

*155 Fort Avenue
Salem*

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In November, 1908, Mrs. Augusta Gardner, widow, sold to William G. Cochrane Lot 88, corner of Fort Avenue (50') and "Harbor View Avenue" (90'), ED 1939:350. At the same time, she mortgaged Lot 89 and part of Lot 90 to Mr. Cochrane (ED 1939:351). Then, on Feb. 2, 1909, she sold the mortgaged property to Mr. Cochrane (ED 1952:106), which gave him a parcel that fronted 101' on Fort Avenue and ran down Harbor View Avenue.

On this parcel, facing toward Fort Avenue, Mr. Cochrane in 1909 built a summer restaurant in which lunch was served. That building, clearly visible as a "footprint" in the 1912 atlas (copy attached to this report), is the one that is now numbered 155 Fort Avenue. It had other numbers in the early days, before the street was fully built out with buildings. The 1909 Directory lists "restaurant, Salem Willows, adjoining Mr. Cochrane's name, and "lunch" at Fort Avenue near the corner of "Harbor View Avenue" (now called Bay View Avenue).

At that time, Salem Willows was being developed with amusement rides and restaurants. Earlier, it had been a neighborhood of summer homes with a clubhouse but few or no commercial aspects. In the years preceding World War I, a merry-go-round, a casino, and many summer-only restaurants sprang up here, along with boarding-houses, and the Willows took on its amusement-park character, separate from the residential character of the Juniper Point neighborhood to the east.

The man for whom the restaurant was built, William G. Cochrane (1843-1919), was 66 in the year 1909. He was a native of Wisconsin and had come to Salem about 1880, evidently. He worked as a ship carpenter in 1882, and resided at 186 North Street; by 1890 he was running a boarding house at 132 Washington Street, which was also his residence (see Salem Naumkeag Directories). Later he resided at 15 Collins Street and was an

expert manufacturer of leather belts for machines. He had a belting shop at his homestead (see obituary, Salem Evening News, 14 August 1919). He and his wife Mary had four children.

In the early Directories, the building was usually reported as vacant, because it was not used year-round. In 1915, it was # 120 Fort Avenue; in 1917, #118; in 1919, #159.

Mr. Cochrane died on Thursday, 14 August 1919, aged 76 years, at his home. He was survive by his wife, Mary E. Cochrane, and by three of the four children, as well as by the son of his deceased son.

On 27 Sept. 1919 three of four Cochrane heirs mortgaged the property, fronting 101' on Fort Avenue, to John McMorrill (ED 2428:406). Soon after, they sold off the corner parcel, which left a remaining parcel fronting 41' on Fort Avenue, with the restaurant standing thereon. In September-October 1921 the Cochrane heirs sold this property to James D. Burns of Salem (ED 2494: 327-330).

The new owner, Mr. Burns, was a civil engineer who worked in Boston and resided at 3 Island Avenue at the Willows. He and his brother Thomas, a fireman, with whom he resided, operated the restaurant in the summer as "Burns Brothers Lunch."

With the Depression, the Willows was not so popular, and many of the rides and restaurants closed. At the end of 1933, the Salem Trust Company foreclosed on Mr. Burns's mortgage (ED 2973:10). That ended Burns Brothers Lunch.

The property was conveyed to Washington Street Realty Company on 14 December 1933 (ED 2973:10); and it was re-conveyed to Salem trust Company in March, 1934 (ED 2988:121).

In May, 1940, Salem Trust Co. sold the property to Mr. & Mrs. Frank J. & Frances A. Lovely, grocers, of Salem Willows (ED 3216:590). The Lovelys resided at 44 Columbus Avenue and operated their grocery business in this building at 155 Fort Avenue (per Directory). The Lovelys were deceased by the spring of 1944.

On 22 June 1944 Harlan R. Bruce of Stoneham purchased the property for \$2500 (ED 3375:349). He moved to Salem, resided here with his family upstairs, and ran the "Ship's Canteen Grocery" downstairs. The property was sold within the family in the 1940s (ED 3375:350, 3504:363, 3597:487). In 1950 it was known as the "Seaside Market," and the residents here were Mr. Harlan Bruce and wife Evelyn, and Mr. Fred E. Bruce and whatever family he may have had (per Salem Directory).

