side, where a driveway enters the site from the intersection of East Sherman Street and South Orchard Street.

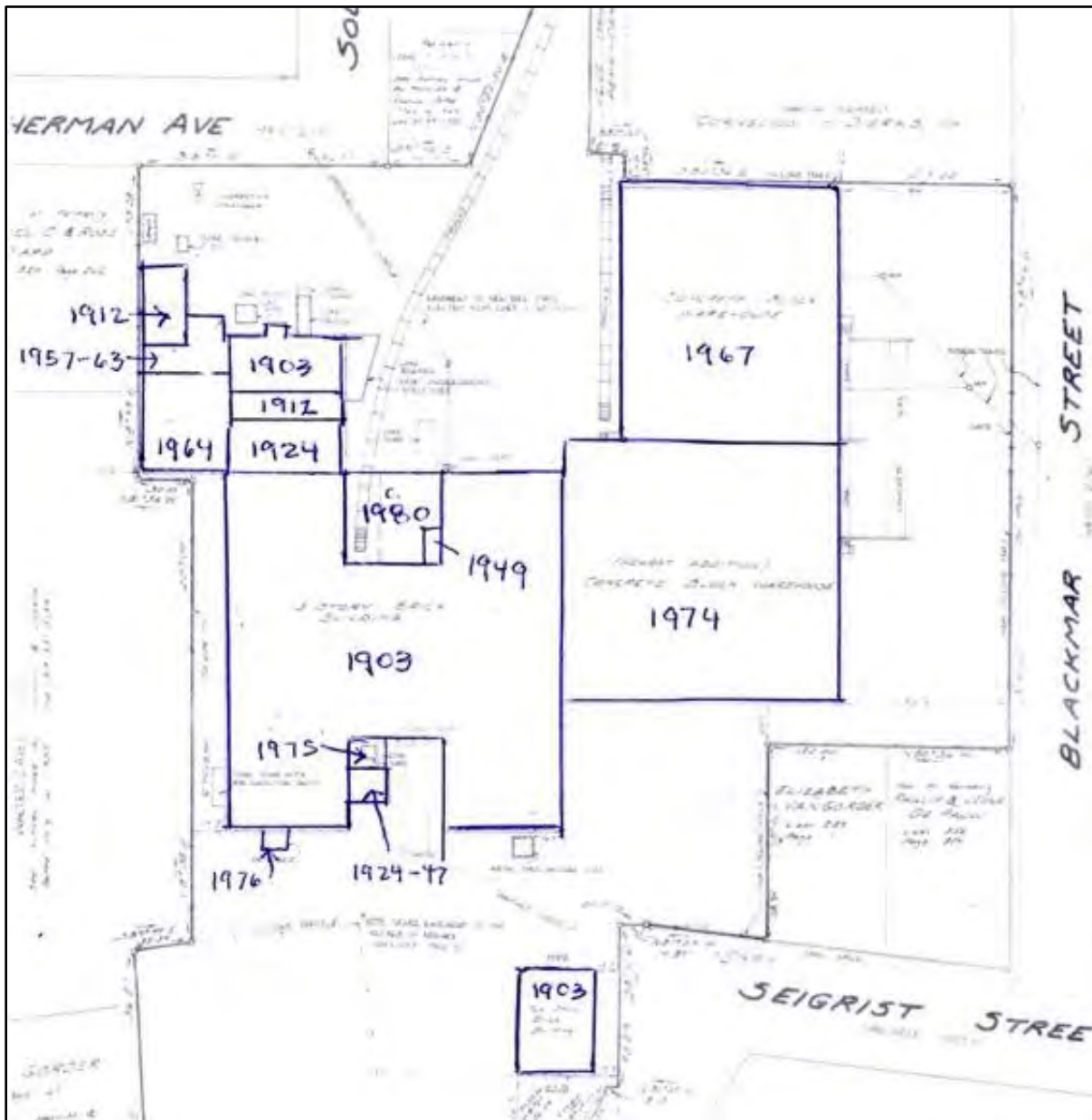
Factory Building – The primary building is the three-story factory, built in 1903 with an H configuration (photos 1-4). The office annex (25-29) was built in the same year and is described later in this section. The name of the architect is not known despite research. A freestanding boiler house (5) was built to the factory's northwest in 1903, and a freestanding tin plating plant was added farther to the northwest by 1912 (6). The 37,000-square-foot original footprint was modified twice between 1903 and 1924, eventually joining the boiler house to the main block at the first-floor level. A two-story windowless vault addition (7) was constructed in the south courtyard before 1924. After the conclusion of the Reed Company use in 1945, several more additions and alterations were made, joining the former tin plating building to the rest of the complex in the 1950s and 60s and providing new warehouse spaces and an enclosed loading dock in the 1950s through 1980. The sequence of construction is shown in the site map below:

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Sequence of Construction Map

Alterations after the 1946 end to the period of significance included:

- 1948-49 Alterations by C.H. Stuart for cosmetics factory use, including replacement of all windows, construction of 2 new stairs, reconstruction of the elevator, new roofed open platform at the loading dock area,
- 1955-64 Construction of a one-story addition to the northwest of the factory, linking to former plating shop
- 1967 Construction of northeast warehouse addition #1
- 1974 Construction of east warehouse #2
- 1975 Infill 2-story for restrooms to north of vault in south courtyard
- ca. 1980-84 Construction of loading dock enclosure within north courtyard

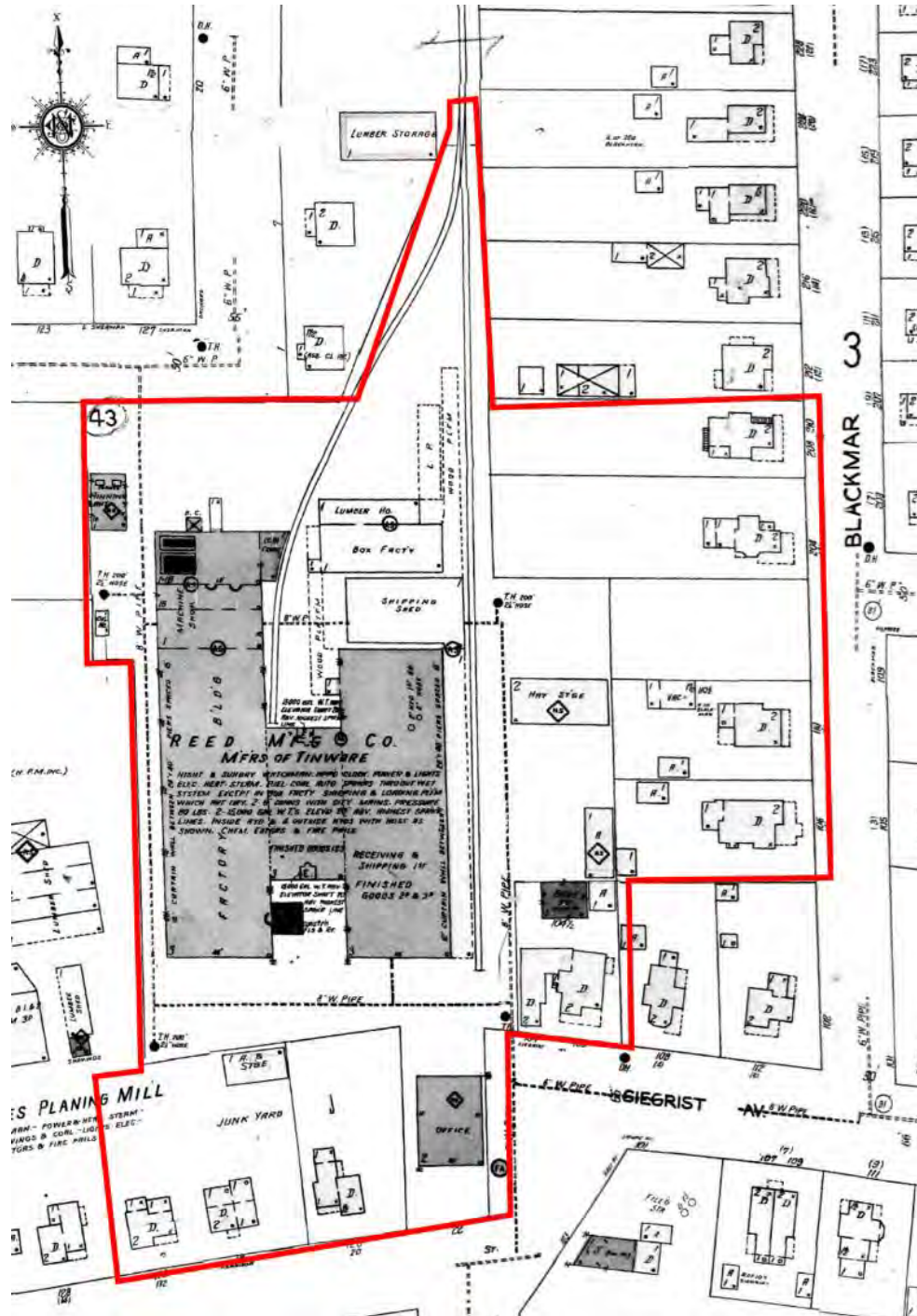
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Site development -In addition to the construction and alterations to the factory building, there were several site features added and removed during the period 1903-1980. Three wood frame buildings were constructed to the northeast of the factory between 1903 and 1963. All were removed by 1975 for the construction of the east and northeast warehouses. They are labeled as warehouse, box factory, lumber house, shipping shed, and carton shed at different times on Sanborn maps. The Sanborn map of 1947 shows the full complex at the end of the period of significance.



