

THE HOUSEWATCH

COLLECTION SPOTLIGHT

McLoughlin Brothers (1858-1920) was a publishing company based in Manhattan and Brooklyn that revolutionized the world of juvenile literature. New York City was one of the major publishing centers in the country and was growing exponentially, with the combined populations of Manhattan and Brooklyn hitting about 1.3 million in 1870 from 655,000 in 1850. This growing consumer base, along with the mechanisms already in place for supporting a publishing firm, made New York City a perfect location for John McLoughlin Jr. and his brother Edmund to start a publishing company. In 1858, when the company formed, only about 12% of publishers produced children's books. McLoughlin Brothers had the foresight to capitalize on that shortage and through innovation in design, technology and marketing, carved out a space in the market for themselves. Our modern conception of children's picture books can largely be attributed to the brand McLoughlin Brothers created.

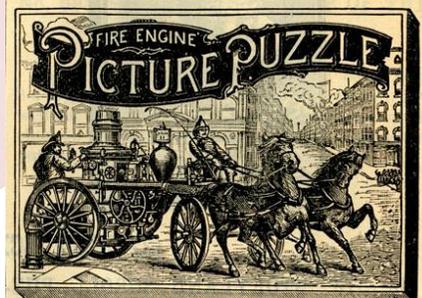
As the company grew, it expanded its catalog to include other children's activities. Card games and paper dolls were an early start with the eventual addition of puzzles and board games. The same artistic quality and technology used to illustrate books can be seen in the children's novelty items. The puzzle in our collection was produced in 1887 during the Company's golden age – a period of 40 years from 1880 to 1920 when they had peak factory production at their location in Brooklyn and employed about 800 people. The illustration on this puzzle depicts a steam engine on its way to a fire with the McLoughlin Brothers storefront in the background. The engine company, "B.F.D. 11," possibly refers to Brooklyn Fire Department Engine 11. At this time, Brooklyn was not a part of the City of New York and operated its own fire department. Engine 11 was located at 166 Clymer Street in Williamsburg, less than a quarter mile from the McLoughlin factory at South 11th and Berry Streets.

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No. 590.—FIRE ENGINE PUZZLE.



9 x 12 inches.

In this picture puzzle the subject is a fire engine going to a fire. The size of the picture is 18 x 24 inches. It is carefully and accurately drawn to show all the details of a modern steam fire engine.

FROM THE DIRECTOR

Dear Museum Member,

The fourth quarter of last year was certainly a busy one at the Museum. Activities included the Halloween Party, the annual FDNY Cook-Off and the highlight of the year, the Santa Rescue. These events bring large crowds to the Museum, all of which help support our important work. If you are a member and have not recently attended these events, you are really missing out. Each year the staff work hard to ensure that everyone has a good time and I can tell you that many of the people who came stopped to tell us how much they enjoyed it. Watch for our mailings and postings on our website, Facebook page and Twitter feed.

After much work and anticipation, the renovation of our Fire Safety Learning Center is happening! We have been fortunate to have Turner Construction Company donate the bulk of the work and materials to accomplish this. Additional funding has been provided by the Museum's capital campaign launched in 2015, as well as several grants including from the New York Community Trust and FM Global. We continue to accept donations earmarked for this project.

With the 30-year Anniversary of the NYC Fire Museum at the Spring Street location behind us, we look forward to the next chapter in the Museum's history. The Museum has a long and storied past and the future looks bright. 2018 will be a banner year filled with exciting programs and displays to benefit our members and to attract new visitors.

Thank you for being a part – no matter how long or short – of our 30 years. Please plan a visit to *your* Museum soon.

All of us at the Museum wish you a healthy, happy and safe New Year!!

Sincerely,
Gary R. Urbanowicz
Executive Director

UPCOMING EVENTS

SAT
MAR
31st

2018 EASTER EGG HUNT

Join us for one of the most anticipated events at the NYC Fire Museum...the Annual Easter Egg Hunt. Children can search for these treasures throughout the Museum and meet and take photos with FDNY Fire Safety Ambassadors, Siren and Hot Dog. All children must be accompanied by an adult. Tickets **MUST** be pre-purchased at the Gift Shop or by visiting the Museum's website at www.fdnymuseumshop.org



APRIL
3rd – 6th

ALEXANDER MILLAR ART SHOW

Renowned artist Alexander Millar's new series, "We Can Be Heroes" will be on display at the Museum, from April 3 through 6. This series honors the members of the fire and emergency medical services. Paintings and prints will be on display and available for purchase. Mr. Millar is donating a portion of the sales to the NYC Fire Museum so please come out and support this event.



