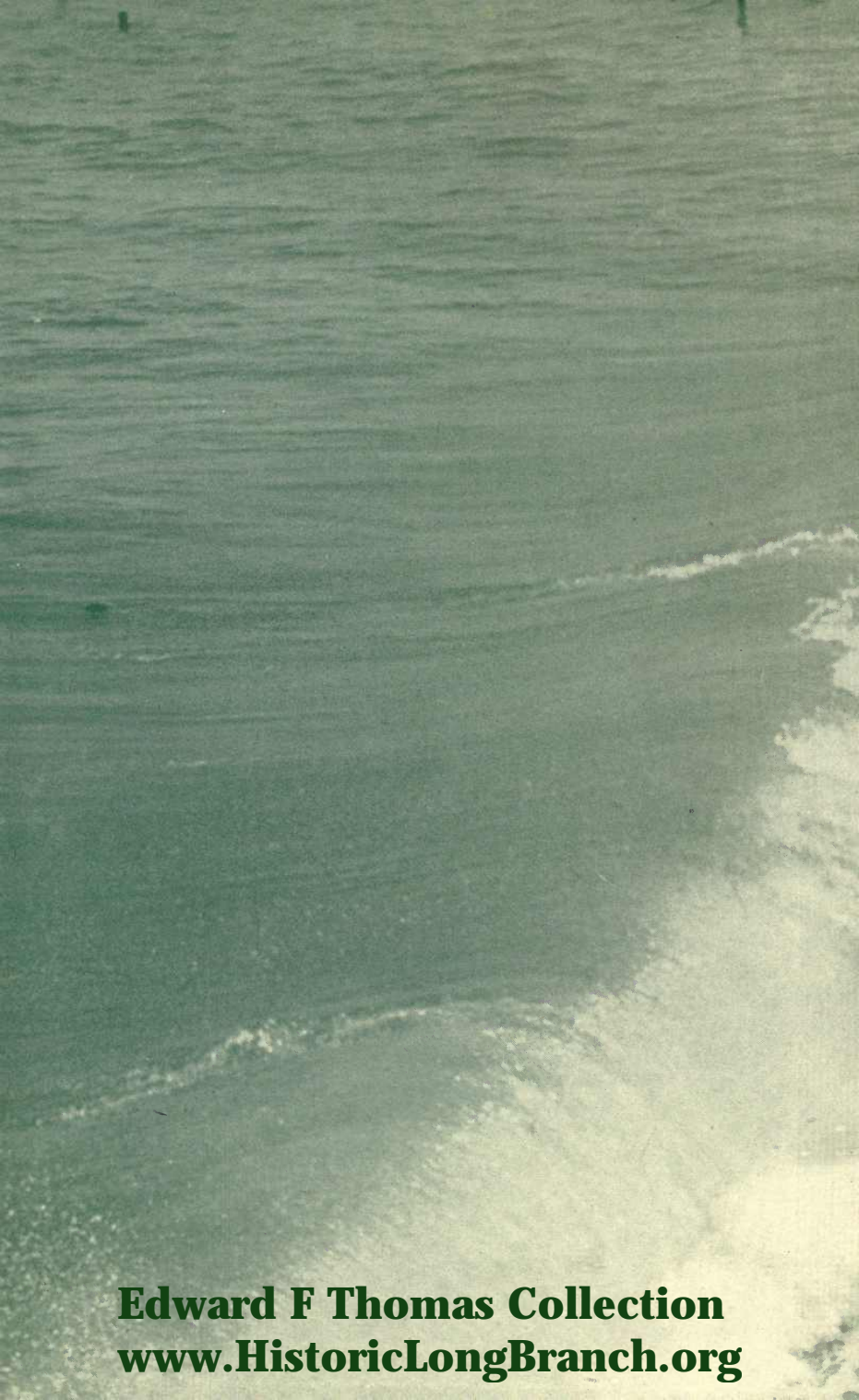


ENTERTAINING A NATION

*The
Career of Long Branch*



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ENTERTAINING A NATION

The Career of Long Branch

*Written and Illustrated by the Writers' Project,
Work Projects Administration, State of New Jersey*

AMERICAN GUIDE SERIES

Sponsored by
THE CITY OF LONG BRANCH

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P R E F A C E

ENTERTAINING A NATION: *The Career of Long Branch* is the New Jersey Writers' Project's response to the highly interesting challenge of writing the history of a city which is both a resort and a resident community. As completed, it embraces the joint efforts of the Project and the citizens of Long Branch, who took a lively interest in its progress and contributed generously of their historical materials and personal reminiscences.

Representative of this spirit of cooperation was the advisory committee appointed by Mayor Alton V. Evans: William M. Smith, superintendent of schools, chairman; Mrs. Harry Heldt, Miss Eva Howard, Mrs. Harold C. Morford, A. Lawrence Plager, Miss Ethel Pultz and Francis Rosenfeld. They read the entire manuscript and offered many constructive suggestions. To them, and to many others, far too numerous to name individually, the Project expresses its gratitude.

The book was written by Reynolds A. Sweetland and Joseph Sugarman, Jr., supervising editor, from research material collected by Benjamin L. Haisser, Julius F. Heine, Virginia Hyndsman and Caroline Metsgar of the Monmouth and Ocean Counties unit of the Project. Unless otherwise credited, all photographs were taken by Samuel Epstein, assistant state supervisor, who also designed the book.

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FOREWORD

This, the first full-length history of our community, emphasizes two basic elements in the pattern of Long Branch. The book sets forth first a comprehensive picture of the rise, fall and re-birth of the city as a National resort. Plotted against this curve is a straight rising line of municipal growth. The city's desire to develop its recreational and civic potentialities has never before been more forcefully expressed than at present.

The colorful and romantic resort tradition becomes exceedingly live, considered in terms of today's municipal beaches, an improved boardwalk, attractive bathing casinos and marine construction for the protection of the shorefront. These are modern manifestations of an enterprising spirit responsible for the city's most prized memory, its three decades as the Republic's summer capital and as the gathering place of the élite of the Nation. President Grant once said that in all his journeyings he had never seen a spot better suited for a summer residence than Long Branch. The progressive attitude of the citizenry has kept faith with the community of seventy years ago which merited that high compliment.

In the second respect Long Branch has also maintained a rendezvous with the promise of the future. When the golden haze of the Nineties drifted away from our shores, it left starkly visible problems of education, roads, public utility supply systems and municipal government. The challenge has been met over the years by successive groups of public-spirited citizens and energetic leaders, who insisted upon re-creating a Long Branch that could stand on its own, irrespective of the favor of vacationers.

This book, tracing as it does the career of the city from the days of the first settler to the present, furnishes its readers with many opportunities for serious consideration of the problems that yet lie ahead and with many reasons for pride in the solution of similar issues, present and past.

ALTON V. EVANS
Mayor of Long Branch

May 1, 1940
Long Branch, N. J.

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ENTERTAINING A NATION

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CHAPTER I

"The Branch"

LONG BRANCH has broadened considerably since *Harper's Magazine* in 1876 pronounced it "like the lady's foot of Punch's shoemaker—remarkably long and narrer." Its claim to the title of America's oldest seashore resort has brought forth a re-birth that makes the distinction more than an empty historical accident. It has expanded from a pleasure spot for the rich to a recreation center for the great middle class, from a tiny town struggling to preserve its identity against a giant resort to a mature American city, conscious of its year-round responsibilities to its citizenry.

It has also grown physically. Long Branch is now longer—but not much less "narrer" than it was 60 years ago. Absorptions of neighboring communities have extended the shorefront to almost five miles, but the breadth remains at its original two miles. The old fishing town of North Long Branch, the picnic grounds of Pleasure Bay and the shipping center of Branchport were added to the city, which at first ran from an inland crossroads to the shore-front settlement at the foot of Broadway, known as East Long Branch. Later, the purely resort communities of West End and Elberon were included to form the present boundaries.

Gathering to itself Monmouth County industries and ways of life, on the one hand, and the latest in luxurious and sophisticated vacationing, on the other, the old city has increased the striking contrasts that have always been a major part of its charm. A short distance from the lively boardwalk are rural river-front meadows with sailboats tied to low docks. Fishing fleets put out to sea at about the time night shifts knock off in garment factories. Not far from modern Broadway with its shiny store-fronts, and neon lights

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a few families live in ancestral houses, old a century ago. More modern frame dwellings house many of the newcomers who have increased the city's working population. Along the shorefront stand the enormous residences of the elegant eighties and gay nineties, when even a thirty-room house was known as a cottage. Faded but resolute in their often grotesque architecture, they memorialize the resort's past popularity with the "400." As lovely as when they were first laid out are the lawns and gardens of these estates where stately trees and richly-colored flower beds brighten the grimness of yesterday. And before all this stretches the vast Atlantic, whose alternate calm and fury seem to symbolize its history of friend and foe of Long Branch.

The sea has been the determining factor in the community's development. The discovery in 1918 of the heel bone of a giant ground sloth on the beach has led geologists to believe that these creatures may have first sought local waters two hundred thousand years ago. Slate artifacts indicate the presence of Neolithic and Paleolithic man. When the Lenni Lenape Indians settled the region they established a large camp at Port-au-Peck on the Shrewsbury but came down to the ocean front in summer. In the spring they were joined by Iroquois and tribes from the Great Lakes and Canada who made Long Branch a celebrated summer resort long before the arrival of Columbus. The visitors, who frequently frightened the natives away, remained until fall, when they left laden with large quantities of sun-dried oysters, clams and fish.

The sea continued to pound away on the Long Branch shore, but for more than a century white settlers concentrated on their farms inland. Once visitors discovered the old Indian knowledge of the healthy air and water, Long Branch was launched on its career as a watering place. While the ocean ate away at the beach and caused homes to be moved farther and farther back, the resort rose steadily in eminence until it reached a peak with the arrival of President Ulysses S. Grant. For almost three decades Long Branch was synonymous with the gayest, the sportiest and the most fashionable company in the United States.