1947 Sanborn Map, Reed Factory excerpted

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The 1906 Sanborn map first shows a north-south rail line from the north extending along the east side of the factory. The 1912 Sanborn map shows a second set of tracks splitting off from the main north-south line and running into the north courtyard. When the east warehouse wings were constructed in the 1967-74 period, the north-south rail line was truncated, while the one in the north courtyard remained in place. The truck loading doors were constructed at the north courtyard at an undetermined date, probably ca. 1980-84 when the south courtyard was enclosed as a loading dock. The tracks were removed ca. 1985-90.

Design and materials

The factory construction employs brick piers and spandrels surrounding large regular window openings, originally holding pairs of twelve-over-twelve wood double-hung sash (see Historic Image 1 at page 16). The brick piers project beyond the spandrel panels and extend slightly above the parapet line, with a brick corbelling pattern and recessed brick panels at the roof line (8). The current windows are steel replacements, installed in 1948, and consist of banks of three eight-light windows in each opening at the first-floor level and banks of three six-light windows in each opening at the second and third levels (1-4), with multi-light projecting operating panels. Each opening is capped by a steel lintel; window sills and copings are of cast stone.

The original block has twelve bays on the east and west sides and eleven bays on the north and south sides, with the central three bays recessed by three bays to form the north and south courtyards of the H plan. Where concrete block additions have been made on the east and north sides and within the two courtyard areas, original window openings have been infilled with concrete block and are visible from within the additions. This includes two rows of first and second-floor windows on the east side at bays five-twelve from the south (9), and one north-facing row of four first-floor windows abutting the boiler house wing. First-floor windows surrounding the north courtyard were blocked in when the area was enclosed for a loading dock.

Early Sanborn maps (see 1912 map at page 8) indicate freight elevators were centered on the two courtyard elevations. In the location of the original south elevator is a fire stair constructed in 1948 (10). The northern freight elevator remains in use, with a brick-faced concrete block stair tower constructed in 1948 to the east of it (11), within the former north courtyard. Both stairs are of steel and concrete, with steel pipe handrails. There is no indication on the early maps of the locations of original pedestrian entries, other than indications of wood frame railroad platforms along the east side and within the north courtyard, where railroad tracks served the factory and boiler house from the north. Current building entrances are non-historic, including an aluminum and glass entry with brick piers and a canopy near the southwest corner (12) and an aluminum and glass door as part of a vinyl siding infill panel within an original window opening near the southeast corner (13). Side and rear entrances have modern overhead doors or flush metal pedestrian doors.

The factory interior is largely open on the upper two levels, with exposed brick perimeter walls, wood floors, and timber frame structure (14). The first floor has a similar structure, though with a higher ceiling and drywall partitions subdividing the space into four separate leased warehouse/light manufacturing spaces. Partitioned restrooms and lobby/office spaces are clustered along the south side. Historic features within the factory spaces include the freight elevator doors (15), rolling fire doors (16), exposed wood columns with iron beam support

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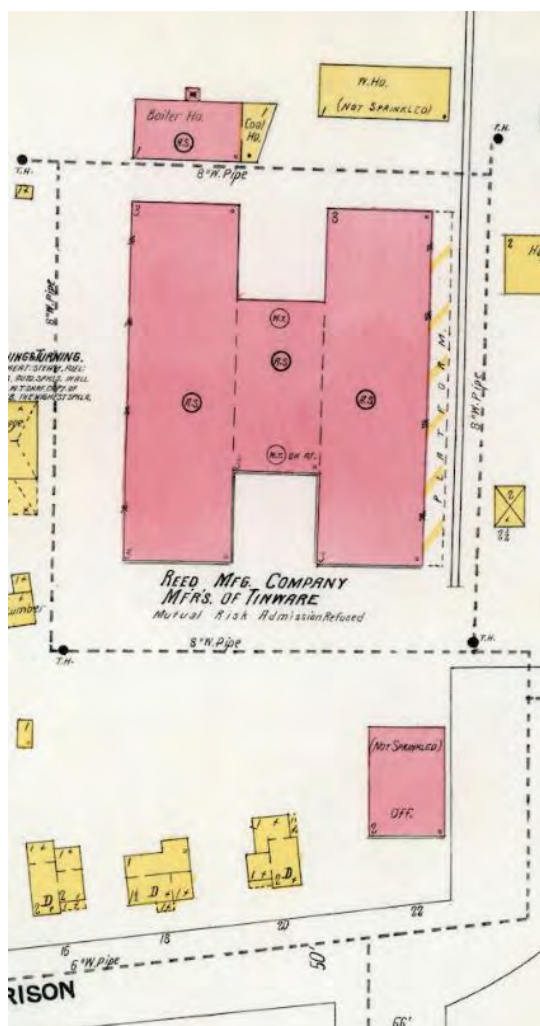
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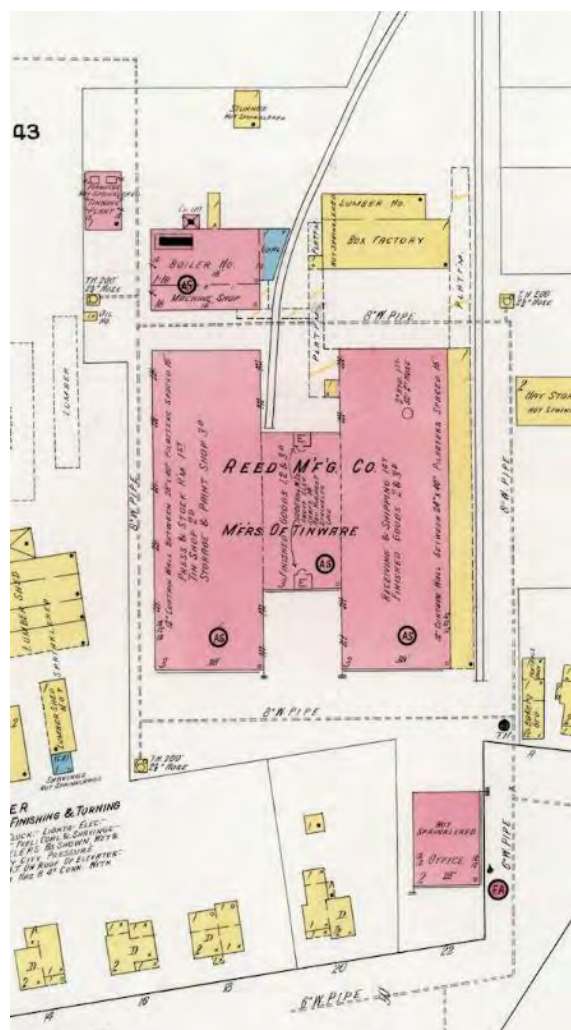
plates, beam grids, corbelled brick beam supports, and wood floors. The shallow-pitched rubber membrane roof is accessed from the south stairway and has two penthouse structures – an elevator machine room and a stair enclosure.

