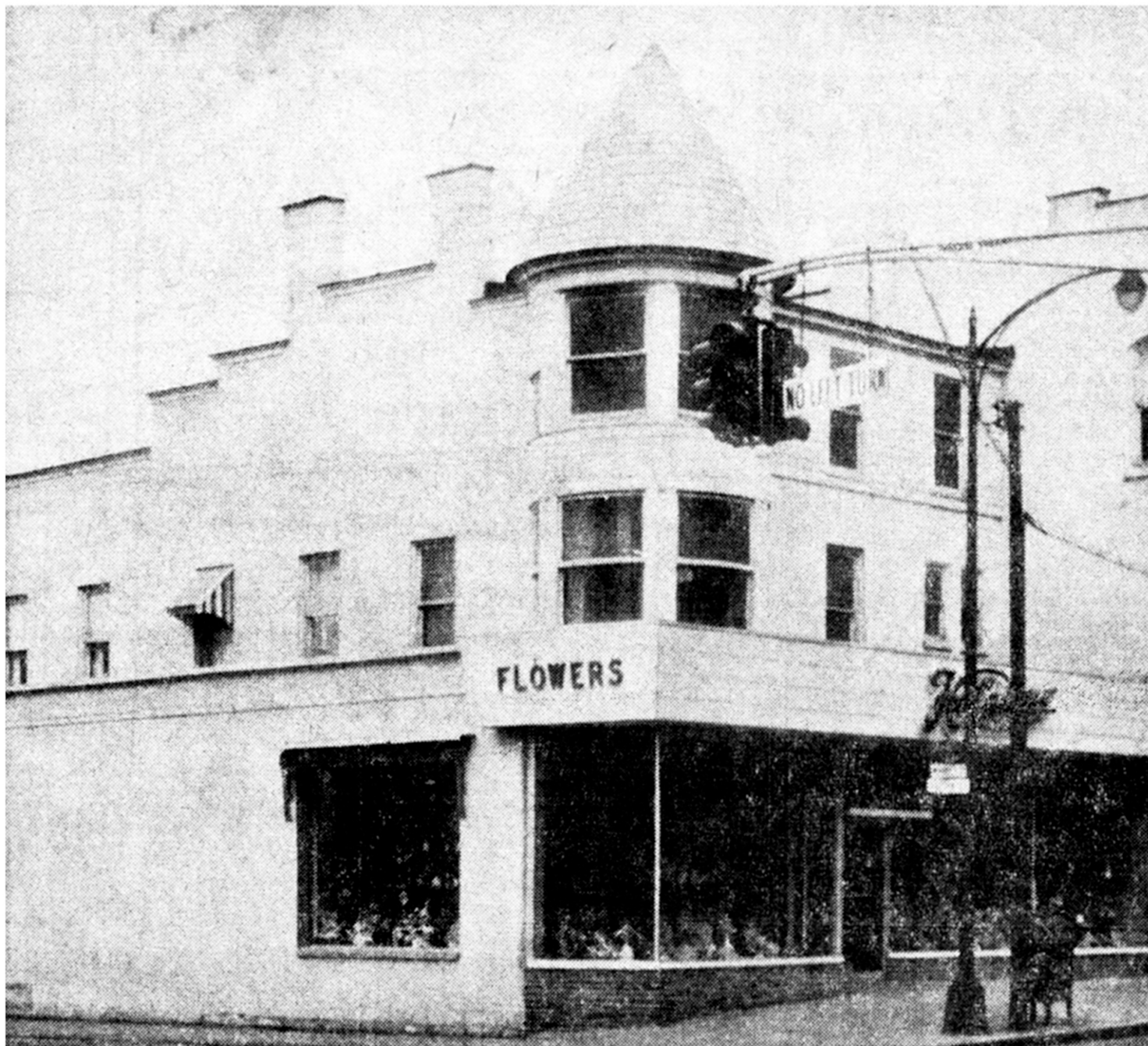


Arterial Scrapbook No. 48



ARTERIAL SHORTCUT - This Amsterdam landmark, standing for nearly a century and a quarter, began as a doctor's residence. As the Market and Division corner grew in commercial importance, the home was changed into stores and offices, and the first-floor extension to the sidewalks of both streets, started as an awning-covered area, became a permanent addition at the beginning of the century. The rounded

corner in cupolo design of the upper section came during the same era. Location and wide display windows were ideal for florist presentations and never before was there such eye appeal to the old building. Traffic demands have priority rating, however, and a short cut from Division to Grove St. is needed under a plan to make Market St. one-way south. (Donlon)

Old Devendorf Homestead Never Looked Better, but It'll Give Way to Short Cut

By H. P. DONLON

During the era of the trolley cars in Amsterdam, the Market and Division Streets intersection ranked with Main and Market and Main and Church Streets corners in point of business advantage. The pedestrian count was high as the street railway discharged passengers from Akin and from Rockton and Hagaman on the North.

Market and Division Streets had on the north corner the brick building erected as a home by Dr. Charles Devendorf about 1845, and occupied by him — with time out for service with the Union Army—until 1873 when it was sold to Dr. J. R. Fairbanks. It has been there ever since.

The Devendorf homestead, purchased by Theodore J. Yund in the 1890's was converted for business purposes and was first occupied by P. Donlon & Sons. When that grocery firm moved

to the south corner in 1898, Tailor Albert G. Hall succeeded at No. 38 and remained until 1912 when The Chocolate Shop was started by Mr. Hall's son, Robert, and Thomas Kavanaugh. John W. Snyder took over the shop in 1915 and it was continued under that name for about 15 years.

The north side of the building, officially listed as No. 40 Market, was early occupied by Elmer Newkirk as a newsstand and during the first decade of the century, from 1908, it was the Ferdinand (Fred) Schoeffler sporting goods store.

Next in succession in that business were Moore & Cunnius after which the same stationery and sporting goods business was continued by E. J. Moore until 1935.

The second floor of the building had several long-term occupants, including Dr. Wallace T. Reynolds and Dr. John B.

Thresher, also in later years Dimond Califano, beauty parlor operator who held ownership of the building.

During Recent Years

During recent years, turnover in the stores at 38 and 40 Market was more rapid, and vacancies were more common. Otavio's Shoe Hospital and the Metropolitan Cleaners were at the corner, and the Salvione Drug Store was at No. 40 during the period.

The Hotaling Florists took over both sides of the Market Street corner frontage in 1960 after having moved from the east side of Market at a time when arterial plans called for making half-blocks on Liberty, Church and Chuctanunda Streets and breakthrough of properties opposite Division Street for a one-way west Route 5. That plan was abandoned two years later.