The gaily-colored bubble burst in 1893 when the race track at Monmouth Park closed down. Stunned at first by its loss of prestige

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and patronage, Long Branch rebuilt slowly. In its distress it turned to the sea, the one asset that had remained constant through the years. By developing its beaches and constructing a boardwalk, the resort was able to win back much of its trade. In recent years, through the construction of jetties, it has succeeded in protecting itself to some extent from further encroachment by the ocean.

Two large city-owned beaches are today the principal recreation centers in Long Branch. For the bathing privilege residents pay \$1 a year and non-residents \$3. In addition to many privately-owned beaches, there are several semi-public beach clubs, the West End Casino, the Colony Surf Club, the Takanassee Beach Club, and the Ocean Beach Club. Rows of gay cabanas, indoor swimming pools and popular dance orchestras make some of these clubs the focal point of fashionable life in Long Branch during the summer time.

The amusement center on the boardwalk is a melange of eating places, frozen custard stands, fortune-tellers' booths, shooting galleries and other recreation spots dominated by a long fishing pier. The boardwalk is lined with benches that are seldom vacant, day or night. South of the amusement area are the largest of the present-day shorefront hotels, a few weather-beaten ruins of ornate cottages and an occasional empty lot.

What the wealth of the brown decades of the last century wrought in Long Branch survives chiefly in the West End and Elberon sections. Both sides of Ocean Avenue for about a mile south are an almost forgotten chapter in American architectural history. Large, rambling frame houses with sweeping driveways and broad lawns recall at a glance the period when a house, like a fashionable woman, simply could not be overdecorated. In addition to windows, doors and steps, these structures display a staggering array of turrets, cupolas, balconies, indiscriminate lattice work, tier upon tier of porches and gargoyles, cherubs and other adornment at random points. Possibly fifty in number, they are typified by the greenish yellow house owned by Solomon R. Guggenheim, which, with a full appreciation of its Moslem characteristics, is called "Aladdin's Palace."

Many of these vast buildings are no longer occupied, or are

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visited for only a short time during the season. Yet most are kept in surprisingly good repair, and even those with paint peeling and broken fences enjoy a certain dignity from the impeccable appearance of the surrounding grounds. One local estate requires no less than a dozen men hard at work for several weeks to be in readiness for a week-end stay by the owner.

Beyond, on Ocean Avenue and down several side streets, are more modest and more modern summer homes, evidence of a later development. Conforming more closely to the present notion of a cottage, these dwellings are inhabited chiefly by the upper middle class, many of whom are year-round residents. The row is occasionally broken by a recently-built estate that rivals the old-time ones in size and usually surpasses them in architectural and landscape beauty.

Long Branch goes shopping along Broadway, its main thoroughfare from the ocean to the western boundary. Wide and treeless, the street telescopes the story of local growth. Onyx and chromium store fronts are topped by the remains of frame dwellings that are reached by long, rambling flights of steps. Old Long Branch names, such as Morford, Maps and Slocum, appear on many store signs, and for the size of the city there are few chain stores. Local business men preserve the deep-seated habit of conducting nearly as much of their trade on the narrow, crowded sidewalk as over their counters. Also on Broadway, the two motion picture houses almost face each other in a rivalry conducted by one management. Near one of the few cross streets stands Steinbach's, the city's sole department store.

The upper section of Broadway runs through the oldest part of Long Branch, the Upper Village. Still the main residential area of the city, its population is housed in old, but smartly-renovated buildings on the north side of Broadway and newer, smaller homes on the south side. In the southeastern corner of this section is a thickly populated Italian region.

Southwest of the old village houses are in less urban arrangement, with many of the inhabitants clinging to the vestiges of the city's agricultural tradition by truck farming in the back yards. On the west shore of the long branch of the Shrewsbury River, from

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Homes on Norwood Avenue

Broadway, shopping center of the city



which the city derives its name, lies Pleasure Bay, once a favorite outing-spot for the ocean front society, and now hopeful of being restored to favor by the construction of the proposed \$85,000 yacht basin at Buxton's Creek.

Scattered as is its population, the city, which remains small enough to have a single telephone exchange, has achieved a noteworthy degree of community spirit. Green and white are the official Long Branch colors, and they bloom on the windshields of automobiles, the shingles of tea shoppes and sweaters worn by city officials. The Green and White Association, consisting of parents of high school students, whips up an elaborate program of voluntary and enthusiastic rooting for the school teams. Watches from North Long Branch to Elberon are checked in unison at noon by three shrill toots from a fire siren. Citizens respond in the same neighborly way to annual campaigns for public welfare, community concerts and drives for beach cleanliness.

Proud though they may be of their rich and colorful past, Long Branch citizens turn their thoughts to the future. Present plans call for an improvement of the boardwalk, the beaches and the inland traffic system by continuing several streets across Broadway. A new railroad station, located nearer Broadway, and the electrification of the lines to New York are among the changes under consideration by the companies serving Long Branch. The most ambitious program, however, would involve the construction of a new wide street between Ocean and Second Avenues, allowing Ocean Avenue to be converted into an 80-foot wide boardwalk that would greatly benefit the shorefront and the entire city.

Plans such as these bespeak the transformation of Long Branch. Regrets for the blaring days of President Grant and the diamond-studded days of Jim Brady would be in vain. The Drexels and Biddles will doubtless come no more to the Branch. Presidents will establish summer White Houses elsewhere. The Jim Fisks of tomorrow will parade down some other boardwalk, and the Lillian Russells will dazzle audiences in other casinos.

What that florid age gave to Long Branch will never be forgotten. The resort has learned to put not its trust in kings and princes. Nor, despite the present interest in the possibility of a

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revival of horseracing, in the sport of kings. It has fashioned its appeal now to all the population. Mass pleasure is the objective today, the development of a resort that can accommodate a great variety of purses and tastes. And integrated with it is a city that stands foursquare.

CHAPTER II

The First Century

THE search for the beginnings of American history along the northern coast of New Jersey leads inevitably back to the earliest European mariners in American waters. Each sea-shore section or town is pleased to believe that possibly a Frobisher, a Vespucci or a Champlain espied its particular location in his cruising of long ago. Although no such claims can be categorically refuted and dismissed, neither can they be accepted without reasonable doubt.

In the case of the five miles along the shore that constitute Long Branch an exceedingly varied and distinguished gallery of explorers has been summoned to make history for the region before actual records existed. There is some reason to believe that John Cabot and his son, Sebastian, first viewed the Long Branch coast in 1498, for in that year they sailed south on the Atlantic to the 38th parallel, far below the site of Long Branch. Whether they sighted Long Branch or not, it was included in their claim of the North American continent for the King of England. In 1524 Giovanni da Verrazano, an Italian navigating for the French crown, noted highlands along the coast that have been thought to be the Navesink Hills near Long Branch. The next year Estevan Gomez, a Portuguese in the service of Emperor Charles the Fifth of the Holy Roman Empire, sailed a course in the North Atlantic that leads historians to believe he may have come close to Long Branch.

Almost a century later Henry Hudson, an Englishman in the employ of the Dutch East India Company, claimed this territory for Holland. Although the Dutch settled some of the land, in 1664 they were thrust from it by the threat of English force, and the territory known as New Netherland passed to Charles II of

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England. He gave the region to his brother James, Duke of York, who in turn handed over the section between the Delaware and Hudson Rivers to two friends, John, Lord Berkeley and Sir George Carteret, calling it New Jersey.

Before the Duke of York had accomplished this transfer, Col. Richard Nicolls, commander of the English fleet that had captured New Amsterdam (New York), permitted a group from Long Island to purchase a large tract lying on Raritan Bay and the Atlantic coast. In April 1665 he confirmed the transaction in the so-called Monmouth Patent. Shrewsbury and Middletown were founded by the patentees, the Rhode Island Monmouth Society, a group of New Englanders who had migrated to Long Island in search of religious freedom.

This was the stock of the original Long Branch settlers. In 1668 five associates of the Monmouth patentees, John Slocum, Joseph and Peter Parker, Eliakim Wardell and a man named Hulett opened negotiations with the Indians for land on the present location of the Port-au-Peck section of Long Branch. Popamora, the chieftain, invited the white men to a tribal feast to discuss the particulars. The Indians entertained them much as present-day salesmen pave the way to a sale by providing buyers with a round of pleasure. The main attraction was a series of bouts between Vow-a-vapon, the favorite wrestler of the tribe, and other youths of the settlement. The white men then exchanged trinkets for Indian pelts and a general spirit of good fellowship augured well for the business dealings to come.

Unfortunately this spirit of friendship vanished quickly in a bitter dispute over the interpretation of the unit of measurement to be used in determining the size of the purchase. The white men had talked of a "hide," meaning the amount of land that one ox could plow in a year, or approximately one hundred and twenty acres. The Indians, however, literally took a "hide of land" to mean just what it said, as much as could be covered by a single animal hide. Hot words were exchanged, and when the contestants ran out of arguments they decided to settle the dispute by combat. Instead, however, of the unequal forces pitching into each other, they each agreed to name a champion.

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The contestants would wrestle the best two out of three rounds. If the white man won his followers would be permitted to purchase all the land he could walk around in one day. If he lost, his followers would demand no land and would leave peacefully. The terms of the encounter thus agreed upon, each side retired to select its representative.

The white men decided upon John Slocum, a strong, powerfully-built young man. For the Indians there could be only one choice, the redoubtable Vow-a-vapon. They expected him to dispose of his opponent easily and prepared a great feast in anticipation of the triumph.

The firm sand beach at the Indians' Fish Landing (now the foot of North Broadway) was the arena. Here the rival parties gathered and the Indians formed a large circle into which stepped Vow-a-vapon. When Slocum saw that the Indian champion was clad only in his all-enveloping confidence and a thick coat of goose grease, he coolly ran both his hands in the damp sand and strode forth for the battle.

