64-68 Essex Street and 70 Washington Square East, Salem

According to available evidence, this house was built in 1893 for Zina Goodell, machinist and inventor, as a first-class apartment house.

On 4 May 1892, Zina Goodell of Salem purchased, at auction, for $11,350 from the Salem Savings Bank, the buildings and lot fronting on Washington Square East and bounded northerly on Forrester Street 72' and southerly 123' on Essex Street (ED 1344:199). The Bank had acquired the property by foreclosing on a mortgage of the same given in 1883 by the heirs of James Devereux, whose father-in-law, Clifford Crowninshield, merchant, had built the large house on the lot c.1805 (near the corner of Forrester Street). The Essex Street end of the lot was empty.

Mr. Goodell moved into the old Crowninshield-Devereux mansion, and soon began planning for construction of a large apartment house on the corner of Essex Street. By June, 1893, the new structure was "now in process of erection," for at that time Mr. Goodell made a deal with the city that he could build projecting bays on the house that would "encroach" on city land (extend over the side-walk) on the Essex Street side, while he would agree to leave a small piece of land unbuilt-on at the exact corner of Essex and Washington Square (see plan and agreement at 1382:203). Presumably the new building was finished by the fall of 1893.

Zina Goodell (1834-1920) was one of Salem's leading citizens in the late 1800s. He was an inventor, machinist, and employer; and he pushed for improvements in the city.

Zina (pronounced with a long i) was born on Oct. 7, 1834, in Ipswich, where his father, Abner C. Goodell, worked as a machinist and inventor in the first decades of the local industrial revolution. Abner Goodell (1805-1898) was born in Franklin County, Mass., the son of a Zina Goodell. Abner married Sally Haskell Dodge (1804-1891) about 1828, and they lived in Cambridge at first, where Mr. Goodell's talent for machinery and engineering was recognized by Prof. Treadwell and Dr. Grenville. For Treadwell, he perfected the first printing press that printed on both sides of a sheet of paper at once, the precursor of the Hoe press. In 1834, the family, with its four young children, moved to Ipswich, where Mr. Goodell invented a machine for making lozenges, and discovered a process for making steel and copper plates for engravers. Zina was born at that time. During this period, Abner also worked at

the cotton factory in Byfield, and at the machine shop in Lowell, where he helped to build the first locomotive for the Boston & Lowell railroad in 1836. The family briefly returned to Cambridgeport, but settled in Salem in April, 1837. Abner Goodell went to work for Increase S. Hill at his notable machine shop, which stood on Stage Point in South Salem (note: most of the information about Abner Goodell comes from his newspaper obituary).

At that time, modest industrial and manufacturing businesses were starting up in Salem, which had been recently traumatized by the loss of its traditional overseas commerce. To the north, the falls of the Merrimack River powered large new textile mills (Lowell was founded in 1823), which created great wealth for their investors; and in general it seemed that the tide of opportunity was ebbing away from Salem. To stem the flow of talent from the town and to harness its potential water power for manufacturing, Salem's merchants and capitalists had banded together in the 1820s to raise the money to dam the North River for industrial power, but the effort had failed, and caused several leading citizens to move to Boston, the hub of investment in the new economy.

Salem had not prepared for the industrial age, and had few natural advantages. The North River served not to power factories but mainly to flush the waste from the 25 tanneries that had set up along its banks. As the decade of the 1830s wore on, the new railroads and canals, all running and flowing to Boston from points north, west, and south, diverted both capital and trade away from the coast. Salem's remaining merchants took their equity out of local wharves and warehouses and ships and put it into the stock of manufacturing and transportation companies. Some merchants did not make the transition, and were ruined. Old-line areas of work, like rope-making, sail-making, and ship chandleries, gradually declined and disappeared. Salem slumped badly, but, despite all, the voters had decided to charter their town as a city in 1836—the third city to be formed in the state, behind Boston and Lowell. City Hall was built 1837-8 and the city seal was adopted with an already-anachronistic Latin motto of "to the farthest port of the rich East"—a far cry from "Go West, young man!"