Historic outbuildings and early additions, now integral to the factory building

Based on early Sanborn maps, the 1903 boiler house (originally a contributing outbuilding, now a historic component of the main factory) was built as a freestanding double-height brick building, two bays by four bays, with its floor at basement level and windows at the first-floor level, set back from the northwest corner of the main factory. A brick smokestack abuts the north side.



1906 Sanborn map excerpt



1912 Sanborn map excerpt

By 1912 the boiler house was expanded to the south by one bay to include a two-level machine shop. By 1924 the remaining gap was filled, joining the two structures with an expanded machine shop. The boiler house and the infill linking it to the main block (17) have brick detailing and windows similar to the main block and are both historic components. The third bay from the east on the north side of the boiler house is blocked by the

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base of the square brick smokestack, which has brick dentils and corbelling at its cap, topped by a second corbelled brick section. The west façade of the boiler house wing is entirely obscured on the exterior by concrete block construction (non-historic) from 1957-64 joining the main block to the former tin plating shop. The interior of the boiler house has stone and brick walls defining its original double-height volume, a concrete floor one level below the first floor of the adjacent factory, large window openings at the first-floor level, and a steel stairway and mezzanine catwalk (18). A brick and stone arched corridor and concrete block stair enclosure provide an exterior entry from grade on the north side (19).

The historic tin plating shop was built by 1912 as a freestanding brick building (originally independent and contributing) to the northwest of the boiler house, probably separated due to fire hazard. It was linked to the main building by infill construction after the period of significance in two phases between 1957 and 1964. It is a one-story building with a north-south asphalt gable roof and a wood-framed partial roof monitor. Its brick detailing and windows are in contrast with the main building. It has five bays of tall shallow-arched window openings on the east and west sides (20); partly visible from the exterior and partly concealed within an adjacent infill structure. The north side has three bays, with arched openings on the two sides and a wide flat-topped opening at the center, infilled with concrete block and a non-historic bay window (21). The interior of the tin shop has a concrete floor and a partially exposed roof structure with wood trusses; the roof monitor has been covered from the interior by fiberglass insulation. Most recently used as an antique shop, its masonry walls are largely concealed from view by shelving.

Post-1946 Non-Historic Additions

The single-story flat-roofed 1964 concrete block addition on the northwest corner of the main block (non-historic) has four windows and an entry door facing south, and no openings on the west side (22). It has a steel overhead door on the north side, between the former tin shop and the boiler house.

The 1967 and 1974 warehouse additions on the east side of the main block (non-historic) each have four loading bays with overhead doors (23) facing east. They have polished concrete floors and corrugated steel ceilings, supported by round steel columns and open web joists (24). Two flush pedestrian doors are facing east and one facing south. The original factory façade and its window openings are visible from the interior of the warehouse wing. There are no openings on the south or north sides of the warehouse.

Two windowless two-story flat-roofed brick-faced additions were made within the south courtyard, one before 1947 (vault) and the other in 1975 (restrooms). Both are non-historic.

Two non-historic sheds occupy the area to the north of the boiler house and tin plating shop – one flat-roofed concrete block shed and one wood shed. Both appear to have been constructed under the 1948-85 Stuart factory occupancy and are two small and inconsequential to count for the National Register. While the non-historic additions to the factory building after the period of significance have affected its overall appearance, these additions are reversible and have not compromised the interior or exterior integrity of the original complex.

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Office Building

The contributing 1903 office building fronts directly on Harrison Street, in front of the factory building. This two-story rectangular flat-roofed structure is elevated on a base of rough-faced brownstone blocks with a tooled brownstone water table, sills, and lintels (25-26). Perimeter walls are of a smooth-faced narrow-jointed brown brick masonry, in contrast with the common red brick of the factory. The façade has a symmetrical three-bay design with projecting brick piers defining the bays (25). Each bay has a pair of original one-over-one wood double-hung sash windows with aluminum storm/screens. A central stoop of brownstone steps with non-historic aluminum handrails leads to a ca. 1990 aluminum and glass storefront entry with sidelights and transom, topped by a brick-detailed cornice. The building cornice has corbelled detailing, brick dentils, and galvanized sheet metal top molding. The rear (north) elevation (26) is also three bays and symmetrical, with a center entrance of aluminum and glass, paired original double-hung wood windows at the upper level, and smaller square single windows in the side bays of the first floor. A non-historic concrete stoop aluminum handrail and a wooden handicapped access ramp (non-historic) lead to the rear entrance (41).

The east and west elevations (25-26) are four bays, with the northernmost bay narrower than the others. On the east side, the three standard bays have two windows each, while the northern one has a single. The west side is similar except that the third bay from the front has recessed blank brick panels within the trimmed window opening; these reflect the location of the company vault at the interior. The brick pilasters and cornice detailing and the stone foundation and water table extend around the full perimeter.

At the interior, the office building has a basement level and two office floors, both with a north-south double-loaded corridor (27-28) and a connecting stair within the corridor near the back end. The first floor has three offices along the east side and a single larger office plus a vault room along the west side; restrooms occupy the rear corners. Finishes include carpet, acoustic tile ceilings, and modern plywood paneling in most offices. The second-floor layout and finishes have been more extensively altered, though the central corridor remains partially intact (29).

Surviving historic fabric at the office building includes the exterior brick masonry and trim, the central entrances at the front and rear, and the original windows. Surviving interior features include the central corridor layout on the first floor, the wood and glass corridor doors with transoms and trim, the original brick-lined vault room and double vault doors, stairs, and raking balustrade, and partial original wall paneling in one second-floor office.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Industry _____

Architecture _____

Period of Significance

1903-1946 _____

Significant Dates

1903, 1946 _____

Significant Person

(Complete only if Criterion B is marked above.)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

unknown _____

Period of Significance (justification)

The period of significance begins with the initial construction of the buildings in 1903 and ends in 1946, when the company closed and vacated the property. This era encompasses all notable architectural development, as well as marks the period when the Reed Manufacturing Company was at its most prominent.

Criteria Considerations (explanation, if necessary) N/A

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Statement of Significance Summary Paragraph

(Provide a summary paragraph that includes level of significance and applicable criteria.)

The Reed Manufacturing Company is significant under Criterion A in the area of Industry, for its association with the metal housewares industry, a strong early twentieth-century economic force in the Village of Newark and the region. The plant was one of two in the region (the other being Lisk Manufacturing Company of Canandaigua) that grew to national prominence in the production of rust-resistant coated containers, including kitchenware and utensils, pans and roasters, pails, tubs, and larger containers, especially the wash boiler. Reed and Lisk products were marketed to local hardware stores throughout the country for retail sale and were distributed on a larger scale through orders from the military and medical institutions. The property is also significant under Criterion C in the area of Architecture as a well-preserved and representative example of an early twentieth-century brick factory that reflects a transition between traditional heavy-timber mill construction into curtain wall daylight factory construction. The survival of both the manufacturing building and the adjacent freestanding administrative headquarters, as well as the boiler house and tin shop, adds to its significance. The period of significance for the property is from the 1903 completion date for both buildings to 1946 when the company closed and the property's economic significance declined.

Narrative Statement of Significance

Criterion A – Social History

Wayne County was part of the Iroquois Confederacy territory from about 1200 BCE to the time of European settlement. It was included in the Phelps and Gorham Purchase of 1877, and the Pulteney Association purchases of 1790 and 1792. Early development was concentrated along the Lake Ontario shoreline in Sodus and Pulteneyville for their potential as commercial shipping outlets. The southern part of the county developed more slowly with the earliest settlements at Palmyra and Lyons selected for their navigable waterways. Surveying for the Erie Canal began in 1817, followed by rapid growth at the lock locations, which became boom town sites. While settlements already existed at the other canal-front village sites in Wayne County – Macedon, Palmyra, Lyons and Clyde, Newark is the only one founded specifically because of the canal construction. Originally called "Miller's Basin," it was founded in 1820 by Captain Joseph Miller, who purchased and developed a 102-acre tract of land surrounding the section of the canal he was contracted to build.¹ Immediately east of Miller's Basin were three locks and a surrounding community called "Lockville," later expanded and incorporated as Arcadia in 1839. In 1853, the Village of Newark was incorporated and named with the merger of Miller's Basin and Arcadia.