The first round was fiercely fought, but Slocum finally threw the Indian who was on his feet instantly. Again they clashed and this time both fell to the ground. Anxious murmurs swept the circle. The last round began. Each contestant strained every muscle to force his opponent to the sand; neither seemed to gain any advantage, neither seemed to tire. Around and around the circle they fought, each watching for the opening that would mean victory. Their breath came hard and their chests heaved as they drew their last reserves of energy. Finally, with a Herculean effort, Slocum hurled Vow-a-vapon to the sand and stood over him, panting and exhausted, but the victor. The Indians could not conceal their disappointment and astonishment, but they sportingly invited the white man to what they had hoped would be their own victory feast. The following day they completed the bargain by permitting Slocum to "walk off" the land as agreed.

To this tale, which has some of the aspects of a manufactured legend, has been added a yarn about the actual "walking off." According to this story, told with tongue in cheek by old residents, yet even recorded in print, the white champion who downed Vow-

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a-vapon was named John Fastcum. In pacing out the claim, he walked too slowly to please his companions and one shouted irritably, "You ought to be called Slocum, not Fastcum." The name is reputed to have clung to him, his family and their descendants—all of which would make a pleasant scrap of folklore, except for the fact that Slocum's name appears among the associates of the Monmouth Patentees two years before the wrestling bout occurred.

How much land Slocum "walked off" would be difficult to estimate but he apparently covered a good deal of ground. The holdings of the original settlers extended roughly from the present location of Broadway in Long Branch north to Sea Bright and as far inland as Eatontown and Little Silver. The only indication of the sum paid for this tract is the contention of local historians that Slocum gave the Indians four pounds or its equivalent for his lands.

Joined by two brothers, Slocum took the region from the sea-shore to Turtle Mill Brook, embracing all the land lying north of Fish Path (Broadway) from the sea to Eatontown and between these two points to the south of Shrewsbury, excepting Fresh Pond and Snag Swamp. John Slocum's original homestead is known to have been near the junction of Cooper and Ocean Avenues; his holdings ran back as far as Pleasure Bay and Slocum's Island.

In charting the tracts of the five associates, it must be remembered that Slocum alone settled on land that is included within the present-day boundaries of Long Branch. Despite this fact, the five men have long been considered as a group the original settlers of the city. Eliakim Wardell obtained the long shore front of Sea Bright, Fresh Pond (Monmouth Beach) and Snag Swamp. The Parkers, Joseph and Peter, settled on Town Neck (Little Silver), and Hulett established himself at Horse Neck.

With the exception of Hulett, who moved away from the region shortly afterward, the original settlers remained on their land and founded families that formed the nucleus of the small town that Long Branch was to remain for more than a century. The early history of the community depends, of course, in a real sense upon the activities of these original settlers, irrespective of their inclusion within Long Branch boundaries. Wardell and his wife, Lydia, built their home on Monmouth Beach, filling the walls with stone

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brought from England as ballast. His lands, which were mostly sandy beaches, covered approximately four hundred and fifty acres in 1670. Both Wardell and his wife had been publicly whipped and driven from Boston for their religious beliefs and for harboring other Quakers in their house. Here on the Jersey shore they followed their faith and raised a family in peace.

In 1674 Middletown and Shrewsbury, known as the "two townes of the Navysinks," were designated as one of the four counties into which the Province of East Jersey was divided. At a later date, Peter Parker was elected constable of Shrewsbury, and in 1683 Eliakim Wardell was appointed the first high sheriff of the county. In the same year John Slocum was made foreman of the Grand Jury in Shrewsbury Towne. He also became chief ranger of the county and commenced the work that, in 1715, thirteen years after his death, converted the Fish Path of the Indians into a wagon road to Monmouth Court House (Freehold).

In his old age Slocum married Meribah Parker, his housekeeper, who was a widow of one of the earliest settlers, possibly a cousin of Peter Parker. Slocum became deeply attached to his wife's son, Peter, and upon his death in 1702 left him his entire estate with the exception of Slocum's Island, which he willed to his brothers.

Settlement after the arrival of the original five families proceeded slowly. No figures survive on the population increase throughout the first century of Long Branch's history, but it has been estimated by the *Asbury Park Press* that the total price paid the Indians for the land comprising Long Branch was about \$170,000. Settlers are believed to have paid about 20 shillings an acre, which would mean that in all they purchased approximately thirty-four thousand acres from the Indians.

The sea held little attraction for these early settlers; in fact, the shorefront, to become the deciding factor in Long Branch's development, was regarded as practically worthless by the pioneers. They sought protection from the wintry gales and heavy storms by settling about a mile-and-a-half inland. Their cluster of farms that was to grow into a village was probably located a little south of the so-called long branch of the Shrewsbury River.

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The only record of growth in the early eighteenth century is a few scattered deeds to houses that have become historic sites in Long Branch. The Chadwick House, 250 Park Avenue, which was torn down in the fall of 1939, is dated 1704 by a registered deed in Freehold, but the original owner is unknown. Three years later Joel Wardell, son of Eliakim Wardell, obtained a deed for his home at 122 Myrtle Avenue, and in 1711 the Howland family is known to have built a home in West Long Branch. Although the date of his arrival in Long Branch is uncertain, John Chamberlain sold three hundred and fifty acres of local real estate to a Henry Green of Rhode Island at the comparatively early date of 1743.

In the succeeding years, before the outbreak of the Revolution, several families that in later generations were to become prominent in the affairs of the community settled in or near Long Branch. Of these only the date of James Cook's arrival is definitely known. In 1767 he built a homestead on Broadway just west of Norwood Avenue, which now stands on Conover Place as the Morford House. Cook owned the land between Solomon Maps' Brook and Turtle Mill Brook. The present Stewart Cook, now in his 94th year, is a direct descendant of James Cook.

Other families that settled during this period include the Lanes, the Coopers, the Wests and the Woolleys. In Shrewsbury were the Morfords and Lippincotts, while the Edwards family settled on the site of Oceanport, and the Conovers, a Dutch family, lived in nearby Pleasant Valley (Marlboro) and Monmouth Court House.

The Maps family, which played a large part in the development of Long Branch, was founded by a young Hollander, named Michael Mapes, who landed in New York in 1754, ambitious and strong, but penniless. Since he was too old to apprentice himself to learn a trade, he did the next best thing by indenturing himself as a servant. The document of his indenture is still cherished by his descendants. It reads:

This Indenture witnesseth that Michael Mapes doth bind
and put himself as a servant to George Smith for and during
the full term of seven years. And that during the said term
the said George Smith shall find and provide for the said

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The Joel Wardell House, erected in 1707

The Michael Maps Homestead



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Michael Mapes sufficient meat, drink, apparel, washing and lodging. And the expiration of said term shall give unto him one new suit of clothes and 50 shillings of current money.

This Indenture was sealed and delivered in the presence of the Mayor of New York on the sixteenth day of December, in the 28th year of his Majesty's reign, Annoque Domini, 1754.

Mapes accompanied his master, George Smith, to West Long Branch, where at the end of a year he had married Smith's daughter, Barbara, and had had a son, Frederick. When his term of indenture expired, Mapes accepted the agreed fifty shillings from Smith and promptly paid it as a first installment on his former master's house. He was shrewder and more diligent than Smith, and his farm soon became a prosperous one. Mapes, however, was less fortunate with his ancestral name. His English neighbors insisted on pronouncing it to rhyme with "chaps" and he finally changed the spelling to conform with the pronunciation, so that family name became Maps.

Although the farms of later settlers were smaller than the huge estates of Wardell and Slocum, they were of considerable size and far enough apart to guarantee the essentially rural character of the region. Cooperation rather than competition governed the life of the little settlement. Too isolated to depend upon any other community, the Long Branch area early had to work out a self-sufficient economy. Cuttings, seeds and plants were brought from New England and old England. The soil was found especially adaptable to peach and strawberry cultivation.

Hunting and fishing supplemented agriculture. From the Indians the settlers learned to make willow whistles to imitate bird calls that would attract ducks and geese. One of the earliest hunting grounds was in the swamp around Mannhassit Creek (at Chelsea and Second Avenues). In addition to serving as food for the local population, fish, clams, crabs and oysters were sold for sugar, tea, hardware and other household necessities in Shrewsbury. No general store existed in Long Branch until many years after the Revolution.

The surplus catch was shipped to New York by boat from

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Wardell's Landing on the present site of Branchport. The shipping post was later known as Shell Dock because it had been made from shell dumpings. At first only small packet boats navigated the Shrewsbury, but after a channel was dredged, two-masted schooners carried on considerable trade with New York. In exchange for luxuries and necessities from the large city, Long Branch sent produce, fish and an occasional resident on a visit to his banker, or a woman taking her tea kettle to be repaired by a tinker on Broadway or bent upon buying the latest pattern for a dress or her husband's Sunday shirt.

Sheep-raising was widespread and in shearing time the animals were driven to a large pen at Pleasure Bay, then known as "Sheep Pen," where they were washed in the river and their clean wool stripped. In slaughtering each owner parcelled out meat for his neighbors, which they returned when they killed their sheep.

Early industry appears to have been limited to tanning and milling. The first tannery was located on Wolf Hill, where settlers took their animal skins to be tanned. Shoes and boots were manufactured by itinerant cobblers who remained in each household until they had made shoes for the entire family. Gristmills were erected at Whale Brook Pond by William Brinley, north of the present site of Oakhurst and on Turtle Mill Brook on land now included in Woodbine Cemetery. The owner of the second mill is unknown, but the mill was in operation during the Revolution. The site of the Whale Brook Pond was deeded by Brinley in 1791 for the Oceanville Cemetery; the mill stood about two hundred yards south of the cemetery and part of the foundation can be seen today.

Because there was no church in the vicinity until after the Revolution, the social life of the community must have been even simpler than that of most colonial settlements. Quilting-bees, corn-huskings, an occasional wedding and frequent parties were the main diversions. Before the Revolution there was at least one tavern where the men could gather, the Fish Tavern, the site of which is now offshore at Cooper Avenue. This is believed to be the tavern taken over by Herbert and Chandler in 1792 as the "Shrewsbury," which in 1806 became Bennett's boarding house. Women visited as much as their spinning, weaving and baking at home permitted.

