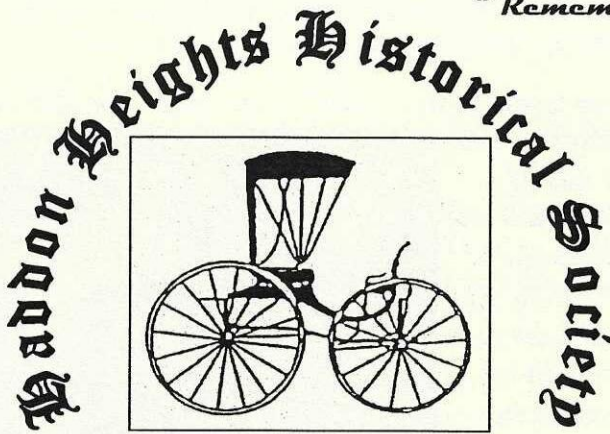


" Remembering Yesterday For The People Of Tomorrow "



Bulletin

P.O. Box 118 • Haddon Heights, NJ 08035

WWW.HHHISTORICAL.ORG

Volume 40 Number 2

April 2015

We meet on the third MONDAY of January, April, July, and October - at 7:00pm

BEFORE THERE WAS G.P.S... There were maps; and somebody had to travel far and wide making notes, to ensure their accuracy. Our next general membership meeting presentation will celebrate the 350th anniversary of the naming of New Jersey, and documents the State's "mapping" journey from unexplored colonial territory to the first topographically-surveyed state in the Union. Our Speaker will be author John M. Delaney, who recently retired as Curator of the Historic Map Collection of the Princeton University Library. His power-point presentation will cover all 21 Counties in the State; focusing on Camden County and Haddon Heights. Mr. Delaney will bring copies of his book- *Nova Caesarea: A Cartographic Record of the Garden State*, for purchase.

PRESIDENT'S MESSAGE- Welcome Spring !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! Hopefully, by the time you read this, the memory of snow and freezing temperatures will be just a distant memory. I know everyone is anxious to be out and about and we have the perfect opportunity! Peter Hill has planned an evening of interesting New Jersey history and the Historical Society is supplying like-minded individuals and good friends to visit and chat with. We all enjoy New Jersey and traveling around the state. Have you ever wondered who mapped the unexplored territory that became the great state of New Jersey? John M. Delaney has the answers. I look forward to seeing you at our Spring Meeting on Monday evening, April 20th. I encourage you to bring a friend. I promise THIS meeting will not be cancelled due to snow !!!!! *Elena*

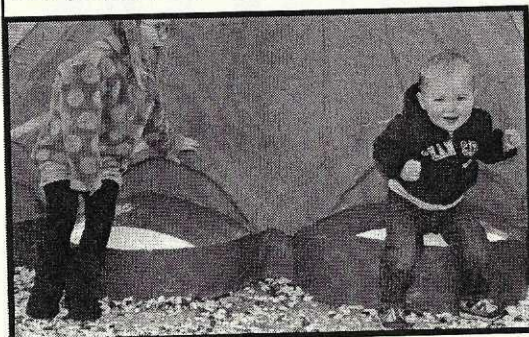
VOLUNTEERS FOR BOARD POSITIONS BEING SOUGHT- Please see page 4 for openings on the Board/Committees. We are also looking for someone with an I.T. or "Web" background to help with tech support to our Society Website! To volunteer/suggest someone, see us at the April meeting!

COPY OF SPEAKER'S BOOK DONATED TO LIBRARY- Recognizing the significance of John Delaney's book, *Nova Caesarea: A Cartographic Record of the Garden State*, The Historical Society Board approved the purchase of a copy which will be donated to the Haddon Heights Library for their collection of books about NJ.

"I Love Lucy"- Those familiar words probably conjur up thoughts of a feisty redhead and her wacky antics that usually ended up badly for her Cuban band leader husband. Well, this time around, I am not going to take you back to 1950's black and white television. We are going much further back in time..... You see, a couple of Saturdays ago my wife and I got to take our grandchildren on another of our "adventures". We headed to the shore on a chilly March Saturday and spent two hours at the Atlantic City Aquarium. It is just the right size, because we ran out of interesting fish and exhibits just about the time the attention span (of the children) ran out. After that, we had a bite of lunch and headed south to take in the BIG attraction for this trip. We prepared the kids to keep their