¹ Bob Hoeltzel, *Hometown History* (Newark, NY: Arcadia Historical Society, 2000), 1.

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Brief History of Newark

Beginning when the Erie Canal opened for travel through Wayne County in 1824, the Newark area saw a steady growth in population, farming, and commerce and took on the boomtown character of other successful canal ports. By 1850, Arcadia was already the most populous of the Wayne County towns with 5,145 persons, narrowly exceeding Lyons at 4,925. The introduction of rail links to the north and south in the 1840s, combined with the east-west canal traffic, made Newark a center for transportation and later processing of agricultural products from the fertile surrounding farmlands. The 1850-1880 period saw about 10 percent population growth in Arcadia, and the start of its two long-time largest employers – Jackson and Perkins, a nursery specializing in fruit trees and roses, and the C. W. Stuart companies, a diversified group of manufacturers and direct-sales retailers (and a later owner of the Reed factory). The third major employer, the Newark branch of the state’s residential hospital system, was established in 1878 as the New York Custodial Asylum for Feeble-Minded Women, later commonly known as the Newark State School and Newark Developmental Center. Besides these major employers, many smaller businesses including manufacturing and food processing enterprises were founded and thrived in Newark in the late nineteenth and early twentieth century, among them Reed Manufacturing Company. With only a few hundred skilled metalworkers even at its peak, Reed was never the largest employer in the community, but it attained a nationwide reputation for excellence in its field of household and institutional enamelware.

Between 1880 and 1900 the Village of Newark rose from third to first in population of the county’s four Erie Canal port communities, overtaking Clyde and then Lyons, with Palmyra consistently at fourth place. Its largest jump in the decennial census took place between 1900 and 1910, with 23 percent growth placing it well above Lyons in size. Arcadia has maintained its position as the most populous township in Wayne County, with significant growth in the 1940s and the 1960s, followed by modest declines since 1970. ²

Reed Manufacturing

Reed Manufacturing Company was founded in 1890 by Newark entrepreneur Reuben M. Reed. Reed established a jewelry business in Newark and relocated to Michigan later in his career. As a successful retiree, he returned to his native Newark in 1879 and purchased another jewelry store. During the 1880s Reed undertook small-scale experimentation with rust-resistant tin coatings. After securing a patent on one of his coating processes, in 1890 he established Reed Manufacturing Company with capital stock of \$10,000 and several Newark businessmen as partners. The founding year of 1890 coincided with the McKinley Tariff Act, a protectionist measure that gave American industries an advantage over foreign competitors and imposed a duty on imported tinsplate, which had typically come from Great Britain.³ In 1892 the company built a three-story

² U.S. Census Bulletins for New York State, 1880 – 1920, Wikipedia article on Arcadia, New York, 6-12-24.

³ Lynda McCurdy Hotra, *Better Quality: An Illustrated History of The Lisk Manufacturing Company* (Canandaigua, NY: Ontario County Historical Society, 1986), 5.

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wood-frame factory at the east end of Siegrist Street, not far from the final Harrison Street factory site and adjacent to the West Shore railroad tracks and the Erie Canal.

The Lisk Manufacturing Company, which manufactured a very similar range of anti-rusting tinware, was established in 1889 in Clifton Springs, about 7 miles south of Newark, and moved to new larger quarters on Gorham Street in Canandaigua in 1892. It is unclear whether there was any overlap in staffing or processes between the companies at the outset, but Lisk and Reed both enjoyed rapid growth and prosperity in the 1890s, and their operations and futures became closely intertwined after the death of Reuben M. Reed in 1896. In 1900 Thomas W. Martin, a former vice-president at Lisk, purchased a controlling interest in the Reed company and became general manager. While he moved from Canandaigua to Newark, Martin maintained ties with his former associates at the Lisk operation and participated in the 1900 establishment of the McLaughlin-Martin-Parkhurst Company, to be located next door to the Lisk plant and to manufacture and deal in tin and copperware, including enamelware, a colorful coated variant on the sort of metal household goods produced by Lisk and Reed.⁴ McLaughlin-Martin-Parkhurst merged with Lisk in December 1901, combining Lisk's strong facilities, labor force, distribution network, and marketing ability with the enamelware expertise of the newer company. The merged company continued to expand its campus of fireproof facilities, increasing its employment level to about 600.⁵ The 1904 St. Louis World's Fair provided a showcase for its products with a thirty-by-forty-foot booth in the Hall of Manufacturers, and an international jury awarded Lisk a gold medal for its full line of products, which gradually expanded from household goods into larger pieces such as bathtubs, oil cans, cream pails, mailboxes, churns, lanterns, well buckets, coal hods, and chicken coops.⁶

In addition to its own booming business, Lisk had been taking on subcontract work from Reed Manufacturing in Newark. Reed's president, T. W. Martin (still involved in management at Lisk), had applied his experience with enamelware to an expansion of Reed's product line, and a fire at the Reed plant combined with a backlog of orders to bring on the construction of the new 37,000 square foot Harrison Street plant in 1903. Additional manufacturing space for larger machinery and improved fire safety were paramount concerns in planning the factory. A 1902 news brief announced, "Reed Manufacturing Company proposes to erect a new plant to get necessary manufacturing room."⁷ As construction was underway in 1903, the company petitioned the Village of Newark to extend the water main to the site and to provide four new hydrants surrounding the building.⁸ The building had a 25,000-gallon water tower on the roof, connected to a sprinkler system.

⁴ Hotra, *Better Quality*, 19

⁵ Hotra, *Better Quality*, 22

⁶ Hotra, *Better Quality*, 31-60

⁷ "Local Paragraphs," *Arcadia Weekly Gazette*, April 3, 1902, 7

⁸ "Business of City Fathers," *Rochester Democrat and Chronicle*, June 10, 1903, 5

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Historic Image 1 – ca. 1905 postcard view courtesy of Newark-Arcadia Historical Society

Upon completion the local press glowingly described the new factory and operations, highlighting the steam heat, electric lighting, machinery driven by Westinghouse motors, and employment level of 300. Key customers were identified as the U.S. War Department, ocean liners, Pullman Palace rail cars, the State of Texas, and other “high-class buyers.”⁹ The plant was custom-designed to accommodate a twenty-ton drawing press to form sheets of tin or copper into shapes for its large seamless wares. The forty-quart dishpan, the largest piece in the Reed catalog, and the highly successful wash boiler, a precursor to the washing machine, were widely used in hospitals and other institutional laundries.¹⁰

Reed’s new high-quality equipment, skilled labor force, enamelware expertise, and product overlap all suggested an eventual merger between the Reed and Lisk companies, and in mid-1906 the stockholders of both companies approved the sale of all Reed capital stock to Lisk Manufacturing. At the time Reed employed about 150 skilled mechanics, compared to about 650 at Lisk, and could manufacture lines of enamelware not made by Lisk. The two companies had significant overlap in their product lines, and Reed had been subcontracting work to Lisk to accommodate rapid growth and a backlog in orders. The merger was expected to lead to additional

⁹ “A Splendid New Plant,” *Elmira Daily Gazette*, August 11, 1903

¹⁰ Hotra, *Better Quality*, 26

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employment in Newark. Reed had a national business, with regional sales offices in New York, Cincinnati, and Chicago. Daily production at Reed was between 2,000 and 6,000 pieces of metalware, with a backlog of orders.¹¹

The twin companies weathered a financial storm in late 1907 when they were drawn into bankruptcy court. An industrial depression in that year combined with large expenses relating to plant expansion and process research. In addition, mismanagement by Lisk officers was identified, and the two companies were placed in receivership. After a reorganization under new management, the two plants reopened within a few weeks, with Reed emerging from receivership within two months. The sounder financial footing of Reed helped to bring Lisk out of bankruptcy later that year and the two companies resumed their successful operations.