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They shared household necessities in the same manner that the men handled the meat problem; each housewife, for example took her turn at making yeast, which everyone borrowed when hers had grown "dead."

Nothing illustrates better the cooperative spirit of the settlement than its construction of roads. Each man contributed his share of labor and horses, and the women turned out with food and drink for the workers. One early road (now Locust Avenue from West Long Branch to Oakhurst) was long known as Pot Pie Road because the women along this particular stretch served the men with great pots of chicken stew covered with pie crust.

The Minisink Trail, a main road, extending from Minisink Island in the Delaware River almost to Red Bank ran to Long Branch by virtue of an extension from Tinton Falls that cut down through Eatontown and is believed to have reached the ocean at the end of North Broadway. This branch was known as the Burlington Path, because it joined the Navesink Trail that went westward across the State to Burlington. It was later called Fish Path, and the fish wagons from Long Branch traveled over it to the markets in Philadelphia.

In 1759 there was a regular coach line from Cooper's Ferry (Camden) to Mount Holly, Shrewsbury, Middletown, Chapel Hill, out onto Sandy Hook, where sailing boats completed the trip to New York. Travelers from Long Branch could take this coach in either direction at Shrewsbury, the nearest stop. Prior to 1793 a line of stages connected with Philadelphia by a sailboat was covering the 48 miles between Bordentown and Long Branch. The stage stopped at Smithburg, the half-way mark for a midday dinner, and arrived in Long Branch late in the afternoon.

Roads out of Long Branch were few, and the village was far away from most of the great post roads that crossed the colony. For news of the outside world citizens depended chiefly upon the sailors who navigated to and from New York or upon itinerant artisans and peddlers. These men brought not only news of the large cities, but gossip as well from places not more than twenty miles distant. Their arrival was eagerly awaited by every household and their departure was a source of genuine regret, a reminder that

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the little collection of farms lacked many comforts and pleasures that folks in larger towns took for granted.

In its isolated position Long Branch was little disturbed by the political changes in New Jersey throughout the eighteenth century. To the fishermen and farmers it was not a matter of great importance in 1702 when Queen Anne joined the colony to New York and made Lord Cornbury Governor. Nor were their sons any more stirred by the separation of New Jersey from New York in 1738 and the appointment of Lewis Morris as the Colony's first Governor. Shrewsbury was the seat of government for the township of which Long Branch was a part, and it is doubtful that the people of Long Branch took their government to mean much more than the payment of taxes to Shrewsbury and the maintenance of loyalty to the sovereign in London.

The Stamp Act crisis in 1765 and the growing tension between the colonies and England in the succeeding years seem to have caused no trouble in Long Branch. Thus, the outbreak of the Revolution in 1775 caught the village virtually unaware. Once the conflict came, however, feelings ran high, for in Shrewsbury Township dwelt a large number of pacifist Quakers whose refusal to fight identified them with the dominant Tories in the mind of the revolutionists. It required considerable pressure from the patriots of Freehold, the county seat, to win Shrewsbury Township as a whole over to the cause of independence. At a township meeting on May 27, 1775 resolutions were passed in support of the Continental Congress and a Committee of Observation and Safety was appointed. In 1775 and 1776 Shrewsbury raised its full quota for the Monmouth Militia, and soldiers from the township served in the battles on Long Island in 1776 and the Battle of Monmouth in 1778.

Long Branch itself was not the scene of any important Revolutionary encounter, but the division between Tories and revolutionists in the region led to several incidents in which Long Branch men figured prominently. Possibly the most noteworthy of these was a fight at Shrewsbury Township on May 24, 1781 between Torry refugees and a company of militia commanded by Thomas Chadwick, of Long Branch. The town figured in a trick played on

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the British by Anthony Hope of Rumson Neck. He hid a military dispatch between the soles of his boot and slung over his saddle two bags of grain that he convinced the enemy were destined for a Long Branch gristmill. When the British were out of sight, he threw off the bags and rode furiously to the American forces at Jamesburg with the news that the British had landed at Sandy Hook. Raccoon Island (Monmouth Beach) and Town Neck (Little Silver) were important lookout posts from which news that the enemy was approaching was relayed to Telegraph Hill just west of Middletown Village. From this point a chain of bonfires across the State carried the warning to Philadelphia.

The Wardell family of Long Branch had remained Quakers since Eliakim Wardell had helped to found the community. Their refusal to participate in the war so angered the local patriots that almost as soon as hostilities began they confiscated the home of Ebenezer Wardell. A more serious charge against the family was the raiding activity of Captain Philip White, a Tory officer, who was said to be related to the Wardells by marriage. Although he lived in New York, White spent his summers in Long Branch, where it was believed he had acquired considerable Wardell property by inheritance. It was even thought that he had been the rightful owner of the Ebenezer Wardell house when it was seized.

The revolutionists searched for White on all the various Wardell properties and finally captured him on March 30, 1782 in the old Samuel Wardell house that still stands on McClellan Street. He was marched off under guard to Freehold for trial, but between Tinton Falls and Colt's Neck he attempted to escape and was killed by the guards. In retaliation for this Tory's death Captain Joshua Huddy, the hero of the Toms River Block House fight, was hanged by Tories a few weeks later at the Highlands.

The Edwards family, whose estate included much of what is now Oceanport, were also Tories who paid heavily for their resistance to the patriots. In the latter part of 1778 young Stephen Edwards, who had fled the territory for Tory activity, was sent home by the British to spy out the Long Branch region. Suddenly on a Saturday night the household was warned that troops from Matawan were marching toward the house. Edwards tore off his clothes,

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wedged them under a bed, jumped into the bed and pulled a woman's nightcap over his head. His ruse failed and when the soldiers pulled his clothes from under the bed, they found the written instructions that proved him guilty. His protestation that the clothes were not on him when he was caught only increased the rage of his captors, who took him to Freehold early the next morning.

His mother and father reached Freehold at noon on Monday, still hopeful that they might secure leniency for their son. They arrived, however, only in time to claim their son's body, for he had been hanged at ten o'clock that morning.

CHAPTER III

Birth of a Resort

THE Revolutionary War and the crucial years thereafter witnessed the first substantial growth of Long Branch since its founding. In the decade 1790-1800 several families, which were to become prominent and influential in Long Branch affairs, first settled in the town. Even after they arrived, Long Branch remained a tiny collection of dwellings, but the increase was sufficient to warrant the establishment of many civic institutions.

The increase began in 1790 when George Morford, the first of a long line of Long Branch Morfords, moved down from Shrewsbury. A year later from the same town came the Lippincott family, which had been Torys during the war. Shortly after there followed James Joline, a Huguenot colonel in the French army, the Blaisdell family from far away Norwich, Vermont, and a branch of the Woolley family from nearby Poplar. In 1799 Cornelius Van Brunt built a home on Shell Dock Road that was typical of the period. It was constructed in the salt-box style with a wide lean-to in the rear that caused the back half of the roof to sweep nearly to the ground.

Although the community continued to be administered as part of Shrewsbury Township, it began to develop its own social and economic life. The need for a local church had been felt ever since the days when the original settlers had been forced to make laborious trips to Shrewsbury. About 1791 a Methodist Protestant church was erected in the west end of the old village, the section now known as West Long Branch. It eliminated the hard journeys to Shrewsbury, but not all the discomforts of churchgoing. The road to the local church was not so long, but nonetheless rough, and villagers continued to trudge to worship barefoot in order to save their precious shoeleather. Although the church had no

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regular pastor for many years and depended upon circuit riders, it was used by Presbyterians and Methodist Episcopalians as well as the sect that built it. West Long Branch was also the scene of the community's first school, opened in 1780. It was not until 1812 that there was a school within the present limits of Long Branch.

Despite the fact that the War of 1812 brought business nearly to a standstill, in that year Michael Maps, son of the original Long Branch Maps, and Richard Wyckoff opened the first general store in the town. After three years of business they sold out to Elisha Lippincott who continued the business for more than half a century at Lippincott's Corners, Locust Avenue and upper Broadway.

Other stores followed quickly. At the close of the war, Jacob Croxson and Thomas Chandler each opened establishments, and in 1821 Michael Chasey set up a business in the center of Long Branch Village. These continued successfully for many years, but George West, who began business in 1822, had a less fortunate experience. His store at the corner of Bath and Norwood Avenues finally had to close, West "having lost much money trusting everybody." The scarcity of money necessitated much barter, and store-keepers took a large amount of wood in exchange for groceries and other household articles.

If such modest growth characterized the settlement inland, it must be remembered that what amounted to another community was growing up along the seashore. Taken together, they constituted a fairly impressive sized town in the early decades of the nineteenth century. The region's natural attractions were not long undiscovered. They had been known to the Indians and the English in Colonial times, but they were not seriously exploited until the close of the eighteenth century.

The distinction of actually launching Long Branch upon its celebrated career as a resort cannot properly be conferred upon any individual. Fish Tavern, a pre-Revolutionary establishment, provided lodgings and may have housed the first white men who came to Long Branch to enjoy the seashore. On the other hand, many farmhouses rented out rooms to visitors, who sat at the host's family table; the host's wife was the cook and his daughter the

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The Morford House, where Robert M. Stults composed "The Sweetest Story Ever Told"

The Chadwick House, erected 1704



waitress. One of the earliest-known boarders in Long Branch was Elliston Perot, of Philadelphia, who rented rooms in 1788 at the farmhouse said to have been owned by Captain Philip White. Perot was so pleased by the ocean, high bluffs, and the landscape that he asked if he might return with his wife. His host showed clearly his amateur status by requesting Perot to bring back with his family additional beds and bedding. He continued to visit the house for three years.

In 1791, according to Salter's *History of Ocean and Monmouth Counties*, Lewis McKnight of Monmouth, "noticing the liking shown for the place, bought the whole premises, containing one hundred acres, for £700 and then got Mr. Perot and others to loan him \$2,000 for improvements. He opened it as a watering place, and before his death was supposed to have made \$40,000 by his investment. The estate was sold to William Renshaw for \$13,000." The reference to the Renshaw sale tends to establish the site of McKnight's boarding house at Bath and Ocean Avenues, for here William Renshaw is known to have bought an old boarding house in 1820, which he renamed Renshaw's Bath House.