Throughout the 1830s, the leaders of Salem scrambled to re-invent an economy for their fellow citizens, many of whom were mariners without much sea-faring to do. Ingenuity, ambition, and hard work would have to carry the day. One inspiration was the Salem Laboratory, Salem's first science-based manufacturing enterprise, founded in 1813 to produce chemicals. At the plant built in 1818 in North Salem on the North River, the production of alum and blue vitriol was a specialty; and it proved a very successful business. Salem's whale-fishery led to the manufacturing of high-quality candles at Stage Point, along with machine oils. The candles proved very popular. Lead-

manufacturing began in the 1820s, and grew large after 1830, when Wyman's gristmills on the Forest River, at the head of Salem Harbor, were retooled for making high-quality white lead and sheet lead. These enterprises, fostered largely by the young industrialist Francis Peabody, were a start toward taking Salem in a new direction. Increase Hill, a Salem boy with great mechanical talent, worked for Peabody for some years, and then set up his own shop, manufacturing all sorts of machinery and specializing in the construction of steam engines. He attracted very talented employees like Abner Goodell and Joseph Dixon, a Marbleheader who also had a brilliant engineering mind. Among other projects, they worked on the construction of an invention of another Salem man, young doctor Charles G. Page, M.D.—the very first electric motor engine. Unfortunately, Hill's machine shop business—long on invention and talent but short on funds—was ruined by the Panic of 1837, a brief, sharp, nationwide economic depression. Like many others in Salem, Increase Hill left town to seek his fortune elsewhere.

In 1838 the Eastern Rail Road, headquartered in Salem, began operating between Boston and Salem, which gave local people a direct route to the region's largest market. The new railroad tracks ran right over the middle of the Mill Pond; the tunnel under Washington Street was built in 1839; and the line was extended to Newburyport in 1840. The presence of the railroad—too late for the Hill machine shop—gave local machinists a major institutional client. In 1838 or so Mr. Goodell contracted with Joseph Arrington, a cooper, to build a machine to manufacture kegs as containers for white lead, which was being produced in Salem by Francis Peabody's mills. The machine was a great success.

In 1840 the Goodell family resided on Walnut Street (predecessor of Hawthorne Boulevard; per 1841 directory), and by 1844 (per 1844 street book) they resided at 2 Dow Street in South Salem, and Mr. Goodell had a machine shop at 33 Front Street, at the corner of Washington, in the rear of Frothingham's stove store, on a wharf on the then-South River, Salem's old inner harbor. There, he made more keg-making machines and other equipment. The Eastern Railroad people hired him to build the first engine lathe in their repair shops, and he was so successful that he never wanted for work again. Young Zina Goodell, eleven in 1845, was growing up in these years, and proved to be his father's son, with great aptitude for machinery and engineering.

While the Goodell machine shop began to enjoy some success, Salem as a whole was declining. A few members of Salem's waning merchant class continued to pursue their sea-borne businesses into the 1840s; but it was an ebb tide, with unfavorable winds. Boston, a modern mega-port with efficient

railroad and highway distribution to all markets, had subsumed virtually all foreign trade other than Salem's continuing commerce with Zanzibar. The sleepy waterfront at Derby Wharf, with an occasional arrival from Africa and regular visits from schooners carrying wood from Nova Scotia, is depicted in 1850 by Hawthorne in his mean-spirited "introductory section" to **The Scarlet Letter**, which he began while working in the Custom House.