Two decades of prosperity followed, in which both companies continued to churn out a wide variety of household goods. In 1922 a third factory site was added in Geneva, producing primarily enameled roasting pans, another of the Lisk and Reed signature lines. The Depression years brought on a contraction of sales, employment, and dividends, but things improved by 1936, and wage increases were announced in 1937 for the staff of over 600 at the three plants combined. In the build-up to World War 2, orders from the War Department called for large quantities of hospital ware and kitchenware. Once the war started, sales and production declined, and labor shortages and disputes put pressure on the companies. The Geneva plant was sold in 1943, with the roaster manufacturing to Canandaigua as a cost-saving measure.¹² The following year, under pressure from an ongoing legal dispute, the joint Lisk and Reed companies accepted a purchase offer from Savory, Inc., a rival housewares firm based in Buffalo. Before the time of the sale, most operations at the Reed plant had mostly been transferred to Canandaigua, and only twenty-thirty-five workers remained in Newark, mostly in administrative and maintenance positions.¹³ The Canandaigua Lisk-Savory plant continued to produce galvanized metalware into the 1960s, with employment gradually declining through recurring materials shortages, labor disputes, the growing popularity of aluminum and stainless steel, and cheaper labor costs in the south and overseas. The enameling division, one of four remaining enamelware producers in the country, was relocated in 1956 to a related company in West Virginia. In mid to late 1965 the final 150 employees were gradually laid off as current orders were completed, and the plant closed.¹⁴

Savory sold the Reed property in Newark in 1946 to Throwster's Associates, a silk producer.¹⁵ The Throwster company failed to prosper, and the property changed hands again in 1948 to Commercial Enterprises, a branch of C.H. Stuart Company.

¹¹ Hotra, *Better Quality*, 26

¹² Hotra, *Better Quality*, 114

¹³ Hotra, *Better Quality*, 120

¹⁴ Hotra, *Better Quality*, 133

¹⁵ Cecilia B. Jackson, "One Hundred Years: 1853-1953," *Newark Courier-Gazette*, December 1953, 40.

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Stuart Companies

The Stuart enterprises began in 1852 when Charles W. Stuart purchased a small fruit nursery in Newark and stimulated sales of his fruit trees by taking on the marketing himself through personal visits to neighboring farmers. This sales method proved to be so successful that he expanded both the nursery and the sales team over the next four decades, eventually creating additional competing companies under the same ownership umbrella. After 1900 son Charles H. Stuart created several new manufacturing and distribution companies within the Stuart corporate structure dealing in food flavoring, cosmetics, toiletries, and perfumes, all marketed through door-to-door direct sales.

The third generation of the Stuart family assumed leadership of the company in 1948 and branched out into the jewelry business with the creation of two direct-sales jewelry lines – Emmons Jewelers and Sarah Coventry Jewelry, which became the world leader in direct-to-customer costume jewelry. Stuart refined its marketing strategy with “home parties,” using cash and prize incentives for sellers, celebrity advertising, and international branches. The Sarah Coventry line was wildly successful, selling 65 million pieces of jewelry in 1964.¹⁶ However, the return of women to the workforce in the later decades of the twentieth century ended the home sales party era and brought the company to its knees, and Sarah Coventry went bankrupt in 1984.

As its fortunes rose and fell, the Stuart companies occupied real estate at multiple locations around Newark. Its long-term headquarters was at 165 E. Union Street on the south side of the canal in Newark’s central business district. Its principal manufacturing site was just across the canal in the two-building complex at 150 Van Buren Street, where cosmetics and jewelry were produced (currently the home of the Wayne ARC offices and sheltered workshop). The 1948 purchase of the former Reed factory, just south of the Van Buren Street plants, allowed for the expansion of the cosmetics manufacturing space, and a major renovation of the factory was undertaken immediately upon the purchase; this included replacement of the original windows and reconstruction of the stairs and elevator. Parts of the factory were enlarged to the west and adapted to accommodate jewelry plating and assembly in the 1950s and 60s. In 1967 and 1974 large warehouse additions were constructed on the east side of the factory, shifting its role to a distribution center as shipping logistics moved from rail to trucking. The office building became the home of the “House of Cosmetics,” a museum display inaugurated in 1956. While the changes to the original Reed plant under the Stuart companies were somewhat inconsistent with its historic character, they were reversible.

Recent History

The current building owner, Graybill Real Estate, LLC, purchased the property in 1985 and has made no significant changes to the exterior. The interior was leased to CVS stores as a distribution center through the 1990s and has been subdivided at the first-floor level for a variety of small manufacturing and office operations. The office building housed the Newark School District administration until ca. 2000 and subsequently sheltered a non-profit social service organization. Both buildings are now largely vacant. Newark’s population and

¹⁶ “Way Back in Wayne County: Sarah Coventry Rose and Fell in Newark,” *Finger Lakes Times*, Geneva, NY, November 23, 2014.

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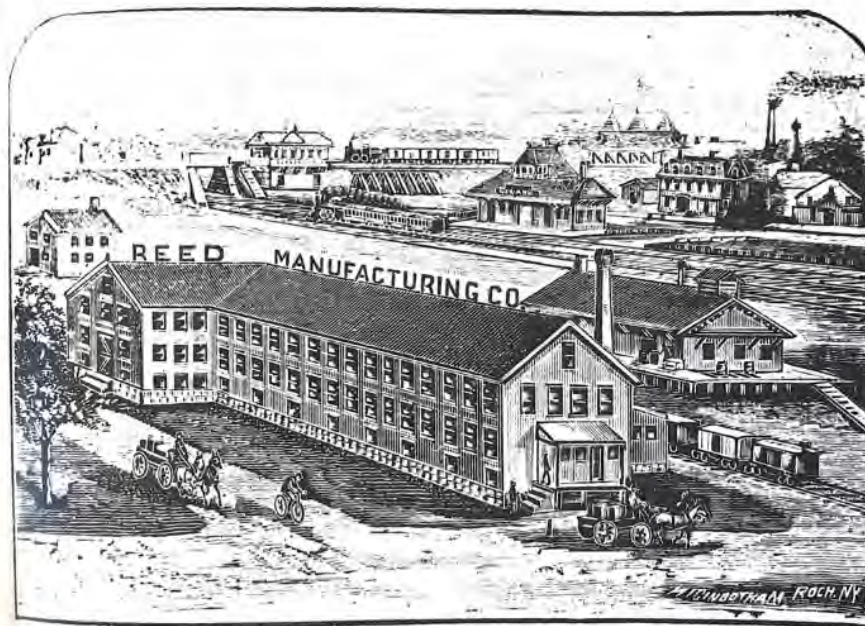
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employment level have remained roughly stable over the past five decades. A conversion of the complex to affordable housing use is currently planned by Housing Visions, a Syracuse non-profit development company.

Criterion C – Architecture

The first decade of the twentieth century was a transitional period for industrial architecture, and western New York has abundant evidence of the changes. The technical advances driving this transition included the expansion of electrical power, the growing use of the elevator, and advances in fire safety, culminating in the replacement of the timber frame with the widespread use of reinforced concrete for industrial structures after about 1925. Through the nineteenth-century, industrial buildings were commonly located near rivers or raceways for a power source, and near port facilities or railways as well as a means of transport for raw materials and finished goods. Late nineteenth century mill buildings represented an advance and were typically long and narrow (four to five bays in width) multi-story buildings with flat or gabled roofs, masonry perimeter walls, heavy-timber framing supporting the floor and roof structures, and punched windows.¹⁷ The 1892 building for the Reed Company, located between the canal and the current site, generally followed this pattern and maintained the residential scale of the surrounding properties.



Historic Image 2 – ca. 1900 view, courtesy of Wayne County Historical Society

One factor limiting building width was the distribution of power; cutting and shaping machinery was typically centered on the axis of the building, linked to a central spinning steam- or water-driven shaft by a system of belts, while individual workstations for finishing pieces were located near windows to take advantage of daylight. The nineteenth-century mill building typically relied on exterior hoisting cranes and upper-level doors to move goods in and out of the upper floors.

¹⁷ Reyner Banham, *A Concrete Atlantis* (Cambridge, MA: MIT Press, 1986), 42.