Fish Tavern appears first in records as the property of two men, named Herbert and Chandler, who are believed to have taken over the building in 1792, enlarged it and re-named it "The Shrewsbury." In an issue of *Dunlap's Advertiser*, published in Philadelphia in 1793, the proprietors announced that they had provided themselves with good waiters, had a large supply of liquors and spacious stables. They also erected houses under the bank for bathing. By this time a regular line of stages was running from Philadelphia to Long Branch.

When this property passed to Joshua Bennett in 1806, Long Branch had become such a popular watering place that he enlarged the house to accommodate two hundred and fifty guests. An anonymous letter, written to the *New York Herald* in 1809, ably summarized the benefits and pleasures that the public sought at the watering place in its earliest days. The writer would qualify as one of the resort's earliest boosters:

"Sir: Four years ago I took a trip to Long Branch, a bathing place on the shore of the Atlantic sea, chiefly resorted to by the opulent citizens of Philadelphia, etc. I was then much pleased with the charming situation and conveniency of the place for bathing—the salubrity of the sea air—the magnificent view of the ocean, and shipping, almost constantly in sight, sailing from or making their way to this and other Eastern Ports;—the respectability and sobriety of the company resorting thither; the majority of whom, I was persuaded, came for the improvement of their health, and relaxation from the cares of business, at the most leisure season of the year, rather than to spend their money and time in dissipation—falsely called pleasure!

"I could not then help thinking it a pity that this inviting place was not more known and resorted to by the New Yorkers, being a little more than fifty miles from our city, whilst the Philadelphians have to travel nearly eighty miles to it.

"On the beach are three large frame buildings, or boarding houses, each capable of entertaining one hundred boarders, which are continually fluctuating—some going; others coming; and considering that the season, on an average, lasts but three months in a year, the terms of board, eight dollars per week, appear to me to be very reasonable. The tables are excellent, plentifully covered with the delicacies of the season; variety of the fish, fresh from the sea—the wines, etc., good and genuine—the proprietors and waiters very attentive—but, the lodging, at all of them, capable of improvement. Among other changes they should substitute Windsor Chairs for the straight backed rush bottom ones in use.

"I also suggest a steamboat be started from this city to Long Branch; or, one or two packets built for the purpose, something similar to the Hudson 'Experiments' furnished with sweeps to row if becalmed in the creek. The price of passage, in the present homely packets, is three shillings. They stop at Red Bank, six miles from Long Branch, but might easily get within a mile of it, where there is a good landing.

"I am an utter enemy to gaming—the ruinous pursuit of the idle and vicious, also to resorts at watering places to trap the unwary, but am a friend to innocent and reasonable amusements, many of which the visitors to Long Branch already have: viz: the sedentary, or serious, enjoy riding, walking, reading, social converse—a cheerful cigar and a half pint of wine after dinner;—the young and gay have dancing

and tea parties,—excursions to the neighboring villages; and lately horse racing has been introduced which, by the by, I don't like much, but hope it will be hereafter on the Brighton Hotel plan, where there is to be no gaming!—which would tend to keep off that corroding disease of the mind, 'ennui,' and send the visitors and bathers back to their homes and firesides, with improved health, and fresh relish for the solid comforts of domestic happiness. AMICUS."

Whatever real estate boom might have been expected to develop from the growing interest in Long Branch was suddenly and effectively deflated by the War of 1812. Land was offered at as low as \$25 an acre. After the war the community gradually recovered its economic equilibrium, but only after considerable suffering and sacrifice by its citizens.

With the war behind them, the people of Long Branch began to look forward again to developing an important watering place on the bluff by the sea, which had already demonstrated its appeal to New Yorkers and Philadelphians. There was not a great deal that could be done for the landscape at this time, but plans were laid for building up the inland town to make it attractive to visitors, which in turn would benefit the small cluster of boarding houses "down at the front."

With stores, a physician and other signs of a growing community, in 1835 Long Branch was becoming something more than a settlement. It was at this time actually divided into two sections, known as the Lower and Upper Villages. The former centered around the present-day business section of Long Branch, while the latter, the original settlement, was almost a mile to the west. In 1835 the upper village decided to erect a civic flagpole. The pole was purchased on July 4, 1835 and erected three days later. For some unaccountable reason, however, it was not dedicated until three years later.

The ceremonies constituted the first gala celebration in the town's history. On July 4th, 1838 at sunrise thirteen shots were fired as a salute from Taber's Hill. As early as six in the morning a procession assembled in Peter Slocum's woods (in the rear of the present St. Luke's Church) and marched to the First Methodist

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Church. After an address by Rev. James H. Dandy, the Declaration of Independence was read and an oration was delivered by William H. Slocum. When the speechmaking was completed, the procession marched to Samuel Cooper's boarding house at the seashore, where dinner was served at four in the afternoon.

Among the leading personages of the day was Samuel Britton, the Marshal, Captain James Green, who commanded the first division of distinguished guests, and Captain James Joline in charge of the Sea Rangers. The second division, including almost the entire male population, was under the command of Captain John A. Morford. The celebration ended with a magnificent display of fireworks. William Russell Maps, the diarist of this period, with his usual restraint commended the day as "a very respectable celebration."

The name "Long Branch" was apparently not a particularly dear possession of the citizenry at this time, for the dedication of the pole almost instantly resulted in the town's being known as "The Pole." Later, when a second pole was erected in the lower village, first at Broadway and Third Avenue, and later moved down to Second Avenue, the settlements were known as the Upper and Lower Poles.

The suggestion of the anonymous writer to the *New York Herald* in 1809 that a steamboat service be instituted between Long Branch and New York was acted upon in 1828. In that year a company was formed by Thaddeus W. Whitlick, Alexander, MacGregor and John P. Lewis for the construction of the ocean pier at which the New York boats docked. As "Amicus" had irritably pointed out, previous to this improvement the ships had tied up at Red Bank on the North Shrewsbury. Two years later the Monmouth Steamboat Company inaugurated service between New York and Sandy Hook. This enterprise was fed largely by stage lines on the New York-Philadelphia route. The stages that made the slow hot drive from Long Branch to the Hook were odd, wide-wheeled "beach wagons."

The attraction of Long Branch rested on its healthful climate, and in the 1820's people came there with the same expectations of visitors to Baden-Baden or Carlsbad, French Lick or Poland Spring.

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The water was the magnet. "Dr. ————" would prescribe a few weeks in the sunshine and on the beach at Long Branch, and the boarding houses had another customer. "Mixed" bathing was strictly forbidden. On the bluff just south of Broadway, where stairs now descend to the beach, a flag was raised to announce which sex had then the privilege of using the strand. A white flag was the signal for the women. Husbands, however, could accompany their wives at this time. A red flag brought the men down the bluff and into the water. An unwritten law forbade women from appearing on the beach before six in the morning. Prior to that hour, according to *Schenck's Guide to Long Branch*, "the gentlemen had the only privilege of disporting themselves in natural abandon." Apparently the women were early risers themselves, for an undated issue of the *Niles Register* reassures the reader that the ladies were so far back in the hotels that the bluffs adequately concealed the early morning bathers.

There was nothing frivolous in the people who came to Long Branch in 1820's; they were there for the serious business of improving their physical condition. In *The American Hotel*, Jefferson Williamson describes the resort as "a sedate watering place with grace at each meal, hymn singing in the evening and regular prayer meetings. . . . Philadelphians were the sole clients and it was a saintly place with strict blue laws." Henry Wikoff, in *Reminiscences of an Idler*, says that Long Branch was "a resort of some half dozen Philadelphia families with an equal number from New York." Investigation of reliable sources of the period shows that Philadelphians heavily outnumbered New Yorkers.

The Methodists from the City of Brotherly Love devised simple pleasures. They promenaded on Ocean Avenue, which was then a narrow wagon track with only six buildings along it. They made souvenirs, collected shells and vari-colored pebbles. Ladies went in heavily for drying starfish, which they wore suspended from satin ribbons. Amateur art flourished; round cheese-box covers, wooden coal shovels and even rolling pins were decorated with colorful seascapes. These articles were packed into the portmanteau at the close of the visit and removed to adorn parlor walls "back in the city." Yards and yards of dark green seaweed

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were draped over curtain poles to serve as portieres and fishnets were used for the same exotic purpose.

Excitement was provided occasionally by the catching of a whale in Whale Pond (Lake Takanasse), Ocean House Cove, Spermaceti Cove on Sandy Hook and the beach just north of Long Branch. Misdirected whales would become stranded in these bodies of water and remain to give off an odor sometimes strong enough to threaten the comfort of the visitors.

What Long Branch the village was like at this time of genteel vacationing can best be determined from the record left by the late Robert Potter, whose account appeared in the *Long Branch Record*, December 26, 1907. He recalled it as a small fishing hamlet with but five houses on Broadway between its westerly town limit and the ocean to the east. South of Broadway a few scattered houses appeared in the fields and woodlands, and a thick hedge of cedars skirted Broadway to the north. The shore resort was limited to half a dozen or so boarding houses along the bluff.

Progress down by the sea seems to have had only a slight influence up in the village. William Russell Maps purchased Alexander MacGregor's store in 1829. He made a down payment of \$200 and in five years had bought the store in full. The ledger of his store has recently been found in the Maps homestead and the purchases recorded therein reveal the preferences of some of his customers. Sample entries that appeared in the *Long Branch Record* of October 10, 1930, were:

One charge appearing on the ledger was for 1 lb. of crackers, 1 lb. of butter and 1 qt. of rum, all for 45¢. Three quarts of whiskey were sold as low as 47¢. Another combination charge was for ¼ lb. of powder, 1 lb. of shot and ½ pt. of whiskey, all for 31¢.

A charge appearing under July 26, 1832 is for 3 pts. of rum for 24¢. Eggs sold at a cent a piece, brown sugar at 10¢ a pound, cheese at 8¢, butter at 18¢, and codfish cost 2¢ a pound. Pork was 9¢ a ½ pound and wheat flour 4¢. Gin sold at 75¢ a gallon and molasses, 31¢. 'Cider spirits' was a popular charge at 63¢ a gallon.