Although Hawthorne had no interest in describing it, Salem's transformation did occur in the 1840s, as more industrial methods and machines were introduced, and many new companies in new lines of business arose. The Gothic symbol of Salem's new industrial economy was the large twin-towered granite train station—the "stone depot"—smoking and growling with idling locomotives. It stood on filled-in land at the foot of Washington Street, where the merchants' wharves had been; and from it the trains carried many valuable products as well as passengers. The tanning and curing of leather was very important in Salem by the mid-1800s. On and near Boston Street, along the upper North River, there were 41 tanneries in 1844, and 85 in 1850, employing 550 hands. The leather business would continue to grow in importance. In 1846 the Naumkeag Steam Cotton Company completed the construction at Stage Point—on the site of the Increase Hill machine shop—of the largest factory building in the United States, 60' wide by 400' long. It was an immediate success, and hundreds of people found employment there, many of them living in tenements built nearby. It too benefited from the Zanzibar and Africa trade, as it produced light cotton cloth for use in the tropics. Also in the 1840s, a new method was introduced to make possible high-volume industrial shoe production. In Lynn, the factory system was perfected, and that city became the nation's leading shoe producer. Salem had shoe factories too, and attracted shoe workers from outlying towns and the countryside. Even the population began to transform, as hundreds of Irish families, fleeing the Famine in Ireland, settled in Salem and gave the industrialists a big pool of cheap labor.

Abner C. Goodell continued his creative engineering off Front Street, and invented machines for cutting and splitting shoe pegs and for rolling tin tubes. He also manufactured specialty tools for boring the logs used in pumps and aqueducts. Presumably Zina worked with him on these projects, while attending Salem schools. He graduated from Salem English High School in the fall of 1850, aged almost sixteen, and went to work as an apprentice to his father.

In 1851, Stephen C. Phillips succeeded in building a railroad line from Salem to Lowell, which meant that coal, landed at Phillips Wharf in Salem, could be run cheaply out to Lowell to help fuel the boilers of the mills, whose output of

textiles could be freighted easily to Salem, and carried to other destinations by Salem ships. This innovation, although not destined to last long, was a much-needed boost to Salem's economy and continued importance as a port and transportation center. The Goodell machine shop was given much new business, and Zina did so well at his work that in 1855, aged twenty, he was made a partner in the firm. By that time, the family had moved to a house at 18 Central Street (per directory). In 1856 A.C. Goodell & Co. relocated to 16 Lafayette Street, and the family moved to 5 Daniels Street (per 1857 directory), followed by a move to a new homestead at 4 Federal Street in 1858 (see 1859 directory). On Oct. 26, 1858, Zina Goodell married Mary A. Cousins, the daughter of Thomas & Mary Cousins of English Street; and Mary & Zina would move to a home at 14 Harbor Street in South Salem.

Salem's growth continued through the 1850s, as business and industries expanded, the population swelled, new churches (e.g. Immaculate Conception, 1857) were started, new working-class neighborhoods were developed (especially in North Salem and South Salem, off Boston Street, and along the Mill Pond behind the Broad Street graveyard), and new schools, factories, and stores were built. A second, larger, factory building for the Naumkeag Steam Cotton Company was added in 1859, at Stage Point, where a new Methodist Church went up, and many neat homes, boarding-houses, and stores were erected along the streets between Lafayette and Congress. The tanning business boomed, as better and larger tanneries went up along Boston Street and Mason Street; and subsidiary industries sprang up as well, most notably the J.M. Anderson glue-works on the Turnpike (Highland Avenue).

As it re-established itself as an economic powerhouse, Salem took a strong interest in national politics. It was primarily Republican, and strongly anti-slavery, with its share of outspoken abolitionists, led by Charles Remond, a passionate speaker who came from one of the city's notable black families. At its Lyceum (on Church Street) and in other venues, plays and shows were put on, but cultural lectures and political speeches were given too.

By 1860, with the election of Abraham Lincoln, it was clear that the Southern states would secede from the union; and Salem, which had done so much to win the independence of the nation, was ready to go to war to force others to remain a part of it.

The Civil War began in April, 1861, and went on for four years, during which hundreds of Salem men served in the army and navy, and many were killed or died of disease or abusive treatment while imprisoned. Hundreds more suffered wounds, or broken health. The people of Salem contributed greatly to efforts to alleviate the suffering of the soldiers, sailors, and their families; and there was

great celebration when the war finally ended in the spring of 1865, just as President Lincoln was assassinated. The four years of bloodshed and warfare were over; the slaves were free; a million men were dead; the union was preserved and the South was under martial rule. Salem, with many wounded soldiers and grieving families, welcomed the coming of peace.