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The limitations of daylighting and its related effect on industrial building footprints led factory builders around 1900 to experiment with larger windows, which generated a shift in the exterior masonry wall treatment from a solid mass of a uniform thickness to a system of piers with thinner masonry and glass infill, allowing more daylight to penetrate the interior of the factory floor. Steel lintels replaced the segmental arches that had characterized factory buildings, and flat roofs and elevators offered the option of easy expansion upward. The 1903 Reed plant illustrates this transitional period in many of its details, a blend of new and traditional features – the projecting brick pilasters and brick spandrels, the decorative brick cornices recalling earlier masonry detailing, the generously sized windows with steel lintels (though still employing wood, rather than the new industrial steel windows which were gaining popularity in this period), and the traditional timber frame floor structure. The H shape offered daylight through a good part of the factory floor, though early interior views illustrate the traditional layout of belt-driven power equipment and piecework at the perimeter.



Historic Image 3, Courtesy of Newark-Arcadia Historical Society

The use of separate brick structures for the administrative functions, the power plant, and the high-hazard operations (tin plating plant) were also typical of the period, and the headquarters building employs the classical commercial style features of the period such as a symmetrical façade, expressed pilasters, brownstone trim

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elements, a corbelled brick cornice, and a trabeated enclosure at the main entrance. The location within a block of the Erie Canal and with direct rail access is consistent with the principles of the time for factory location.

The Reed building is the best preserved of the structures associated with the Reed-Lisk coated metalware companies, which were national leaders in their industry in the last decade of the nineteenth and the first half of the twentieth century. The other two properties associated with Lisk Manufacturing also have some surviving features of early twentieth-century industrial architecture, though neither is as intact as the Newark site. The Geneva Lisk plant, a single-story building at 200 Leigh Street, now occupied by a furniture wholesaler, remains intact with its brick piers projecting above the parapet line, although its window openings have been reduced with modern infill and it has an incompatible addition. At the Canandaigua Lisk complex, which was built over several decades and consisted of over fifteen separate buildings, there are two that generally resemble the Newark factory in their massing, materials, and detailing, as well as a separate office building along similar lines to that at the Reed property. Several of the Lisk factory structures in Canandaigua have recently been converted to apartment use (not employing the historic tax credit), while several other original buildings have been demolished for parking and open space. The Newark property provides the most intact representation of the early twentieth-century factory building style among the three, and the one best positioned for a rehabilitation employing high preservation standards.

There are two other Newark properties listed on the National Register – the 1913 Post Office on the south side of the Newark Village Square, and the Jackson-Perkins Residence and landscaped estate, occupied by the Jackson-Perkins family between 1864 and 1935 with substantial remodeling ca. 1880 and ca. 1922.

Period of Significance

The period of significance extends from the time of construction through 1945 when the factory operations of the Reed Manufacturing Company ended. Under subsequent owner C.H. Stuart (Commercial Enterprises) in 1948 the factory was renovated and refitted to manufacture and distribute of cosmetics. While it was an asset in the continued expansion of Stuart's stable of businesses, especially the cosmetics and jewelry lines, the complex was always a secondary element in the hierarchy of C.H. Stuart's properties. The company headquarters at 165 East Union Street and the main factory building at 150 Van Buren Street, both surviving, underwent exterior upgrades to maintain a contemporary mid-century image for the company. In the same vein, the ca. 1968 Sarah Coventry administration building to the south of Newark on Route 88 projects a sleek corporate aesthetic. By contrast, the former Reed buildings were treated as utilitarian structures, out of the public eye. The alterations made by Commercial Enterprises, especially the replacement of the original windows and the construction of the east and west warehouses, do not contribute to the significance of the property; however, they are reversible. The strong surviving architectural character of the complex continues to reflect the forty-two years of Reed occupancy and the early twentieth-century industrial scene.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

“A Century of Progress, 1852-1952,” Associated Commercial Enterprises, Newark, NY, 1952 company publication, at Newark-Arcadia Historical Society

Banham, Reyner, *A Concrete Atlantis; U.S. Industrial Building and European Modern Architecture 1900-1925*, The MIT Press, Cambridge, MA, 1986

Davis, Chris, “Way Back When in Wayne County: Newark Firm Filled Kitchens with Tinware,” Finger Lakes Times, 12-22-2013

Davis, Chris, “Way Back When in Wayne County: Sarah Coventry Rose and Fell in Newark,” Finger Lakes Times, 11-23-16

Hoeltzel, Bob, *Hometown History: Village of Newark, Town of Arcadia*, Arcadia Historical Society, 2000 – a compilation of articles originally published in Newark Courier Gazette.

Hotra, Lynda McCurdy, *Better Quality: an Illustrated History of The Lisk Manufacturing Company*, Ontario County Historical Society, Canandaigua, NY 1986

Jackson, Cecilia B., *One Hundred Years: 1853-1953*, Newark Courier-Gazette, Dec. 1953

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67 has been requested) **NPS # 45746**
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: **Village of Newark Historian's Office**

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property 5.29 acres
(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1. Latitude: 43.049772

Longitude: -77.093013

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2. Latitude:

Longitude:

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary is indicated by a heavy line on the enclosed maps with scale.

Boundary Justification (Explain why the boundaries were selected.)

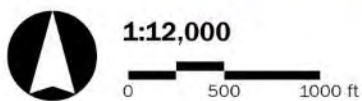
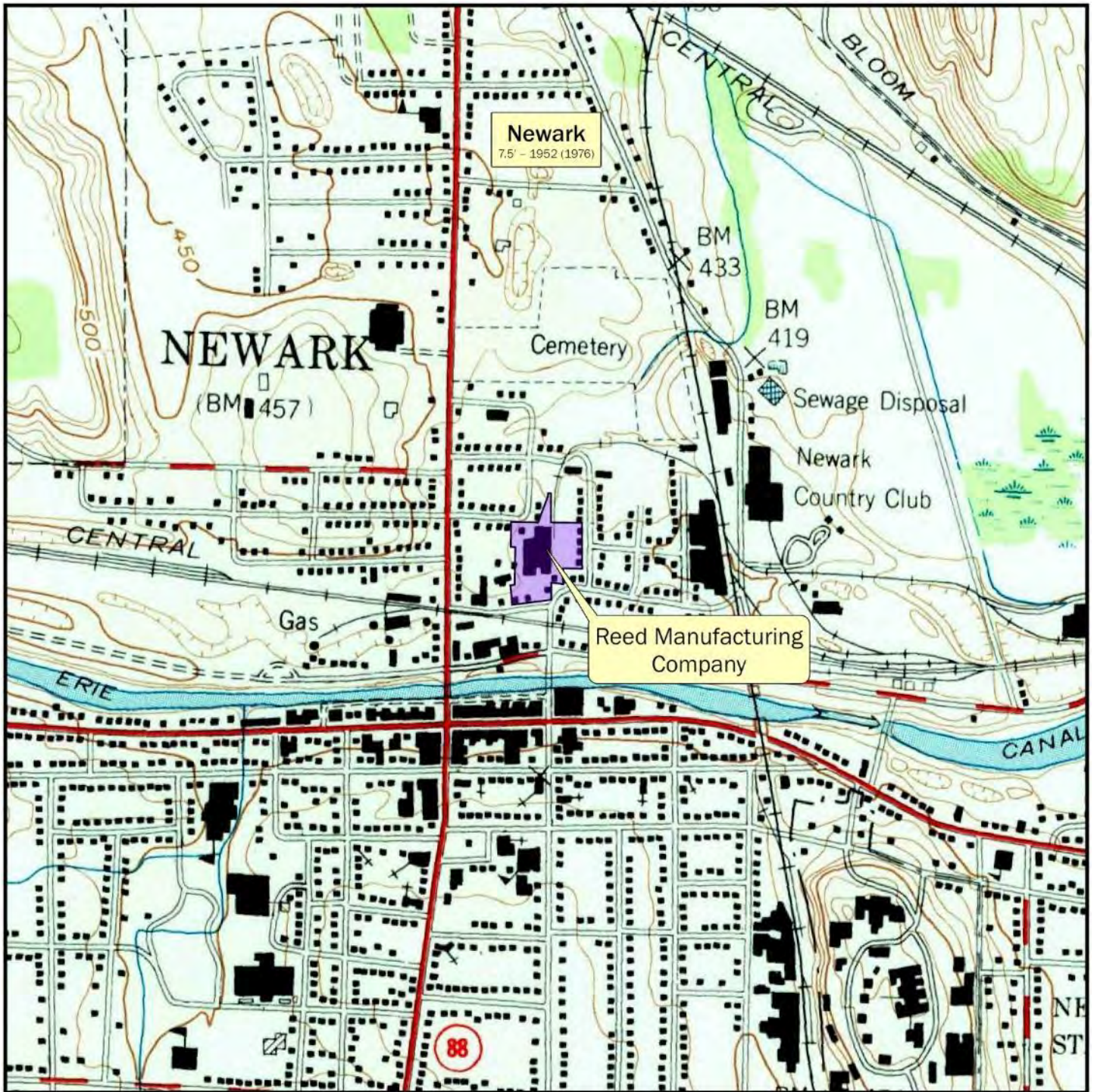
The boundary was drawn to include all historically and functionally related resources associated with the Reed Manufacturing Company during the period of significance. The boundary conforms to the current (2024) tax parcel for the factory buildings.


