



...WE'VE MOVED FIVE TIMES

RECALLING OUR FORMER LOCATIONS
CHALLENGES LONGEST MEMORY

“Especially important, however, is the appearance of a man and his bookselling in competition, or at least coincidence, with Terhune’s store and shop. In 1848 Abraham Ackerman started business at 332 Burnet street, advertising an “immense stock” of school, classical, religious and standard books, wholesale and retail. He moved in 1857 to 5 Peace street, advertising there “Wall Paper, Book and Stationery Store.” This business has had its unbroken continuance until now (as has, less definitely, the business of John Terhune, and the business of newspaper publishing). It only remains to trace in briefest way the succession. The succession to Ackerman was specifically in the bookselling and stationery. In 1859 William C. Sampson was in partnership with him; from 1860 Sampson carried on the business alone. In 1868-9 John T. Morgan was selling

books at his home, 103 George street; at once thereafter the store at 5 Peace street became Sampson and Morgan. In 1872-3 Sampson retired and Morgan took a new partner, George L. Shivler; and Morgan and Shivler later moved to 36 Church street. Ten years later it was George L. Shivler alone; and William R. Reed a salesman with him. The store moved to 54 Church street, then in 1890-1 to 380 George street. In 1893 William R. Reed and Clarence Randolph bought the business, Reed and Randolph. From 1897 it was William R. Reed alone; and in 1917 he moved to 391-3 George street. A singularly honored and useful citizen, unselfishly given to the personal and official service of every good institution of the city, William R. Reed died in 1937, having received from Rutgers University in 1932 the honorary degree of Master of Arts in recognition of his sterling character and unusual devotion to the religious, moral and material welfare of New Brunswick. Now active in the succession is his son, Charles H. Reed, graduate of Rutgers, class of 1916.”

380 George Street, 1892