In 1955-1956, the building housed the Ida & Kay Novelty Co., Joe's Sandwich Bar, and was the residence of H.R. Bruce, now a foreman, & his wife Evelyn), as well as Gotfried Shorter and George F Sullivan (& wife Ann W.), a plasterer. By 1960 it was Salem Willows Marine Supplies, and the home of the families of H.R. Bruce & Harold Sherman (wife Florence). In May, 1970, having moved to Peabody, Harland and Evelyn Bruce sold the premises for \$20,000 to Edward and wife Louise Doran (ED 5686:573). By 1971 the store was vacant store, and the tenants were Leo Fournier, Joseph Levesque, and Mrs. Catherine Osgood.

On 1 March 1977 the Dorans sold the premises to the present owner, Donald W. Moore (ED 6327:389). The lot is bounded:
n.w. Fort Ave. 41',
n.e. 90' by Sheehan & by Bruce,
s.e. 41' by Bruce
s.w. 90' by unknown & by Karon.

--Robert Booth for Historic Salem Inc, 18 Dec. 2000

Glossary

#1234 refers to probate case 1234, Essex County probate

ED 123:45 refers to book 123, page 45, Essex South Registry of Deeds

Salem Directory refers to the published Salem resident directories

Census refers to census records, taken house-by-house with occupants listed.

EIHC refers to Essex Institute Historical Collections

v. A. Hardner
to
W. G. Cochran

Know all men by these presents that Augustus Hardner, of Salem, Essex County, Massachusetts, widow, in consideration of six hundred dollars paid by William G. Cochran of said Salem, Essex County, Mass.

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do hereby acknowledge, do hereby grant, bargain, sell and convey unto the said William G. Cochran, and his heirs and assigns, a certain parcel of land in said Salem at Juniper Point so-called, bounded and described as follows: beginning at a point on Harbor View Avenue and running westerly fifty feet, thence running northerly one hundred feet, thence running and running westerly on Fort Avenue fifty feet, then running and running southerly two hundred and eight feet and sixteen-hundredths, to other lands of grantor thence running and running easterly on other lands of grantor one hundred feet to Harbor View Avenue, thence running and running northerly on said Harbor View Avenue one hundred and ten feet to point of beginning, being all of lot numbered 87, and a portion of lot no. 90. Also a portion of an unnumbered parcel on a plan of horse lots at Juniper Point on Salem Neck by G. W. Utman, surveyor, November 1875 and recorded at the Essex South District Registry of Deeds, Book of Plans, Plan # 20. See deed from Mary T. Beach to Mrs. Gertrude G. in her own right to me dated July 2, 1897 and recorded in Book 1519, Page 93. **DO HAVE AND TO HOLD**

Witness my hand and seal this 12th day of July 1909

I acknowledge to have received full satisfaction for the debt secured by the deed of mortgage hereunto made and do therefore cancel and discharge the same.

