

MIDDLESEX COUNTY



C r o s s r o a d s o f H i s t o r y

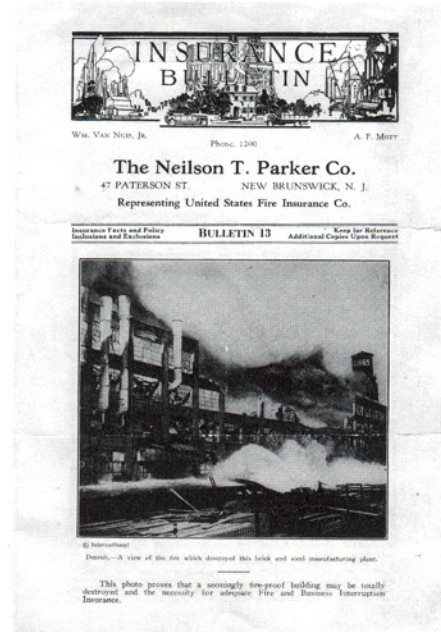
By Gary Karasik & Anna M. Aschkenes

PARKER, REMSEN & SULLIVAN, INC.

It was 1884. Grover Cleveland was President of the United States. George T. Werts was Governor of New Jersey. It was before the automobile, the airplane or the radio. The telephone and typewriter were in use, but on a very limited basis. Travel was primarily by rail and boat. Fire engines were hand-pulled or horse-drawn. Insurance policies, the specifics handwritten in quill pen, usually with exquisite penmanship, were delivered on horseback.

In 1893-94, the New Jersey Association of Insurance Agents was organized and founded, the fourth state to so organize. One of the 88 original members was Neilson T. Parker, whose insurance business was ultimately to be known as the Neilson T. Parker Co.

The Parker, Remsen & Sullivan, Inc. agency's roots date back to 1884 when Mr. Parker founded the agency which bore his name for over 80 years. The firm was initially located in a storefront on George Street in New Brunswick near Church and Albany Streets. Business developed and grew under Mr. Parker's guidance in an



era when fire insurance was the basic coverage offered and when most of the forms of insurance as we know them today did not even exist. Auto policies were not written until after the turn of the century and the initial policies offered were only fire, theft, and collision insurance.

Following Mr. Parker, ownership and management was turned

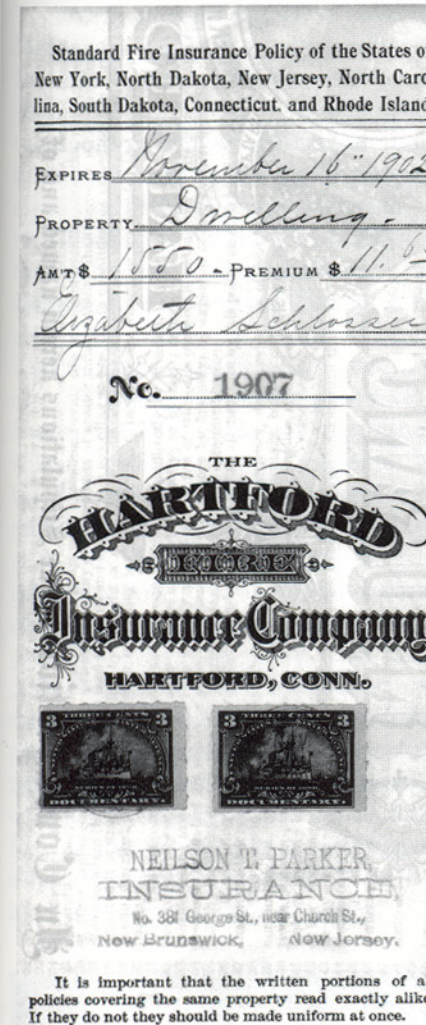
over to one of his longtime employees, Mr. William Van Nuis, Jr., whose grandfather was mayor of the City of New Brunswick during the Civil War era. In 1929, the Neilson T. Parker Co. acquired one of its New Brunswick competitors, the J. Bayard Kirkpatrick Agency, which was founded in 1871 and was also one of the original 88 member agencies in the New Jersey Association of Insurance Agents.

Mr. Van Nuis was active in local and community affairs and in 1935 was one of the organizers and founders (and subsequently second president) of the Middlesex County Board of Insurance Agencies. He retained the name of the Neilson T. Parker Co. and operated the agency well past the middle of the 20th century.

Ownership was ultimately transferred to Dennis Sullivan, who currently is president of the agency and who has been with the firm for over 30 years. In 1969, the name of the firm was changed from the Neilson T. Parker Co. to the Parker-Sullivan Agency.

The Parker-Sullivan Agency continued its growth pattern by acquiring numerous established central Jersey agencies, including the Highland Park agencies bearing the names of Harold R. Fick, George T. Gilbert and John B. Herbert. Other acquisitions included the New Brunswick firms of Morris Bros., Ralph S. Faulkingham and Peter Biro, and the South River businesses of Ralph Gonier and Edward Alexander. Subsequently, the Frank Regnault firm in Milltown, the Joseph J. Rea Agency in Piscataway and the Fred Sbrilli business in Edison were incorporated into the growing agency.

In 1977, Remsen-Wilmot Co., a New Brunswick agency established in 1923, was merged into



acquisition by Parker, Remsen & Sullivan, Inc.

In 1988 the firm, after 104 years on either George Street or Paterson Street in New Brunswick, moved across the Raritan River to neighboring Highland Park to occupy the top floor of a new office building.

Three generations of Salisburys and two of Sullivans have continued a tradition of activity and involvement in church, community, civic and alumni affairs. Tripp Salisbury's grandfather was president of the Middlesex General Hospital Board of Trustees (now Robert Wood Johnson University Hospital) in the World War II era.

Dennis Sullivan was a councilman in Bound Brook for three years and has been involved in numerous church and community activities, including a six-year

term on the Board of Trustees of Rutgers, the State University of New Jersey.

Today, the agency is a full-service agency offering a broad range of commercial and personal insurance coverages, including group life and accident and health products. Policies provide coverage in many states in the United States and Canada, and in the Caribbean, Bahamas, Europe, and Asia.

Dennis Sullivan remains as president, and employees include third-generation Tripp Salisbury and second-generation Michael Sullivan.

The agency looks forward to continued growth and success in the 21st century.

Left to right: William B. Salisbury, III, Dennis Sullivan, and Michael Sullivan.



NELSON T. PARKER, Insurance Agency, No. 409 GEORGE, near Albany Street.

—AGENT FOR—

Aetna Ins. Co. of Hartford.	Merchant's Ins. Co. of Newark.
Continental Ins. Co. of New York.	Royal Ins. Co. of Liverpool.
Guardian Assur. Co. London.	North British & Mercantile Ins. Co.
Hartford Ins. Co. of Hartford.	Liverpool & London & Globe Ins. Company.
Norwich Union Fire Office.	
Williamsburg City Fire Insurance Company	Phenix Ins. Co. of Brooklyn.
	Union Ins. Co. of California.

Also, Travelers' Accident Insurance Co. of Hartford, and Germania Life Insurance Co. of New York.