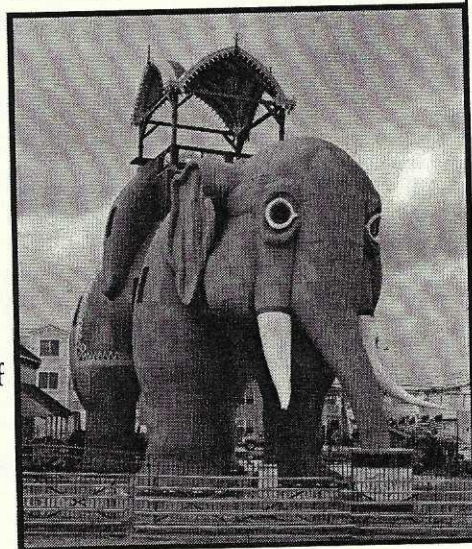
eyes peeled for something large, looming behind buildings somewhere down the road. After several minutes of guessing what this mysterious next destination might be, she came into view.....

Have you guessed yet where we ended up? Margate, NJ has been home to this "Lucy" since 1881. For almost 135 years, people have been drawn to the area below Atlantic City, to view



the enormous 60 foot tall elephant, named Lucy. She was one of three giant elephants built as "architectural follies", along the east coast. All three of these structures were designed by James V. Lafferty, a real estate promoter and land speculator from Philadelphia. The "Light of

Asia" was the smallest of the three, at 40 feet tall. This elephant building was built in Cape May in 1885 and after several years as a seaside attraction, died of neglect and vandalism in 1900.

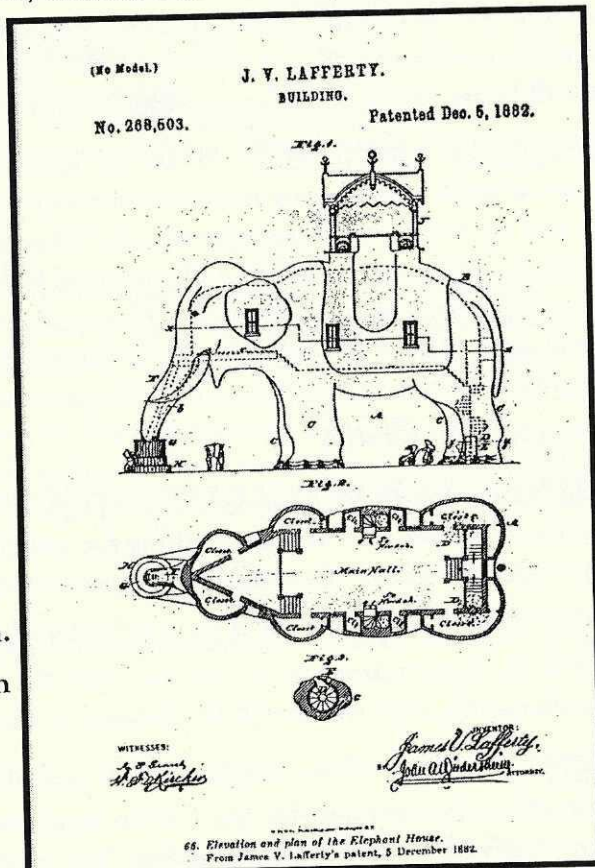


The largest of the three elephant structures was the "Elephant Colossus" at Coney Island. It was 122 feet tall and contained seven interior stories and 31 rooms. Built by Mr. Lafferty in 1884, it preceded construction of the Statue of liberty and was a losing proposition from the beginning. Newspaper accounts of the day report that this large tourist attraction ended up as a run-down boarding house. By 1896 it was practically a deserted structure. On Sunday evening September 27, 1896 the elephant building at Coney Island caught fire and crumbled to the sand.

I have strayed from the topic of this article, to point out that Lucy is a very rare example of the fanciful attractions of the 19th century. She is the only one of the three Lafferty designed structures to have survived to the present. That longevity is owed in large part to her caretakers through the years, and more recently, to the efforts of "The Save Lucy Committee, Inc". In 1969, Edwin Carpenter and a group of Margate Citizens founded the Margate Civic Association with the sole purpose of saving the historic landmark from demolition.

Back to the beginning... After building the elephant in South Atlantic City (Later changed to Margate City), James Lafferty sought protection for his astounding creation / invention and filed with the US Patent office. His patent was granted on December 5, 1882. His description of the structure was accompanied by drawings representing the side elevation and floor plan.