There was also a board charge for nine months against one customer and the grand total was \$48.75 or \$5.25 a month, \$1.36 a week or less than 15¢ a day.

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The women bought calicoes, silk and ribbons. Muslin sold for 14½¢ a yard. Trimmings for a bonnet were 75¢, a pair of summer gloves could be had for 38¢ and sidecombs were as low as 6¢. Lace sold at two yards for 15¢ and cambric muslin 15½¢ a yard.

The excerpts quoted show that Maps undoubtedly maintained a profitable liquor trade. Whiskey he sold for 2¢ a glass. Profitable or not, liquor selling was against his principles, and not long after he was in business he posted a notice reading, "No more Rum bought or sold." His was the first and, for many years, the only temperance store in this section of the country.

Maps' adoption of temperance principles coincided rather strangely with a changing spirit in the Long Branch that continued to grow as a resort. As early as 1830 it began to assume a gayer air. Jefferson Williamson comments on the change, "Card-playing, billiards, bowling, dancing and fast driving on the beach were introduced. One suspects that it was the passion for fast driving that made Long Branch the mecca of the worldly crowd."

This departure from the austere vacationing of earlier generations quickly drew fire from the traditionalists. In a sketch of American watering places John F. Watson asked pointedly, "Do we not often meet with families forsaking the shades and coolness of home for the dense and heated mass of still-boards, worrying and distressing themselves 'to be in the fashion'?" He laid the blame for the new spirit of restlessness on the wives and had nothing but pity for the husbands, who "stalk gloomily about catching one meal here and another there." In listing places where the new spirit most prevailed, Watson traced its rise from Rockaway on Long Island, through Brighton near Perth Amboy, to the "last but greatest in fame and company, Long Branch."

No less impressed with the resort's reputation was Mrs. Francis Trollope, mother of the English novelist, Anthony Trollope. Although she did not visit Long Branch in her snoopery peregrinations over America in 1830, when she arrived in Philadelphia in the summer she discovered that many of the best families had left for the watering place on the Jersey shore. She was amazed to learn that ladies there did not follow the English practice of being

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wheeled into the water in bathing machines, a kind of portable bathroom, in which they undressed, bathed and dressed again.

"The shore," she guessed, was "too bold to admit" of these. Instead ladies observed their American conception of propriety by asking married gentlemen at their boarding houses to accompany them "to taste the briny wave." Mrs. Trollope's sensibilities were somewhat relieved to learn that two ladies always selected the same male companion, "as custom does not authorize a tete a tete immersion."

That Long Branch the resort and Long Branch the village were still quite distinct places is evident from the statement in *Gordon's Gazetteer* of 1834: "Long Branch is a small village of twelve or fifteen houses, one tavern and two stores. On the Atlantic is the well-known and much frequented sea bathing place which takes its name from the tributary stream of the Shrewsbury River and from the hamlet above mentioned." Obviously Gordon clearly had in mind two separate Long Branches. On his map "Long Branch" designates the inland settlement, while the shore front is marked simply, "boarding houses."

The account offers further evidence that Long Branch was no longer exclusively a health retreat: "The inducements to the invalid, the idle and the hunters of pleasure to spend a portion of the hot season here are many." Enumerated they included good accommodations, obliging hosts, a clean and high shore, with a gently shelving beach, a fine prospect seaward enlivened by the countless vessels passing to and from New York, and good gunning. In the opinion of the writer, however, the greatest attraction of all was "much and fashionable company."

Another oblique reference to the frivolous developments of recent years was the suggestion that, in addition to boarding houses, such as Wardell's, Renshaw's and Sairs', "farmers also receive boarders who, in the quiet of rural life, enjoy in comfort and ease their season of relaxation, perhaps more fully than those in the public hotels." The reference to bucolic retreats leads to the suspicion that possibly those desirous of rest and quiet in Long Branch went to the farmhouses up in the village and left the shorefront to the pleasure-seekers.

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On the waterfront, the author became positively enthusiastic: "Along the beach at Long Branch is a strip of fertile black sand several miles in length and exceeding more than a mile within. The land adjacent to the ocean rises perpendicularly from the beach nearly twenty feet. The boarding houses are several rods from the water with lawns in the immediate space."

The journeys to Long Branch from New York and Philadelphia were such that the visitors often required a few days rest even if they had come exclusively for enjoyment. Philadelphians made the trip entirely by stage across the state. They became so dusty along the highway that innkeepers are said to have attempted to rub the dirt off their faces to see whether they were not serving Negroes by mistake. The boat trip from New York to the Shrewsbury inlet was, weather permitting, likely to be easier, but the road to the beach was so sandy that salt meadow grass had to be spread over the ruts to prevent the 8-inch wide wheels from sinking almost to their hubs.

For those who went there for their health a substantial but plain bill of fare was provided. Colored cooks from the South prepared steaming dishes of hard-shelled crabs and lobsters. Beef, mutton and vegetables were cooked as simply as on the farms from which they were obtained. An essential part of every lady's diet was the rich cream and milk yielded by Monmouth County cows. After the evening meal it was customary to repair to the beach where everyone stayed until 10 o'clock unless a pair of fiddlers provided music for the young people to dance in the parlors.

As a storekeeper Maps was naturally quite interested in the prosperity of the summer boarding houses. His diary follows their progress with its customary laconic quality:

July 5, 1834—Visitors from the city are plentiful in the neighborhood. Boarding houses filled.

July 1, 1836—Not over 20 boarders on the coast.

July 15, 1837—Boarders scarce on the shore; Mrs. Renshaw has no guests. July 31—Boarders still scarce on the shore, houses averaging only about 30 each. Aug. 12—But few boarders out.

July 13, 1839—But few boarders at the shore. July 28—Boarding houses most filled up.

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The merchant's scrupulous recording of the minutiae of daily events gives amusing and revealing sidelights on how the people up around the two Poles lived in the middle of the last century. On December 1, 1832 Maps and his family went to a wood-carting bee at J. M. Woolley's and later on to many spinning bees. With pride the teetotaler recorded that on January 8, 1834, his sister, Elizabeth was married at the "first temperance wedding ever known in this section of the country." Six weeks later Maps was piously observing the eleventh anniversary of the day he joined the church. A religious note persisted on the following day when "Leah Tucker obtained religion at Father's." On which the young moralist commented, "Good time." And like a virtuous churchman he confesses that once he, "Milked Mrs. Foster's cow by mistake."

The panic of 1837 struck the little village hard. The firm of Wardell and Morford, which had just opened a general store, felt the effects as severely as Maps, who states that he sold some "specie at a premium of 874%" on August 2, 1837. Conditions had not improved appreciably by March of the following year; he wrote lugubriously, "Some talk of the banks resuming specie payments in May though some are opposed to it. Shin plasters are the principal money in circulation at present."

Thereafter Long Branch began to regain some of its pre-depression prosperity, for methodically Maps records the status of the several boarding houses on the shore:

July 13, 1839—But few boarders at the shore.

July 29—Boarding houses most filled up.

July 30, 1840—Boarding houses well filled.

July 16, 1841—Boarders very scarce on the shore.

July 31—Boarders quite plentiful at this date.

July 19, 1842—Boarding houses about half filled.

July 31—Cleared up cold this afternoon.

Aug. 1—Boarders frightened by cold.

Aug. 15—Warm weather but few boarders.

Aug. 4, 1843—Boarding houses at the Branch well filled.

Aug. 14—Boarding houses filled to overflowing.

When Barber and Howe surveyed the New Jersey scene in 1844, they characterized Long Branch as "the popular watering

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place." After describing the bluff, they continue, "The boarding-houses are a short distance back from the water, in front of which are pleasant lawns. In summer, a line of stages run between here and Philadelphia, and a communication is had with New York." Apparently overcome with the power of the ocean, they conclude, "Its inhabitants truly swell at the noise of the sounding surge 'when the dark rolling wave is near with its back of foam.'"

By this time the modest farmhouses and small frame dwellings had been replaced by more imposing structures. Visitors to Long Branch in the 1840's had the choice of Renshaw's, which after James Green bought and improved it in 1837, became the Bath House; Wardell's at the foot of Lane's End, which had been in business since 1816 and was operated by Richard Wardell's wife, known familiarly as "Aunt Peggy"; the Howland House, a 60-room building taken over in 1844 by Henry Howland after it had been run since 1827 by Obadiah Sair; and the Conover House, which accommodated one hundred and seventy-five guests and far surpassed the simple buildings that had previously been operated up to 1839 on the same site by Cornelius Lane and his daughter.

In 1846 Joseph D. Wardell opened the Allegheny House, the largest, yet the most exclusive hotel at that time. Like most of its predecessors, it was remodeled from a farmhouse. It was situated on a tract that had once belonged to John Slocum, who sold it to Sylvester Brindley in 1828, who in turn disposed of it to Dr. Elisha Perkins. Its present location would be the northeast corner of Broadway and Liberty Street. In the same year Jacob W. Morris opened the Morris House at Ocean Avenue and Laird Street, which was also built on land owned once by Dr. Elisha Perkins. After seven successful years, Morris sold out to Samuel Laird, who renamed the place the Mansion House.

This was the first step toward the accomplishment of luxury hotels at Long Branch. Its capacity was doubled by the addition of a south wing and by the erection of three cottages on the Chelsea Avenue side. The hotel probably reached the peak of its purveying of "elegant hospitalities" when Mrs. Abraham Lincoln stayed there just prior to the Civil War.

By 1851 Long Branch was a town of sufficient size to warrant

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the drawing of its first map. J. B. Shields of Middletown Point (Matawan) published the work of Jesse Lightfoot from his original surveys of Monmouth County. It provides an especially definite account of the Long Branch shorefront.

At the northern extremity of the shoreline stood the Ocean House, at the end of the road on Shrewsbury Inlet. North of this, only the wreck of the *S. S. North America* interrupted the sandy waste. The remainder shows that Long Branch was still a collection of small settlements, and reveals that the name Long Branch was still reserved for the inland village.