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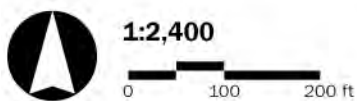
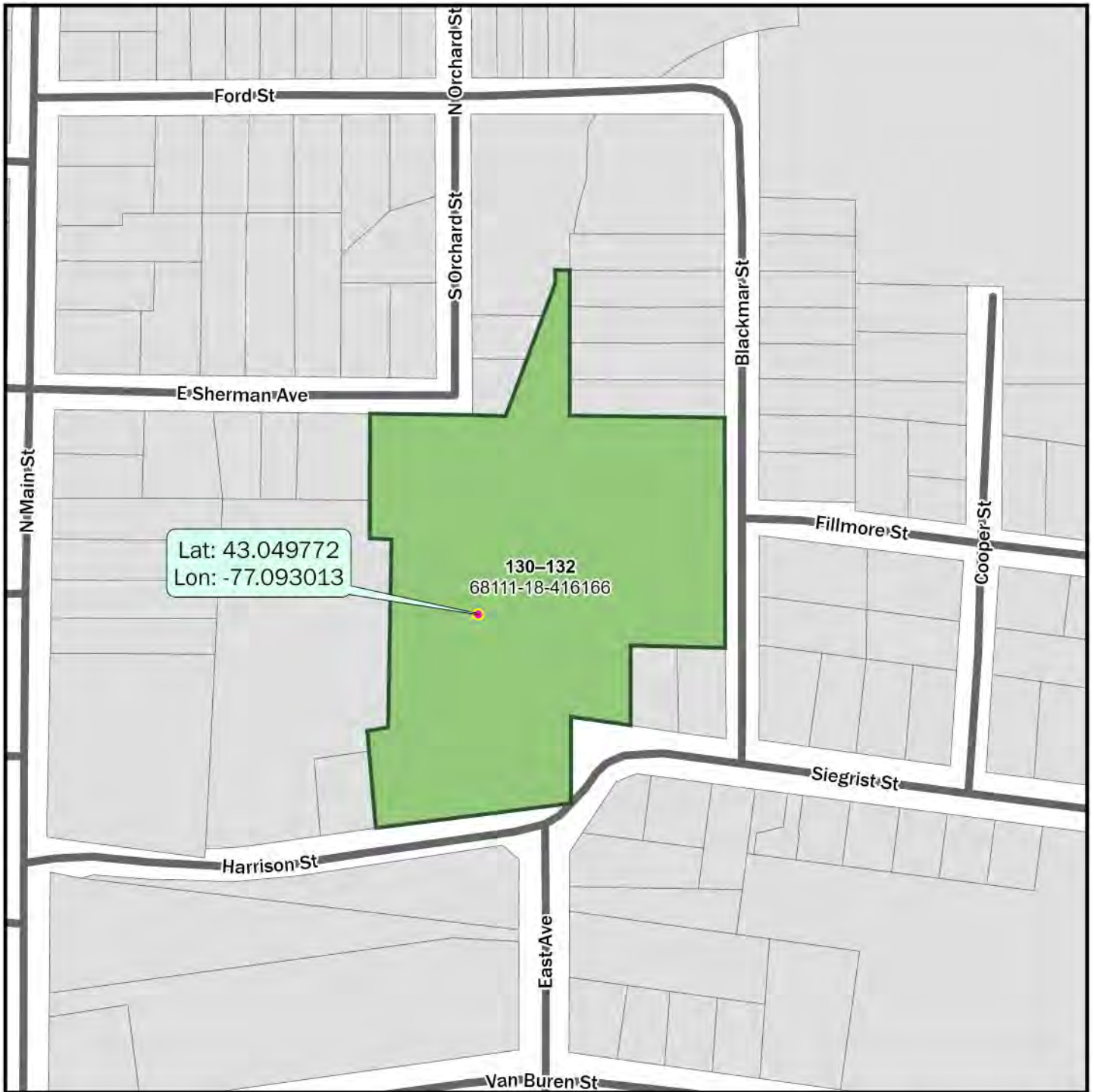




Projection: WGS 1984 UTM Zone 18N

Mapped 07/24/2024 by Matthew W. Shepherd, NYSHPO

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 Nomination Boundary (5.29 ac)  Tax Parcels



Projection: WGS 1984 UTM Zone 18N

Wayne County Parcel Year: 2023

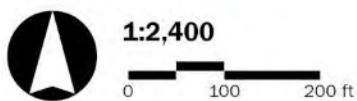
Mapped 07/24/2024 by Matthew W. Shepherd, NYSHPO


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 Nomination Boundary (5.29 ac)



Projection: WGS 1984 UTM Zone 18N

New York State Orthoimagery Year: 2023

Mapped 07/24/2024 by Matthew W. Shepherd, NYSHPO

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11. Form Prepared By

name/title Saralinda Hooker, Consultant in Planning, Development & Historic Preservation

[Edited by Jennifer Walkowski, NYSHPO]

organization _____ date 7/25/2024

street & number 3414 West Lake Road telephone _____

city or town Canandaigua state NY zip code 14424

e-mail _____

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

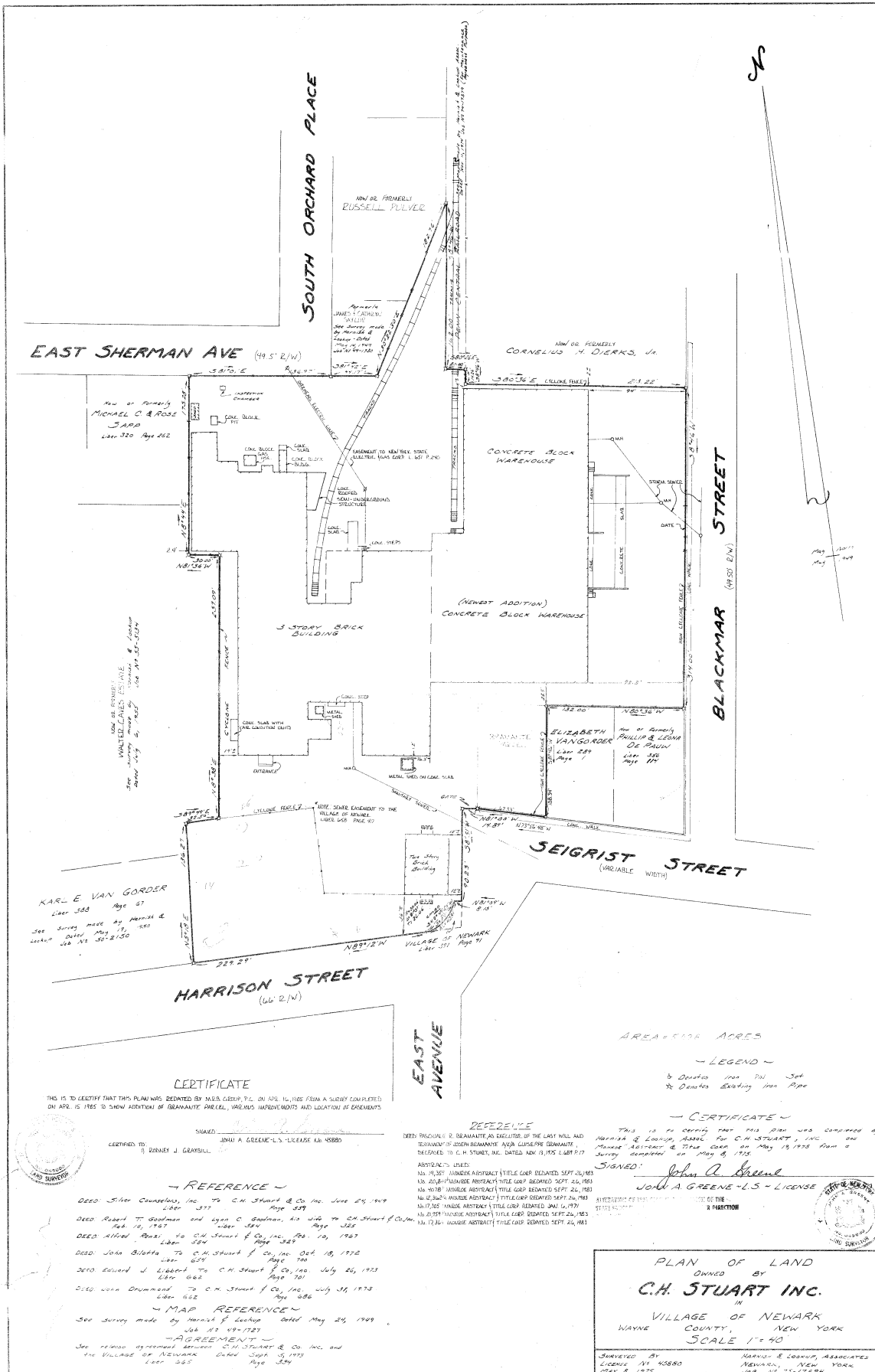
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Reed Manufacturing Company
City or Vicinity: Newark
County: Wayne
State: NY
Photographer: Saralinda Hooker
Date Photographed: Sept. 22, 2022