In Mr. Lafferty's words, "My invention consists of a building in the form of an animal (i.e. an Elephant), the body of which is floored and divided into rooms, closets, and Etc., and the legs contain the stairs... said legs being hollow, so as to be of increased strength for properly supporting the body. The elevation of the body permits the circulation of air beneath the same, the entire device presenting a unique appearance and Producing a building which is well ventilated and lighted. Furthermore, the body is exposed to light and air on all sides, wherefore it provides a healthy and suitable place of occupancy for invalids and others.

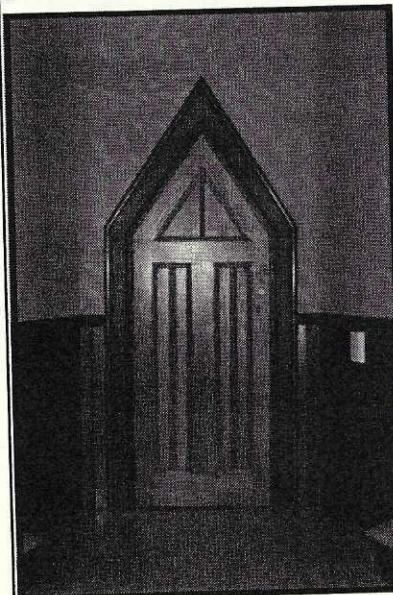


(Patent Application Drawing)

Furthermore, the body is exposed to light and air on all sides, wherefore it provides a healthy and suitable place of occupancy for invalids and others.

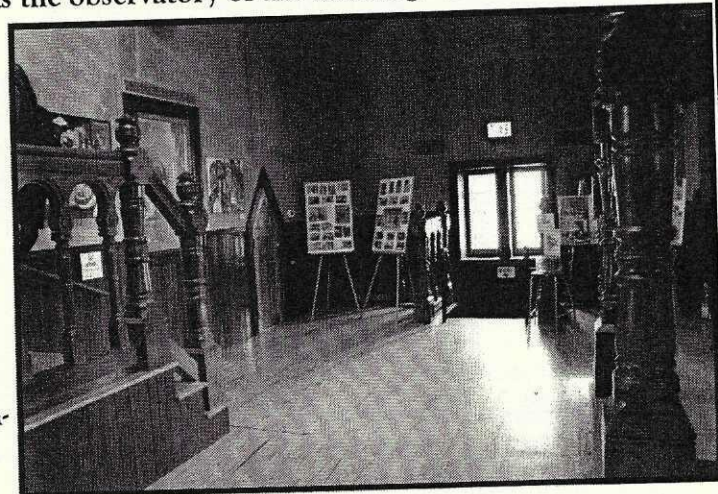
An upper story may be supported on the body, access whereto is had from the floor by means of stairs which are properly located in the walls of the body and sustained in position, said story being in the form of a howdah which completing the semblance of a bedecked elephant, acts as the observatory of the building. It will be seen that the structure is novel and unique."

Lafferty eventually extended himself too far in his land deals both at the Jersey Shore and in New York. By 1887, he offered the South Atlantic City elephant and other property for sale and found a willing buyer in Anton Gertzen of Philadelphia. Lafferty died in 1898 and is buried in Philadelphia.



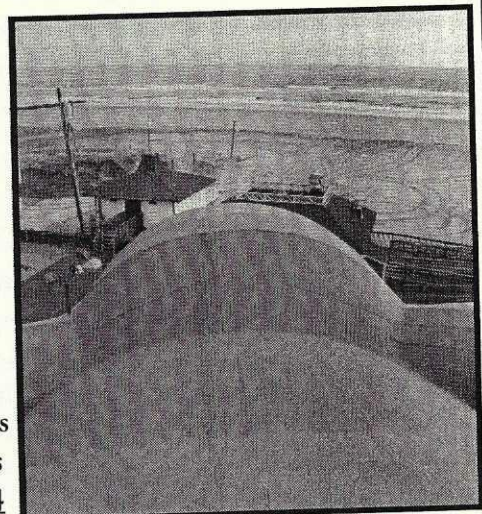
The Gertzens played a prominent part in the history of South Atlantic City (now Margate). On a visit to South Atlantic City, Anthony, Sr. (changed from Anton), who loved sports fishing, was impressed by the community. He began to spend more and more time at the seashore and finally settled, after buying various parcels of land and going into the fishing business. Lucy the Elephant was one of those purchases. When Anthony died in 1902, the business and properties were divided among his children. The eldest child, Anthony Jr. Served for many years as Margate city clerk.