Along the road that led past Wardell's Beach through Raccoon Island (Monmouth Beach) were only nine farms: J. Wardell, D. Woolley, J. Lippincott, J. West, H. Manahan, J. Wooley, J. West (a second farm), John West and Jesse Cook.

In Fishtown, which has since become known as North Long Branch, there were ten houses. The property owners included: J. Cook, S. Cook, W. H. Wardell, E. Lippincott, C. H. Valentine, J. Potter, B. White, E. West, W. Throckmorton, and J. W. Parker. West, toward the South Shrewsbury River, was N. Woolley's home.

South of Fishtown a road ran westward to meet another road at the long branch of the Shrewsbury River. This road extended up from the village and close by the intersection lived D. Van Brunt, E. Van Dike, W. De Vise, J. Lane and a few other families.

Along the road running from Fishtown to Main Street (Broadway) were only five houses. They belonged to A. Jackson, N. W. Troutman, B. C. and H. W. Parker, and at the southwest corner of the junction was the hotel operated by J. Chasey, in 1851 the most northerly of the summer boarding places. Not far to the south were the boarding houses of Sam Cooper and J. W. Morris.

This pair was separated by an empty field from the Morris and Levy boarding house just above North Bath Avenue. At the lower corner of South Bath Avenue stood J. Green's boarding house, later to become the Bath House, while Mrs. D. Sair's boarding house was at the north side of the inland junction of North and South Bath Avenues.

South on the shore road were two more well-known boarding houses, those of J. V. Conover and H. Howland. Nearby was the

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P. A. Stockton residence. Howland's was the farthest south that the Shore Road (Ocean Avenue) had then been extended. The Allegheny House was on Broadway at this time.

Although the sea was literally making Long Branch's fortune in these days, the town was not unaware that those breakers that normally afforded so much pleasure to so many might be the cause of widespread destruction. In 1821 a memorable September gale, as it came to be known, had created considerable damage, uprooting trees, overturning houses and rendering the beach, as stated by J. H. Schenck, "a commingled mass of sand and water driven wildly by the general confusion."

But shipwrecks were perhaps the most dramatic demonstration of man's struggle against nature, a battle that a coastal town such as Long Branch seldom forgot. Between 1831 and 1853 Long Branch life savers participated in the rescue work on nine ships in distress on the Long Branch shore or on nearby beaches. Wrecks persisted long in the memory of those who experienced even the aftermath. For example, the *North America* was wrecked on the old Shrewsbury Inlet in 1843, but it was still shown on the maps as late as 1851, after the inlet had been closed. The villagers undoubtedly had a pleasanter memory of the wreck of a coal brig at Ocean Grove in February, 1846. William R. Maps bought the entire cargo and that spring coal was, for once, exceedingly cheap in the village.

The most tragic shipwreck on the Long Branch coast was that of the *New Era* in 1854. Rarely has a disaster offered more horrible and gruesome details and rarely have officers been more guilty of showing heartless cowardice. The ill-fated ship was a 1,340-ton packet built at Kennebec, Maine and launched in April, 1854. She was rated A-1, insured for \$60,000, and sailed from Bremen on September 19, 1854 with 374 persons in the steerage and eleven first and second-cabin passengers. Her crew of 30 was commanded by Captain Hardy and in her hull was a cargo of German goods. The steerage passengers were mostly sturdy German emigrants, who had sold their little farms, stowed their money in belts or into the lining of their clothing, and confidently looked forward to a new life in the New World. Among the other passengers was a dia-

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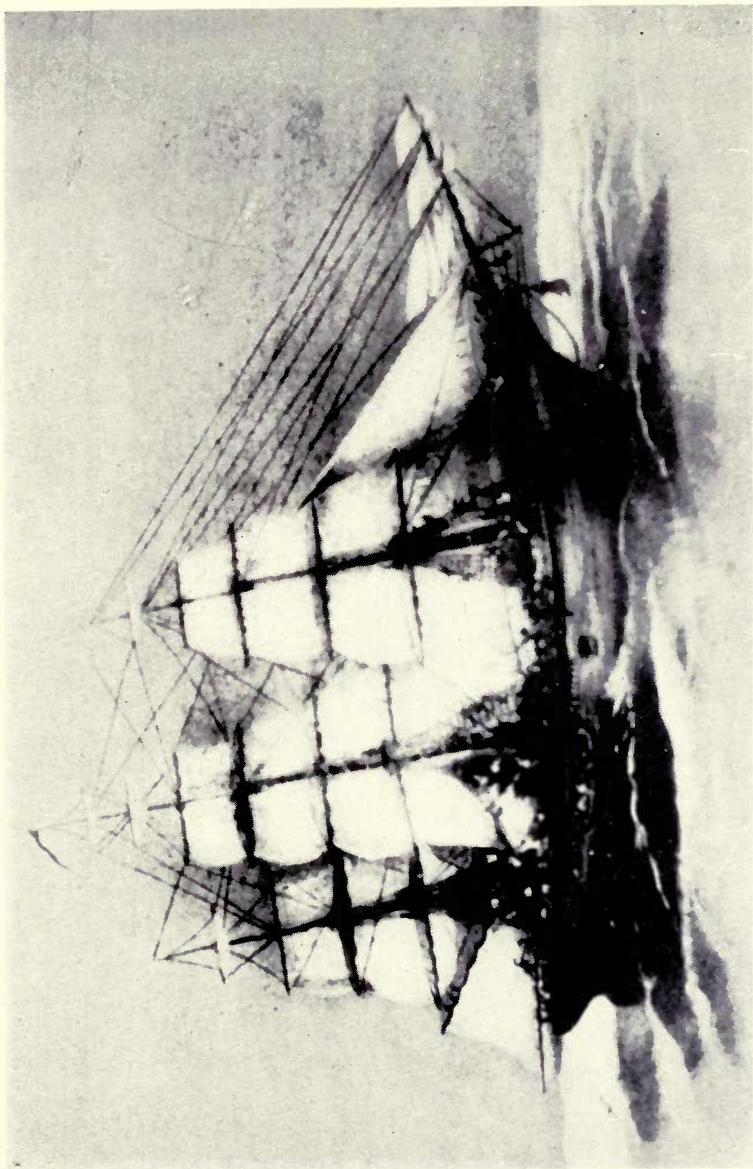
mond dealer with a large quantity of uncut stones and another traveler who carried with him a strong box containing 6,000 gold florins.

After the *New Era* left Liverpool, trouble beset the ship. She was lashed by gale after gale. Cholera attacked the emigrants. While the epidemic raged, the waves from a terrific storm swept the ship fore and aft, smashing the cookhouse, killing three persons and injuring five. Then the vessel's seams opened, necessitating the constant use of pumps.

When the ship was within one hundred miles of Sandy Hook, racing desperately for medical aid, the corpses of forty men, women and children were flung overboard. Bad weather continued to blow the ship off its course. A hurried sounding in the early morning of November 13 revealed only four fathoms (about twenty-four feet) of water. Even while Captain Hardy ordered the yards backed in an effort to crawl off the sand, the *New Era* grounded its bulk into the bar off Deal Beach. Sails were furled, guns fired and a tar barrel set ablaze. It was the ship's bell, however, that informed Life Saving Station No. 3, where Abner Allen summoned his crew of volunteers. At the same time he passed word along the beach to Station No. 2 and No. 4.

Although the scene was a desolate one, with only a line of bleak, bare dunes and the swamp of Great Pond (Deal Lake) stretching before them, the passengers did not lose heart. But when the swamp, which was little better than a quicksand, began to suck the ship down lower and lower, panic ensued.

Then a giant wave broke on the deck and filled the hold with water. About 80 or 100 passengers who had previously been afraid to come up on deck were washed into the sea and drowned. The water around the boat was black with the heads of the victims. The wreckage from this wave at last showed those aboard the deserted craft that they were doomed. Frantically the struggling emigrants climbed out on the spars; some lashed themselves to masts or bowsprit in an attempt to escape the full force of the sea. Many who were not drowned were dashed to pieces against the side of the ship or disappeared in the trough of the turbulent waves.



Artist's impression of the ship, THE NEW ERA

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After assuring the passengers that there was nothing to fear, the first and second mates took a yawl and went ashore with three of the crew. They were instructed to get a line ashore, but they cast off the line and abandoned the ship. Immediately the third mate and more of the crew followed in another boat, but when their line became entangled on board, they cut it and saved themselves. Those left behind began to mutter ominously, for the wind and sea were rising steadily and danger lurked in the waves that hit the ship. Others of the crew took to the long boat, but before they could get a line they were carried away by the rising tide. This left but five of the crew and the captain aboard.

Meanwhile Captain Allen and the crew of Life Saving Station No. 3 had their mortar planted and shot a line. The first missed; the second was caught and secured, and Captain Hardy eagerly entered the life car with a few of the passengers. The line broke as it was being pulled for the shore, and once again the crew was saved at the expense of the passengers. Only Hardy and two other crew members escaped from the boiling undertow. Again and again the crews of Stations No. 2 and 4 hurled line after line to the boat, but there was no one left on board who knew how to fasten them. Of the crew only one member had stayed by the ship, John Stacy, a lad from Maine. He lashed many people fast to the rigging and gave what aid he could. People were being washed off the wreck, some dead, some injured. Chains of men pulled them out of the surf, but no boat from shore could get near the ship.

Mrs. Dunce, a passenger who was about to become a mother, had seen her husband and child washed overboard and drowned. The next wave carried her off, and as she rose, she grasped a floating spar. The swift current carried her north, and twenty helpless men followed her course up the beach. When she was within saving distance, a chain was formed that rescued her. That night she gave birth to a son; both lived.