Through the 1860s, Salem pursued manufacturing, especially of leather and shoes and textiles. The managers and capitalists tended to build their new, grand houses along Lafayette Street (these houses may still be seen, south of Roslyn Street; many are in the French Second Empire style, with mansard roofs). A third factory building for the Naumkeag Steam Cotton Company was built in 1865. By that time, Zina Goodell was managing most of the A.C. Goodell firm's business.

In 1870 Salem received its last cargo from Zanzibar, thus ending a once-important trade. By then, a new Salem & New York freight steamboat line was in operation. Seven years later, with the arrival of a vessel from Cayenne, Salem's foreign trade came to an end. After that, "the merchandise warehouses on the wharves no longer contained silks from India, tea from China, pepper from Sumatra, coffee from Arabia, spices from Batavia, gum-copal from Zanzibar, hides from Africa, and the various other products of far-away countries. The boys have ceased to watch on the Neck for the incoming vessels, hoping to earn a reward by being the first to announce to the expectant merchant the safe return of his looked-for vessel. The foreign commerce of Salem, once her pride and glory, has spread its white wings and sailed away forever" (Rev. George Bachelder in ***History of Essex County***, II: 65).

Salem was now so densely built-up that a general conflagration was always a possibility, as in Boston, when, on Nov. 9, 1872, the financial and manufacturing district of the city burned up. Salem prospered in the 1870s, carried forward by the leather-making business. In 1872 Zina Goodell had a large building, constructed of concrete, erected at the corner of Lafayette and Dodge Streets; and he took in his lead machinist, Paul B. Patten, as a partner in his machine company. In 1874 the city was visited by a tornado and shaken by a minor earthquake. In the following year, the large Pennsylvania Pier (site of the present coal-fired harborside electrical generating plant) was completed to begin receiving large shipments of coal. Beyond it, at Juniper Point, a new owner began subdividing the old Allen farmlands into a new development called Salem Willows and Juniper Point. In the U.S. centennial year, 1876, A.G. Bell of Salem announced that he had discovered a way to transmit voices over telegraph wires.

In this decade, French-Canadian families began coming to work in Salem's mills and factories, and more houses and tenements were built. The better-off workers bought portions of older houses or built small homes for their families in the outlying sections of the city; and by 1879 the Naumkeag Steam Cotton mills would employ 1200 people and produce annually nearly 15 million yards of cloth. Shoe-manufacturing businesses expanded in the 1870s, and 40 shoe factories were employing 600-plus operatives. Tanning, in both Salem and Peabody, remained a very important industry, and employed hundreds of breadwinners. On Boston Street in 1879, the Arnold tannery caught fire and burned down.

In 1880 Goodell and Patten separated as business partners, and Zina Goodell operated his own company, Zina Goodell & Company, engaged in machine-work and black-smithing. He and his wife and children resided near his parents, at 13 Federal Street. He expanded by building a large garage on Lafayette Street.

Zina Goodell (1834-1920) m. 1858 Mary A. Cousins (1836-1911). Known issue:

1. **George Z, physician**
2. **Mary E., April 1862, m. George E. Patterson**
3. **Oliver W., Aug. 1868, m. Annie.**
4. **Caroline, March, 1872, m. Walter P. Pratt.**
5. **Frank Thomas, April, 1876, m. 1906 Sophie.**

In the 1880s and 1890s, Salem kept building infrastructure; and new businesses arose, and established businesses expanded. Retail stores prospered; horse-drawn trolleys ran every which-way; and machinists, carpenters, millwrights, and other specialists all thrived. In 1880, Salem's manufactured goods were valued at about $8.4 million, of which leather accounted for nearly half. In the summer of 1886, the Knights of Labor brought a strike against the manufacturers for a ten-hour day and other concessions; but the manufacturers imported labor from Maine and Canada, and kept going. The strikers held out, and there was violence in the streets, and even rioting; but the owners prevailed, and many of the defeated workers lost their jobs and suffered, with their families, through a bitter winter.