Description of Photographs and number, including subject and direction of camera:

- 1 of 29 (NY_Wayne_ReedManufacturingCompany_0001) – View of west and partial south façade of main factory building, looking northeast
- 2 of 29 (NY_Wayne_ReedManufacturingCompany_0002) – View of south façade, east section, looking northwest
- 3 of 29 (NY_Wayne_ReedManufacturingCompany_0003) – View of south and partial east façade, including a portion of 1974 warehouse addition, looking northwest
- 4 of 29 (NY_Wayne_ReedManufacturingCompany_0004) – View of north façade, looking southwest
- 5 of 29 (NY_Wayne_ReedManufacturingCompany_0005) – View of north (rear) façade, boiler house and smokestack, looking southwest
- 6 of 29 (NY_Wayne_ReedManufacturingCompany_0006) – View of tinplating shop, north and west facades, looking southeast
- 7 of 29 (NY_Wayne_ReedManufacturingCompany_0007) – View of south courtyard with windowless vault, looking north
- 8 of 29 (NY_Wayne_ReedManufacturingCompany_0008) – Typical parapet view, looking south at northeast corner
- 9 of 29 (NY_Wayne_ReedManufacturingCompany_0009) – Interior view of original Level 2 window opening, infilled with block for 1974 warehouse addition, looking east
- 10 of 29 (NY_Wayne_ReedManufacturingCompany_0010) – View of south stair, Level 2, looking south
- 11 of 29 (NY_Wayne_ReedManufacturingCompany_0011) – View of north stair, Level 2, looking north
- 12 of 29 (NY_Wayne_ReedManufacturingCompany_0012) – View of southwest entry, ca. 1975, looking north
- 13 of 29 (NY_Wayne_ReedManufacturingCompany_0013) – View of southeast entry, ca. 2000s, looking north

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- 14 of 29 (NY_Wayne_ReedManufacturingCompany_0014) – View of typical factory interior, Level 3 looking northeast
- 15 of 29 (NY_Wayne_ReedManufacturingCompany_0015) – View of elevator door, Level 2, looking northwest
- 16 of 29 (NY_Wayne_ReedManufacturingCompany_0016) – View of fire door, Level 2, looking east toward 1974 warehouse addition
- 17 of 29 (NY_Wayne_ReedManufacturingCompany_0017) – View of building section linking main factory to boiler house, looking west
- 18 of 29 (NY_Wayne_ReedManufacturingCompany_0018) – View of boiler house interior, looking southeast
- 19 of 29 (NY_Wayne_ReedManufacturingCompany_0019) – View of exit stair from basement level of boiler house, looking north
- 20 of 29 (NY_Wayne_ReedManufacturingCompany_0020) – View of tinplating shop, north façade, looking south
- 21 of 29 (NY_Wayne_ReedManufacturingCompany_0021) – View of tinplating shop, east façade, looking southwest
- 22 of 29 (NY_Wayne_ReedManufacturingCompany_0022) – View of 1964 west wing, south and partial west facades, looking northeast
- 23 of 29 (NY_Wayne_ReedManufacturingCompany_0023) – View of 1974 and 1967 warehouses, looking northwest
- 24 of 29 (NY_Wayne_ReedManufacturingCompany_0024) – Interior view of 1974 warehouse, looking northeast
- 25 of 29 (NY_Wayne_ReedManufacturingCompany_0025) – Exterior view of Annex (Reed Office Building), partial west and south facades, looking northeast
- 26 of 29 (NY_Wayne_ReedManufacturingCompany_0026) – Exterior view of Annex, east and partial north facades
- 27 of 29 (NY_Wayne_ReedManufacturingCompany_0027) – Annex, Level 1 central corridor looking south
- 28 of 29 (NY_Wayne_ReedManufacturingCompany_0028) – Annex, Level 1, central corridor and main stair looking north
- 29 of 29 (NY_Wayne_ReedManufacturingCompany_0029) – Annex, Level 2, typical office, looking northwest

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Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



1 Factory west and partial south facade.jpg



2 Factory south and partial east.JPG



3 Factory east facade with partial 1974 warehouse addition.JPG



4 Factory north facade.JPG



5 Boiler house looking west.JPG



6 Tin plating shed north and west facades.JPG



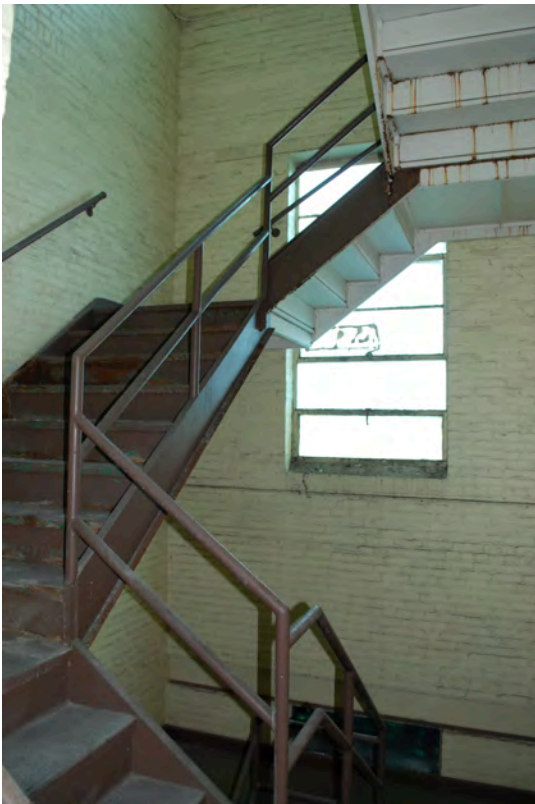
7 South courtyard vault looking north.JPG



8 Parapet detail.JPG



9 East window at level 2 infilled.JPG



10 South stair level 2.JPG



11 North stair level 1JPEG.JPEG



12 Southwest entry ca. 1975.JPG



13 Southeast entry ca. 2000s.JPG



14 Factory interior level 3 looking northeast.JPG



15 Elevator door typical.JPG



16 Fire door typical.JPEG



17 Additions linking factory to boiler house, looking west.JPG



18 Boiler house interiorJPEG.JPEG



19 Boiler house exit stair basement level.JPEG



20 Tin plating shed north facade.JPG



21 Tin plating plant east facade.JPG



22 West wing partial west and south facades.JPG



23 East warehouses east facade.JPG



24 East warehouse interior.JPG



25 Office building south and partial west facades.JPG



26 Office building east and partial north facades.JPG



27 Office building 1st floor corridor looking south.JPG



28 Office building stair looking north.JPG



29 Office 2nd level looking northwest.JPG