W. G. Cochran

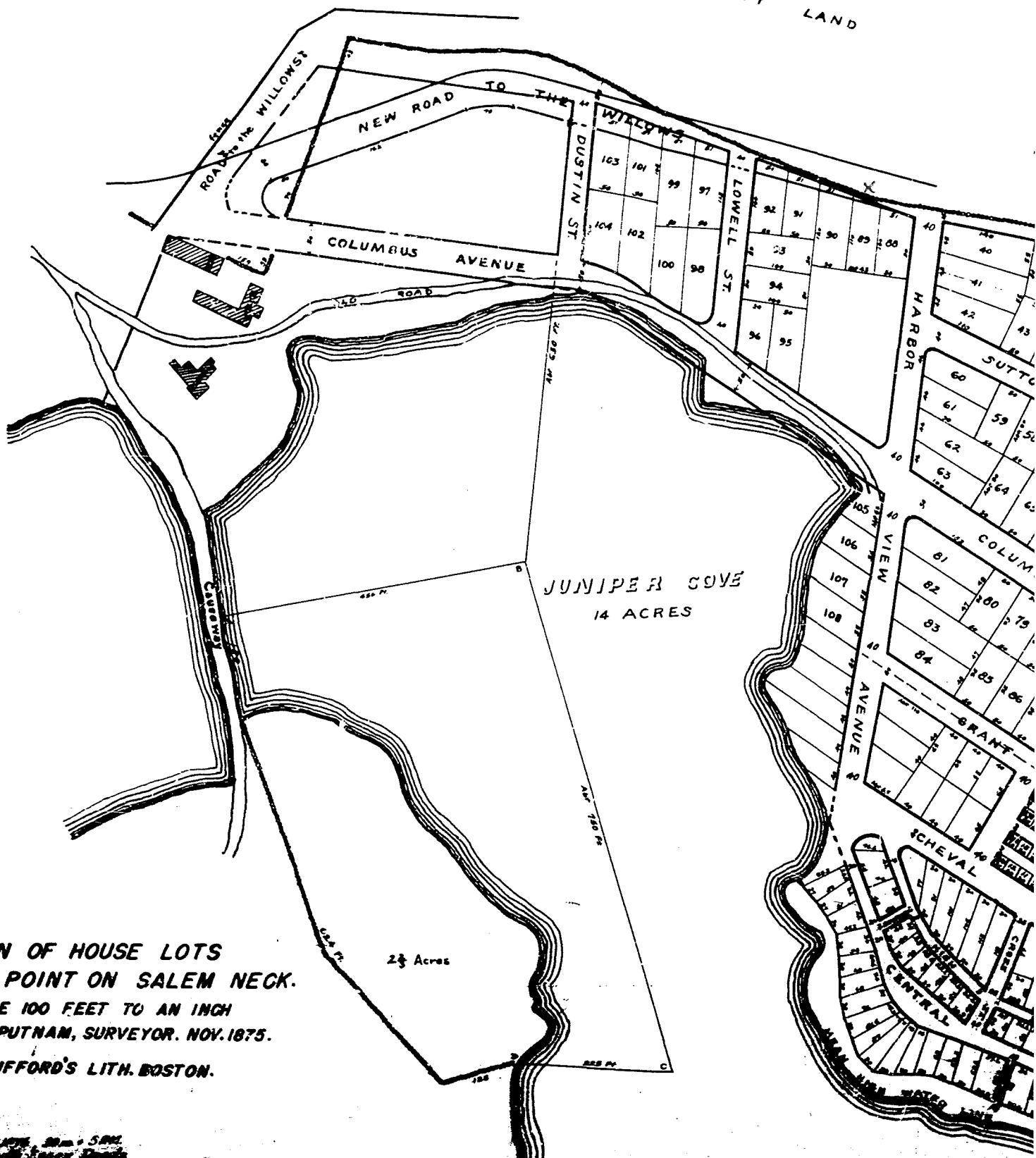
William G. Cochran

the granted premises, with all the privileges and appurtenances thereto belonging, to the said William G. Cochran and his heirs and assigns, to their own use and behoof forever. And I hereby for myself and my heirs, executors, and administrators covenant with the grantee and his heirs and assigns that I am lawfully seized in fee simple of the granted premises, that they are free from all incumbrances, that I have good right to sell and convey the same as aforesaid; and that I will and my heirs, executors and administrators shall warrant and defend the same to the grantee and his heirs and assigns forever against the lawful claims and demands of all persons. **NOTWITHSTANDING** that if I, or my heirs, executors, administrators or assigns, shall pay unto the grantee, or his executors, administrators or assigns, the sum of six hundred dollars in one year from this date, with interest thereon annually at the rate of seven per cent. per annum, and until such payment shall pay all taxes and assessments, to whomsoever laid or assessed, whether on the granted premises or on any interest therein, or on the debt secured hereby; shall keep the buildings on said premises

