

Gustav P. Plate, 70, Dean of Merchants

HACKETTSTOWN — Funeral rites were held Monday afternoon for Gustav P. Plate, proprietor of the 116-year-old Plate's Jewelry Store and dean of Hackettstown merchants who had been engaged in business here for 51 years.

He died last Friday morning, September 21, at Morristown Memorial Hospital, where he had been a patient since suffering a stroke September 5. His age was 70.

Mr. Plate was a lifelong resident of Hackettstown, born June 23, 1903, a son of the late Theodore G. Plate Jr. and Mrs. Lillias Parsons Plate. He was graduated from Hackettstown High School and attended Rutgers University before entering the family business with his father as the third generation in the jewelry trade and clock and watch repairing.

The history of the business goes back to 1857 when his grandfather, Theodore G. Plate Sr., came to Hackettstown from New York City where he had been employed for six years in piano manufacturing after emigrating at the age of 21 from his native Roensahl, Westphalia, Prussia.

The senior Mr. Plate worked in the jewelry store of Charles Hairhouse from October of 1857 until the following March when he opened his own store at Hope. A year later he moved his business to Hackettstown, eventually locating in his own three-story structure at 266 Main Street, known as The Plate Building. After the business was moved in later years to 193 Main Street at the corner of East Moore Street, the original building was used



Gustav P. Plate

successively as the Grange Hall and then as the temporary location of the Hackettstown Baptist Church.

A former Rotarian, Gustav Plate was a member of Independence Lodge No. 42, F. & A.M., the First Presbyterian Church and the Hackettstown Trade Association. He leaves his wife, the former Julietta Cole, at their home, 708 Prospect Street; a son Theodore G. Plate III of 106 Church Street, associate director of admissions at Centenary College for Woman, and a grandson, David Parsons Plate.

The service at the Cochran Funeral Home on High Street was conducted by the Rev. William H. McGregor, pastor of the Panther Valley Ecumenical Ministry, Allamuchy. Burial was in the Hackettstown Union Cemetery.

• Star-Gazette,
September 27, 1973

OBITUARY: Gustav P. Plate
Date of Death,
September 21, 1973