By the mid-1880s, Salem's cotton-cloth mills at the Point employed 1400 people who produced about 19 million yards annually, worth about $1.5 million. The city's large shoe factories stood downtown behind the stone depot and on Dodge and Lafayette Streets. A jute bagging company prospered with plants on Skerry Street and English Street; its products were sent south to be

used in cotton-baling. Salem factories also produced lead, paint, and oil. At the Eastern Railroad yard on Bridge Street, cars were repaired and even built new. In 1887 the streets were first lit with electricity, replacing gas-light. The gas works, which had stood on Northey Street since 1850, was moved to a larger site on Bridge Street in 1888, opposite the Beverly Shore.

More factories and more people required more space for buildings, more roads, and more storage areas. This space was created by filling in rivers, harbors, and ponds. The once-broad North River was filled from both shores, and became a canal along Bridge Street above the North Bridge. The large and beautiful Mill Pond, which occupied the whole area between the present Jefferson Avenue, Canal Street, and Loring Avenue, finally vanished beneath streets, storage areas, junk-yards, rail-yards, and parking lots. The South River, too, with its epicenter at Central Street (that's why there was a Custom House built there in 1805) disappeared under the pavement, and some of its old wharves were joined together with much in-fill and turned into coal-yards and lumber-yards. Only a canal was left, running in from Derby and Central Wharves to Lafayette Street.

Zina Goodell continued with his inventing of machinery as well as the management of a profitable business; and in 1890 he patented his invention for an elevator (see appendix). As has been mentioned, he purchased the Crowninshield-Devereux mansion in 1892, and had this house (64-68 Essex, 70 Washington Square East) built in 1893. In spring of that year, the big news was the Lizzie Borden murder trial in Fall River; and the summer of that year brought with it the start of a bad national economic depression. Construction went forward, and soon the building was complete. No doubt the very aged Mr. Abner C. Goodell came by to admire it; and he would die in March, 1898, aged 93 years.

At Mr. Goodell's new apartment house, the first known tenant heads of households, as of 1896, were (taken from 1897-8 directory):

#64 (two-family): Joseph H.M. Edwards, an apothecary at 120 Essex Street, and Joseph G. Lufkin, a salesman working in Boston
#66: Samuel A. Knight, partner in a coal business located on Phillips Wharf
#68: Mrs. Ida M. Harford (widow of Harvey) and Charles E. Harford, machinist
#70 W. Sq. E.: James S. Smart, partner in Smart & Spencer, brass founders and furnishers (at 84 Lafayette Street, the Goodell bulding) and bicycle dealers and repairers at 78 Washington Street.

In 1898 (per 1899-1900 directory), the building was occupied by most of these same families, except that #68 was vacant, and at #64 the Lufkins' place had been taken by the family of Walter P. Pratt, 26, Zina Goodell's son-in-law, who had a grocery and provisions store at 68 Washington Street.

By 1900, the tenants were (per 1900 census):
#64 (two-family): James Wright, 36, engineer (wife Sadie, 32; sons Alexander, 12, Charles, 9, and Jean, five, all but the last born in New Brunswick, Canada) and the Walter P. Pratts (Walter, 31, grocer, Carrie, 28, children Helen, five, and Oliver, three)
#66: not listed
#68: James Taylor, 43, a carpenter and native of Canada (wife Lucy, 40, children James R., 18, at school, Harold J., 14, and Laura M., twelve, born in New York while the others were born in Canada)
#70 W. Sq. E.: James S. Smart, 49, manufacturer, born in New Hampshire, wife Caroline, 45, child Nellie, 25).