for the benefit of the grantee, and his executors, administrators and assigns, in such form and at such insurance office as they shall approve; and, at least two days before the expiration of any policy on said premises, shall deliver to him or them a new and sufficient policy to take the place of the one so expiring; and shall not commit or suffer any strip or waste of the granted premises, or any breach of any covenant herein contained; then this deed, as also a note of even date herewith, signed by me whereby I promise to pay to the grantee, or order, the said principal sum and instalments of interest at the time aforesaid, shall be void. But up-
On any default in the performance or observance of the foregoing condition, the grantee, or his executors, administrators or assigns, may sell the granted premises, or such portion thereof as may remain subject to this mortgage in case of any partial release hereof, together with all improvements that may be thereon, by public auction in said Salem, first publishing a notice of the time and place of sale once each week for three successive weeks in some one newspaper published in said Salem and may convey the same by proper deed or deeds to the purchaser or purchasers absolutely and in fee simple; and such sale shall forever bar me and all persons claiming under me from all right and interest in the granted premises, whether at law or in equity. And out of money arising from such sale the grantee or his representatives shall be entitled to retain all sums then accrued by this deed, whether then or thereafter payable, including all costs, charges and expenses incurred or sustained by them by reason of any default in the performance or observance of the said condition, rendering the surplus, if any, to me or my heirs or assigns, and I hereby, for myself and my heirs and assigns, covenant with the grantee and his heirs, executors, administrators and assigns that in case a sale shall be made under the foregoing power, or they will upon request execute, acknowledge and deliver to the purchaser or purchasers a deed or deeds of release confirming such sale. **And it is agreed** that the grantee, or his executors, administrators or assigns, or any person or persons in their behalf, may purchase at any sale made as aforesaid, and that no other purchaser shall be anno-

1875 plan

CITY LAND



**PLAN OF HOUSE LOTS
VIPER POINT ON SALEM NECK.**
SCALE 100 FEET TO AN INCH
BY G. A. PUTNAM, SURVEYOR. NOV. 1875.
BUFFORD'S LITH. BOSTON.

*Map No. 1075, 20m x 5m
Surveyed by George Deane
Deane, 1875. At Salem Mass.
For information of the
Board of Health, to George
Deane and George S. Deane
1075, 20m x 5m*

WINTER ISLAND
CITY LAND

SALEM NECK

FORT

LOWELL ST.

AVE.

Thos. Foy
W.G. Cochrane
A.E. Morton
E. Missud
W.G. Cochrane
A.F. Tutts

Gertrude G. Peach
C.C. Garoni
Wm. G. Cochrane
Emma C. Foan
Mary E. Foan
S.E. Larrabee

John G. B. Smith
M.P. Goodell
American Toy Manufacturing Company

SUTTON
Alonzo M. Neal
I. Baker
S.E. Hunt
Kate T. Woods Hrs.
Sarah E. Hunt
W.A. Hoagney
E.J.I.

COVE

Mary E. Brunet
J.F. Rolfe
Sarah A. Rolfe
Wm Q. Gardner
R.M. Furbush
Mrs. P. Goodwin
Joseph Brown

HARBOR VIEW

Lombard
Reubin Arey Hrs.
K.A. Moses
Mary E. Brunet
Wm. G. Cochrane
B. B.

GRANT
E.M. Remon
Lucy A. Moran
Atlantic Hall
R.E. Remon
J.G. Remon
Edwin Phillips Hrs.
G.W. Johnson

CHEVAL
Julia Brittan
M.H.
E.E.

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s.e. 41' by Bruce
s.w. 90' by unknown & by Karon.