IN MEMORIAM

On August 31, 2017 the New York City Fire Museum family lost its most beloved volunteer, Lt. Walter “Wally” Malone. It is not an overstatement to say that everyone who had the honor of working with Wally truly loved him and to say the least, Wally was a very loving person himself. He was so happy whenever guests, particularly children, would visit the Museum. People who thought they would take a quick walk around could stay for hours on “Wally Wednesdays” as he would regale them with stories about the Museum and his life as a NYC firefighter. Wally was appointed to the FDNY on April 30 1960 and retired on October 1, 1991 having served Engine 214, Ladder 111 and Rescue 2. Like many others, Wally didn’t let retirement stop him from spending many hours on “the Pile” after the attacks of September 11, 2001. It was shortly after that, he became a docent at the Museum. There is no way that we could repay the debt we owe Wally for his service to the Museum and to the people of New York. To give Wally a permanent home at the Museum he loved so much, Alexander Millar (see “Upcoming Events”) is painting a portrait of Wally that will be displayed forever in a place of honor. Wally, we miss you but you will be in our hearts and on our minds forever.



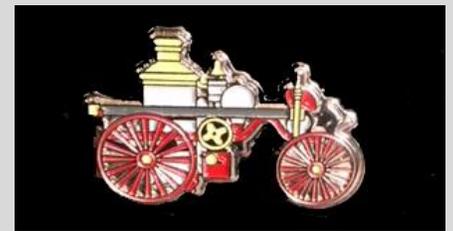
GRANT FROM FM GLOBAL

On January 12, John Antola, Jr. of FM Global presented a check for \$10,000 to the NYC Fire Museum. This is a grant in support of the Fire Safety Learning Center renovation project. FM Global provides grants for fire prevention programs that can serve as a model for other fire services.



(l to r) FDNY Chief of Training James Hodgens, John Antola, Jr., NYCFM project staff Assistant Director Noemi Bourdier, Amanda Pietrzykowski, and Alyssa Borger, BC Michael Kirwin, Manhattan Borough Command, Lt. Frank Manneta, Fire Safety Education

NEW GIFT SHOP ITEMS



We’ve teamed up with B. Berish to create a custom design for the Museum. We decided to go with the steam pumper which is featured in the Museum’s logo. The steam pumper with color enamel is available as a pin, bangle or necklace.



Assistant Director Noemi Bourdier developed a new challenge coin for the Museum in honor of its 30th Anniversary. The antique brass coin with red enamel features the façade of the Museum on one side and a Maltese with a steam pumper in the center on the other. The inscription “The History and Cultural Heritage of the Fire Service of NY” surrounds the coin.



All items are available for purchase in our gift shop or online store.
www.fdnymuseumshop.org

The Housewatch

Location

278 Spring Street
between Varick & Hudson Streets
New York, NY 10013

Telephone

(212) 691-1303

Fax

(212) 352-3117

Email

info@nycfiremuseum.org

Hours

7 Days a Week
10:00 a.m. to 5:00 p.m.

Admission

\$8 for adults, \$5 for children, students and senior citizens

Free for children under 2, active FDNY and NYPD members

Subway

#1 Train to Houston Street –
Walk south on Varick Street –
Turn right on Spring Street.

C or E train to Spring Street and walk west

We're on the Web!

Visit us at:

www.nycfiremuseum.org

www.facebook.com/nycfiremuseum

Twitter& Instagram:

@fdnymuseum

FIRE SAFETY APARTMENT UPDATE

Up until now, we have referred to this crucial feature of the Museum in several ways, including the “mock apartment” or “fire safety apartment” etc. But upon completion of the renovation, it will come to be known as the “Fire Safety Learning Center.”

After nearly a year of paperwork and preparation, by the time you receive this issue of *Housewatch*, work on the Center will be underway. There will essentially be two phases. The first being renovation of the structural elements of the space including new roof, drywalls, floor, electrical systems, etc. The second being the addition of new, state-of-the-art interactive learning devices.

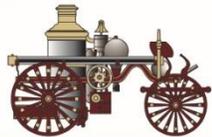
The interactive devices will allow adult visitors and families to experience much of the life-saving information without the need for a guide. Our Fire Safety Education tours, guided by a qualified FDNY Fire Safety Education, will still be available for school groups. If you have school-age children in the NYC Metropolitan area, please let your school know that the NYC Fire Museum is not only a wonderful cultural/historical field trip, it is also one that teaches skills that can save a life. School tours can be booked on our website, under the “Education” tab.

WELCOME TO THE

**FIRE
SAFETY
LEARNING CENTER**

*The Housewatch is published by the New York City Fire Museum
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NEW YORK CITY



FIRE MUSEUM

278 Spring Street
New York, NY 10013