By 1905, the tenant families were headed by: #64 Robert Webb, optician, and George E. Carrier, a French-Canadian machinist (wife Delia, 33, a manicurist, and son Wilfred, 11, born in New Hampshire); #66 James A. Lord, 48, bookkeeper (wife Nettie and two daughters, Alice and Grace); #68 Frank T. Goodell, 29, bookkeeper for his father's Zina Goodell Co.; #70 Washington Sq. East Oscar C. Moore, 49, shoemaker (wife Lovenia, 48, and mother-in-law Louisa Beal, 72, from Maine).

By 1910 (per census) the building had the same tenants except that in #64 the Webbs were gone and Edward LeBlanc, 49, a French Canadian laborer, wife Mary, 38, a dressmaker, and son William, 14, resided in one of the units in #64.

Salem kept growing. The Canadians were followed in the early 20th century by large numbers of Polish and Ukrainian families, who settled primarily in the Derby Street neighborhood. By the eve of World War One, Salem was a bustling, polyglot city that supported large department stores and large factories of every description. People from the surrounding towns, and Marblehead in particular, came to Salem to do their shopping; and its handsome government buildings, as befit the county seat, were busy with conveyances of land, lawsuits, and probate proceedings. The city's politics were lively, and its economy was strong.

On June 25, 1914, in the morning, in Blubber Hollow (Boston Street opposite Federal), a fire started in one of Salem's fire-prone wooden tanneries. This fire

soon consumed the building and raced out of control, for the west wind was high and the season had been dry. The next building caught fire, and the next, and out of Blubber Hollow the fire roared easterly, a monstrous front of flame and smoke, wiping out the houses of Boston Street, Essex Street, and upper Broad Street, and then sweeping through Hathorne, Winthrop, Endicott, and other residential streets. Men and machines could not stop it: the enormous fire crossed over into South Salem and destroyed the neighborhoods west of Lafayette Street, then devoured the mansions of Lafayette Street itself, and raged onward into the tenement district. Zina Goodell's large concrete building, at the corner of Dodge Street, did not burn down—one of the very few buildings that withstood the flames.

Despite the combined efforts of heroic fire crews from many towns and cities, the fire overwhelmed almost everything in its path: it smashed into the large factory buildings of the Naumkeag Steam Cotton Company (Congress Street), which exploded in an inferno; and it rolled down Lafayette Street and across the water to Derby Street. There, just beyond Union Street, after a 13-hour rampage, the monster died, having consumed 250 acres, 1600 houses, and 41 factories, and leaving three dead and thousands homeless. Some people had insurance, some did not; all received much support and generous donations from all over the country and the world. It was one of the greatest urban disasters in the history of the United States, and the people of Salem would take years to recover from it. Eventually, they did, and many of the former houses and businesses were rebuilt; and several urban-renewal projects (including Hawthorne Boulevard, which involved removing old houses and widening old streets) were put into effect.

In the spring of 1920, Zina Goodell, 85, fell ill, and he died on Friday, July 9, 1920, at home. For many decades after his death, his name lived on in his business, carried on at Lafayette Street, and especially in its hardware store (now Winer Brothers'), on Lafayette Street at the corner of Dodge.

By the 1920s, Salem was once again a thriving city; and its tercentenary in 1926 was a time of great celebration. The Depression hit in 1929, and continued through the 1930s. Salem, the county seat and regional retail center, gradually rebounded, and prospered after World War II through the 1950s and into the 1960s. General Electric, Sylvania, Parker Brothers, Pequot Mills (formerly Naumkeag Steam Cotton Co.), Almy's department store, various other large-scale retailers, and Beverly's United Shoe Machinery Company were all major local employers. Then the arrival of suburban shopping malls and the relocation of manufacturing businesses took their toll, as they have with many other cities. More than most, Salem has navigated its way forward into the present with success, trading on its share of notoriety arising from the

witch trials, but also from its history as a great seaport and as the home of Bowditch, McIntire, Bentley, Story, and Hawthorne. Most of all, it remains a city where the homes of the old-time merchants, mariners, machinists, and mill-operatives are all honored as a large part of what makes Salem different from any other place.

—Robert Booth for Historic Salem, Inc., 23 Jan. 2006