--Robert Booth for Historic Salem Inc, 18 Dec. 2000

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^{W. A. Gardner}
to
W. S. Cochrane

Know all men by these presents that Augustus Gardner, of Salem, Essex County, Massachusetts, widow, in consideration of six hundred dollars paid by William S. Cochrane of said Salem, Essex County, Massachusetts, the receipt whereof is hereby acknowledged, do hereby grant, bargain, sell and convey unto the said William S. Cochrane and his heirs and assigns, a certain parcel of land in said Salem as follows to-wit: bounded and described as follows: beginning at a point on Harbor View Avenue and running westerly fifty feet, thence running northerly one hundred feet, thence running and running westerly on Fort Avenue fifty feet, then running and running northerly two hundred and eight feet and sixteen hundredths, to other land of grantor thence running and running easterly on other land of grantor for one hundred feet to Harbor View Avenue, thence running and running northerly on said Harbor View Avenue one hundred and ten feet to point of beginning, being all of lot numbered 89, and a portion of lot no. 90. Also a portion of an unnumbered parcel on a plan of house lots at Juniper Point on Salem Neck by G. D. Putnam, surveyor, November 1875 and recorded at the Essex South District Registry of Deeds, Book of Plans, Plan # 80. See deed from Harry N. Beach to Mrs. Gertrude K. in her own right to me dated July 2, 1894 and recorded in Book 1519, Page 93. **DO HAVE AND TO HOLD** the granted premises, with all the privileges and appurtenances thereto belonging, to the said William S. Cochrane and his heirs and assigns, to their own use and behoof forever. And I hereby for myself and my heirs, executors, and administrators covenant with the grantee and his heirs and assigns that I am lawfully seized in fee simple of the granted premises, that they are free from all incumbrances, that I have good right to sell and convey the same as aforesaid; and that I will and my heirs, executors and administrators shall warrant and defend the same to the grantee and his heirs and assigns forever against the lawful claims and demands of all persons. **PROVIDED** nevertheless that if, on my heirs, executors, administrators or assigns, shall pay unto the grantee, or his executors, administrators or assigns, the sum of six hundred dollars in one year from this date, with interest thereon annually at the rate of seven per cent. per annum, and will such payment shall pay all taxes and assessments, to whomsoever laid or assessed, whether on the granted premises or on any interest therein, or on the debt secured hereby; that I shall keep the buildings on said premises

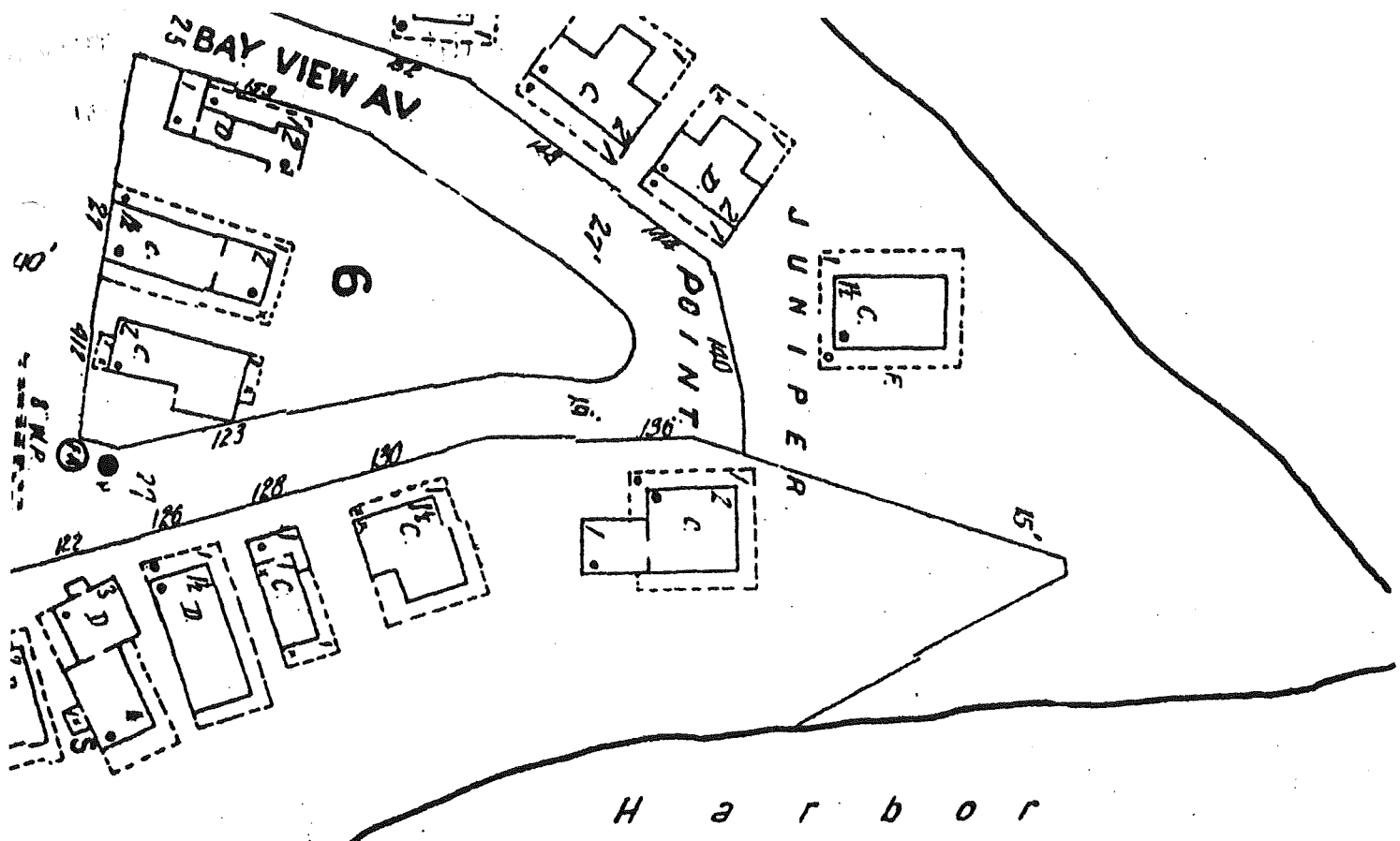
Witness my hand and seal this 11th day of November, 1908.