The second son, Henry, served as Mayor of the town for 18 years. He also operated the Gables Hotel, Fishermen's Hotel, and a fleet of 100 fishing boats. The third son, John, married Sophia Blackowski. He purchased



Lucy the Elephant from his mother, along with other properties, continuing the long family connection with the Elephant building. John charged visitors 10 cents to tour the finished interior of Lucy and climb the spiral stairway up to the Howdah (observatory) on her back. In 1901 two young German sisters from Philadelphia came to the seashore seeking board and summer employment. John and Sophia hired one of the sisters, Hattie Pfeil to be a child's nurse for their daughter Carol. Hattie also became the first official tour guide, making sure every visitor signed the register book.

After her death in 1963, Sophia's children continued to run the famous elephant "Lucy" and her other businesses until 1970, when they sold the businesses properties and donated Lucy to the City of Margate. There is much more to this story but not enough space. You just have to go see her for yourself !!! (1)see p.4



2015 Membership Application / Renewal- Haddon Heights Historical Society

Name _____

Address _____

Phone (H) _____ (W) _____ E-Mail _____

Type of Membership: _____ Single- \$10.00 _____ Household- \$15.00

I would also like to make a tax deductible donation to the Haddon Heights Historical Society, in the amount of \$ _____.

I am interested in getting involved with: ☐ Publicity ☐ Newsletter ☐ Web site ☐ Programs ☐ Marketing

Haddon Heights Historical Society, P.O. Box 118, Haddon Heights, NJ 08035

COMING EVENTS

4/20/15- 7:00pm- General Membership Meeting
June 13, 2015- LHSNJ Meeting-Merchants and
Drovers Tavern Museum, Rahway, Union County
7/4/15- March in the July 4th Parade
7/20/15- 7:00pm- General Membership Meeting
10/19/15- 7:00pm- General Membership Meeting
11/7/15- LHSNJ Mtg- Mount Tabor, Morris Co.

MEMBERSHIP REMINDER- Your Dues

"Paid Through" YEAR date is printed on your newsletter label. If your date is not 2015, your Dues are "Due". You can complete a membership application with your current information and mail it to our post office box, or bring it to the next meeting!

REMEMBER THE GOOD OLD DAYS-

We have copies of the Historical Society's book "Haddon Heights-The Ideal Suburb" available for sale at the Library. This book is a collection of reminiscences from our past and holds much insight into the early history of our town. Whether you grew up here or just moved in, this book will provide hours of enjoyable reading for only \$20.00

Just a reminder...The Historical Society is a 501(c)3 organization. Please keep us in mind as you plan your charitable donations. Make us part of Your Legacy...

(1) NOTE: Portions of the "Lucy" article were reprinted from "The Story of Lucy the Elephant"- by William McMahon. Other text came from the National Register of Historic Places Nomination Form for Lucy the Margate Elephant. Special Thanks to The Save Lucy Committee, Inc., and to Margaret Westfield, Preservation Architect, who supplied research materials. Finally, THANKS to you for listening! This issue marks my 21st year editing this publication... and they said it would never last, but I have been the steward of your newsletter for one third of my life. Please make every effort to share history. Let's continue to "Remember Yesterday for the people of tomorrow"...Ken Funkhouser, Editor

2015 Historical Society Board

<u>President-(2014-2016)</u>	Elena Hill
<u>Vice-President-(2014-2016)</u>	Bob Hunter
<u>Past President-</u>	Margaret Westfield
<u>Treasurer-(Ends 2016)</u>	Art Ritter
<u>Secretary- (Ends 2016)</u>	Judy Buecker
<u>Trustees-(2013-2016)</u>	Virginia Appleby
	Ken Funkhouser
	Anne McAdams

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<u>Newsletter Ed.-</u>	Ken Funkhouser
<u>Membership Chair-</u>	Joan Rossler
<u>Web Master-</u>	Dan Alexander
<u>Nominating Comm.-</u>	Bob Hunter/ Peter Hill
<u>Borough Council Liaison</u>	Vacant
<u>Affairs-</u>	Ginny Appleby
<u>Merch/Fund Raising-</u>	Joan Rossler/ Ginny Appleby
<u>Programs/Publicity-</u>	Peter Hill/ Dan Alexander
<u>Programs/Publicity- Asst.</u>	Vacant
<u>Digital Photographer</u>	Vacant
<u>Contact the Board : WWW.HHHISTORICAL.ORG</u>	
<u>Mail correspondence- P.O. Box 118 Haddon Heights, NJ 08035</u>	

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P.O. Box 118

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