[Signature]

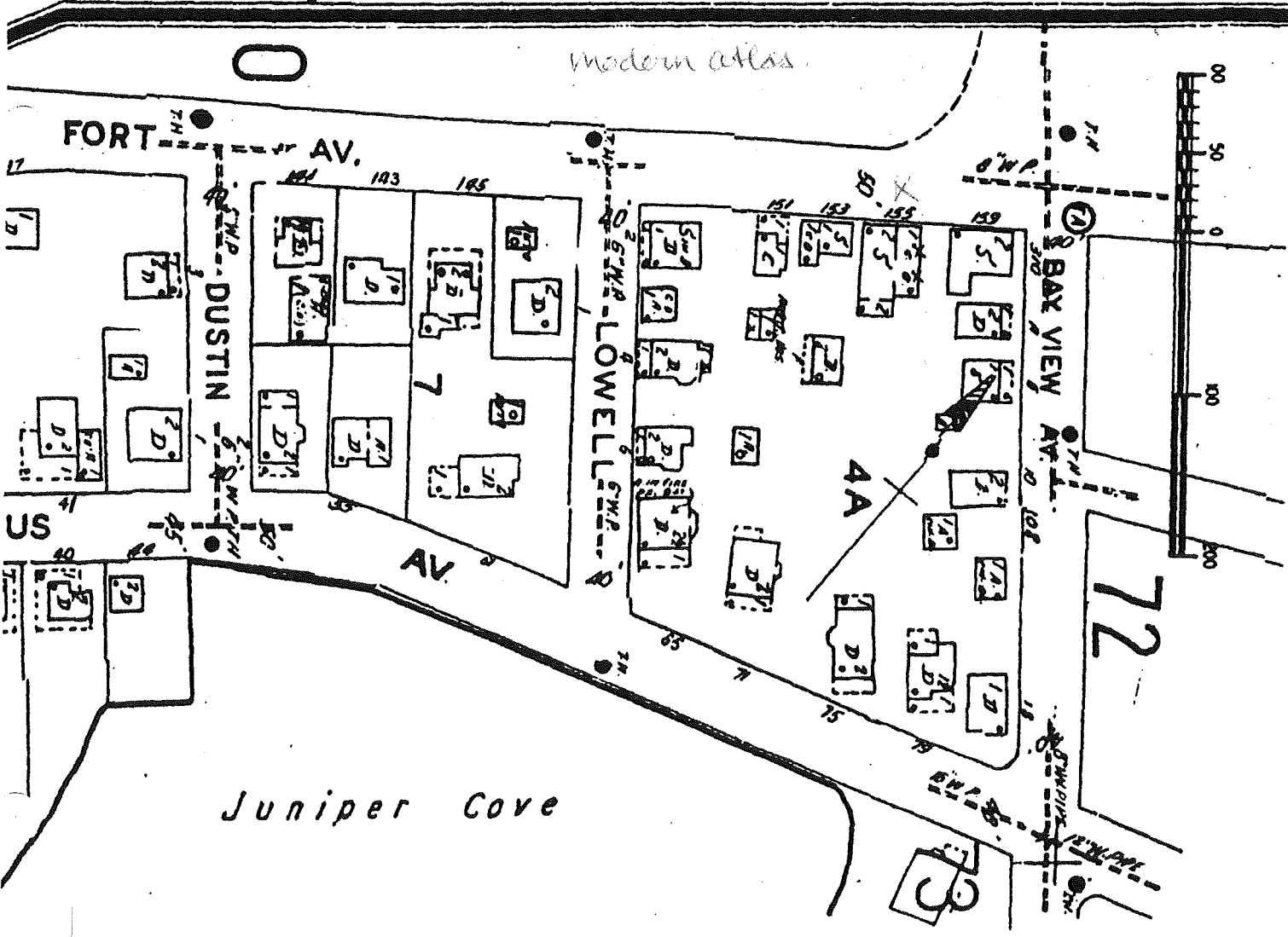
William S. Cochrane

I acknowledge to have received full and certain payment of the debt secured by the deed of mortgage and to have received the proceeds thereof and to discharge the same.

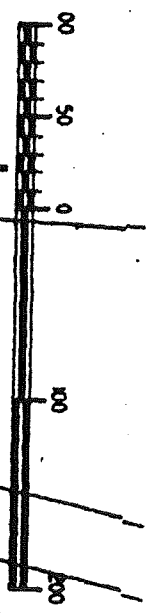
for the benefit of the grantee, and his executors, administrators and assigns, in such form and at such insurance offices as they shall approve; and, at least two days before the expiration of any policy on said premises, shall deliver to him or them a new and sufficient policy to take the place of the one so expiring; and shall not commit or suffer any strip or waste of the granted premises, or any breach of any covenant here-in contained; then this deed, as also a note of even date herewith, signed by me whereby I promise to pay to the grantee, or order, the said principal sum and instalments of interest at the time aforesaid, shall be void. But up-
ON ANY DEFAULT in the performance or observance of the foregoing condition, the grantee, or his executors, administrators or assigns, may sell the granted premises, or such portion thereof as may remain subject to this mortgage in case of any partial release hereof, together with all improvements that may be thereon, by public auction in said Salem, first publishing a notice of the time and place of sale, once each week for three successive weeks in some one newspaper published in said Salem and may convey the same by proper deed or deeds to the purchaser or purchasers absolutely and in fee simple; and such sale shall forever bind me and all persons claiming under me from all right and interest in the granted premises, whether at law or in equity. And out of money arising from such sale the grantee or his representatives shall be entitled to retain all sums then due by this deed, whether then or thereafter payable, including all costs, charges and expenses incurred or sustained by them by reason of any default in the performance or observance of the said condition, rendering the surplus, if any, to me or my heirs or assigns, and I hereby, for myself and my heirs and assigns, covenant with the grantee and his heirs, executors, administrators and assigns that in case a sale shall be made under the foregoing power, so as they will upon request execute, acknowledge and deliver to the purchaser or purchasers a deed or deeds of release conforming aforesaid. **And it is agreed** that the grantee, or his executors, administrators or assigns, or any person or persons in their behalf, may purchase at any sale made as aforesaid, and that no other purchaser shall be ano-



H a r b o r



modern atlas.



Juniper Cove