The crew of a tug anchored just outside the breakers heard the cries from the wreck and made a desperate effort to reach the ship. The waves broke over the boat so violently, however, that the rescuers were forced to turn back. Throughout the voyage the singing of a 14-year old boy had cheered the passengers from one

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disaster to another. During the night of the wreck it was his voice crying anguish that spurred the lifesavers on. The next morning Captain Wardell of the volunteers brought him down from the mast where he had been lashed, half dead from exposure and half-crazed with fear. Below him on the mast hung arms and legs lashed fast from which the bodies had been torn away by the violence of the surf.

Two days after the wreck a resident heard a woman's voice calling from inside the ship. An aged woman was found up to her neck in water on a lower deck, where she had clung for forty-eight hours.

Of the 415 who sailed from Bremen, 132 survived, 240 were drowned and 43 died of cholera or injury before the ship reached America.

The unidentified dead were buried in a long trench in the Old First Methodist Episcopal Church graveyard in West Long Branch. When the diamond dealer's body floated ashore at Monmouth Beach, a 16-year-old farm boy found the uncut diamonds in his pockets. He brought them to Captain Wardell, asking why that German had had pebbles in his pockets. Days later more bodies were washed up or were found in the wreck. These were weighted down with gold in money belts, gold in the shoes and gold sewed in the hems of dresses. The money was confiscated by the finders, as the emigrants were without identification. Hearing of this, unknown men, very likely Long Branch residents, went to the graveyard at night, dug up all the bodies and stripped them of jewelry and valuables.

A crude wooden monument marked the multiple graves of the victims until 1891, when the New Era Association was organized mainly through the efforts of Justice Harry Schoenlein, of Long Branch. This society of survivors and prominent Germans of Long Branch erected in the old cemetery in West Long Branch a tall granite monument that was dedicated on November 20, 1892 to the memory of "the 240 German passengers on the ship 'New Era' taken off Deal Beach on November 13, 1854." Services are held at the monument every Memorial Day.

The two decades 1840-60 saw progress on several fronts

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achieved by the still small village of Long Branch. By the end of the period two public schools and three private institutions were in operation and there was a corresponding development in ecclesiastical affairs. After the several denominations had split in 1809 over the use of the town's only church building, the Methodist Episcopal Society erected a new church that was for many years served by Samuel Budd and John Woolson, circuit riders from Freehold. The location of this church in West Long Branch, however, proved less and less convenient for the citizens of Long Branch.

In 1850 they determined to erect their own church in Long Branch itself. By 1859 they had completed a new building on a lot opposite the present St. Luke's Church and had secured the services of the Reverend H. G. Williams who was instructed to reorganize the church. The following year it was incorporated as the Centenary Methodist Episcopal Church.

In this same period other denominations began their activity in Long Branch. The first Dutch Reformed Church was opened in 1849, and three years later the earliest Catholic Church was built on the south side of Chelsea Avenue, east of the Seaside Railroad tracks. The first Protestant Episcopal Church was incorporated in 1854.

The period was also marked by considerable transportation growth. The first railroad that even remotely affected the development of Long Branch was the state's oldest line, the Camden and Amboy Railroad. In 1848 it made a stop at Hightstown, whence the trip was made to Long Branch by stage coaches.

When the Raritan Bay and Delaware River Railroad was incorporated in 1854 Long Branch saw for the first time the possibility of becoming a regular railroad stop. The road was planned to run from Raritan Bay to Cape Island (now Cape May), but was built only from Port Monmouth to Atsion in Burlington County. Boats carried the traveler from New York to a long frail pier at Port Monmouth, from which trains passed through Eatontown, the closest stop to Long Branch.

A long forgotten Long Branch and Sandy Hook Railroad, organized by Samuel Cooper and eight others, was chartered on February 25, 1856. It was never built, however, for it could not

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be financed to start construction within three years, as required by the Act of Incorporation. In 1860 a spur line of the Raritan and Delaware was built from Eatontown to Long Branch. Robert Wardell donated a tract of land behind his Allegheny House for a station. This passenger depot remained for years until it was moved to North Long Branch. When the railroad finally arrived at Long Branch, the town celebrated in grand style. Maps' diary for June 18, 1860 reads: "The cars came to Long Branch for the first time. A public dinner at Stokes' hotel at the expense of the boarding house proprietors." In the mammoth ballroom of this huge old building the diners listened to speech after speech by the Hon. George Bancroft and other distinguished guests. For years afterward celebrations marked the day.

The late 1840's and early '50's had witnessed another burst of hotel and boarding house construction. By 1860 accommodations on the shorefront were reckoned to be adequate for 4,125 persons. This figure did not include the facilities for guests afforded by a number of small hotels and boarding houses. In 1848 Abner H. Reed built the 28-room Monmouth House on the east side of Ocean Avenue opposite the Clarendon and just north of the old Surf House. Due to erosion of the beach, the site would now be hundreds of yards into the ocean. Three years later the Pavilion Hotel was added to the growing number by the New Jersey politician, Samuel Morris. Located on the southwest corner of Pavilion and Ocean Avenues, the hotel derived its name from its chief attraction for the public: a large open pavilion for refreshments on the east side of Ocean Avenue opposite the hotel.

Two more hotels were founded in 1852: McCormick's, one door north of North Bath Avenue on Ocean Avenue, and the Pitman House, one door south of Chelsea Avenue on Ocean Avenue. The hotel was originally built by F. Kennedy, but he leased it to a man named Pitman, who called the building after himself. Shortly afterward it passed into other hands and was renamed the United States.

In 1853 Samuel and Joseph N. Cooper, operators of Cooper Cottage and other boarding houses, began to erect a large hotel at the northwest corner of Cooper and Ocean Avenues. Twice the

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Maggie Mitchell



Edwin Booth



J. Lester Wallack



General Winfield Scott

Four distinguished visitors in the forties

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frame was blown down, but in 1854, a huge L-shaped building was completed and formally opened as the Metropolitan.

When Parisian dress designers appeared in Long Branch in 1860 to copy the fashions acceptable to American society, the resort had definitely arrived. It made no difference that the copies were returned to the United States bearing Paris labels; the fact remained that Long Branch styles had been officially recognized as those of the entire Nation. That particular season favored grey in army capes matched with military three-cornered hats.

The years of growth, however, contained many anxious months for the village. William Maps' diary records the prevalence of cholera and dysentery throughout July and August of 1854. Two years later he was gravely noting the beginning of a serious depression. September 8, 1856 he characterized as a day of "a great panic among the banks, several failures. Money scarce. Banks and merchants failing daily." By September 30 the "money market is very tight." On October 10th "currency is much disarranged" and by the 14th, "New York banks have suspended specie payments." November 5th saw the loss of general confidence and the observation that "sugar and molasses have fallen nearly 50 %."

Although there was a slight upturn the following year much of the regained ground was lost by a severe fire. On March 4, when President Buchanan was being inaugurated, the Market House and two dwellings were destroyed. A barn and some outhouses were destroyed the following day.

The outbreak of the Civil War unnerved Long Branch, but it quickly regained its equilibrium in order to play proper host to Mrs. Abraham Lincoln, whose visit placed the stamp of official approval on the resort. Her stay in Long Branch almost coincided with the first Battle of Bull Run, but the First Lady swept everything before her as an attraction even greater than the progress of the war.

Mrs. Lincoln chose to stay at the Mansion House, then Long Branch's finest hotel. A picture of her arrival has been preserved by the Monmouth *Herald and Inquirer* of Freehold, which commented on August 22, 1861: "Mrs. Lincoln's arrival caused great excitement. All along the beach, from every hotel, and in every

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dooryard for miles around, the American flag floated on the breeze. A number of little girls, dressed in white, lined the path from Mrs. Lincoln's car to the carriage and an immense procession of people followed her from the depot to the hotel."

The paper observed that although the President's wife had given voice to "her expressed desire to be quiet and secluded," there were rumors of all sorts of festivities in honor of the First Lady. The program, according to the journal, was as follows: "On Saturday she will witness the cricket match. On Wednesday or Thursday a grand ball will be given at the Mansion House. As Mrs. Lincoln is a great admirer of music, for she never misses an opportunity to visit the opera and has already delighted the habitués of the White House by a few *recherche* private concerts at Washington, it is designed to secure Carlotta Patti, the only rival of Adelina, for a grand concert in Mrs. Lincoln's honor, to be given some time next week."

In addition to this round of social pleasures, Long Branch proudly exhibited to Mrs. Lincoln its latest technique in rescue work. Fully informed, no doubt, of the long history of shipwrecks along the local coast, the First Lady watched ex-governor Newell's apparatus that facilitated lifesaving by firing a mortar with a light line attached to it to the vessel in distress. The entire countryside came to see the President's wife, if not the mortars.

Mrs. Lincoln stayed about ten days. By the time she had left, Long Branch troops, who had volunteered in response to the President's call in April, were seeing active service in covering the retreat from Bull Run. The local soldiers had drilled on a training ground at the corner of Broadway and Myrtle Avenue.

While it is not known how many men from Long Branch itself were actually involved in the Civil War, the exploits of the Monmouth County troops with whom they were grouped are well known. Three-month volunteers from Monmouth, who were commanded by Brigadier-General Theodore Runyon, had the task of guarding railroad tracks and telegraph connections between Washington and Annapolis. Monmouth men were later involved in the battles at Fredericksburg and Chancellorsville, in addition to numerous small skirmishes. As the war neared its close, a company

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of young men volunteered for service in Long Branch. They drilled hard and set out for Washington to offer their services to the Union commanders. When they reached Freehold, however, they learned that Lee had surrendered.

Long Branch also made its contribution to war on the sea. In the winter of 1859 Walter Seaman built an extremely light and easily handled skiff. Two years later, when Newberry Havens collected men in the Long Branch area for a naval expedition to New Orleans under General Banks, Seaman and a number of fishermen were pressed into service and the new type skiff was taken along. The boats were used to land soldiers and, unlike the keel boats, they skidded out on the beach in an upright position and deposited their men dry footed and ready for action. The contrast with the keel boats, which had capsized, was so striking that the skiffs readily became popular. Despite their origin with a Long Branch man, the boats were generally referred to as "Sea Bright Skiffs," because they were first made in Sea Bright.

During the Civil War there occurred one of the grimmest murders in the history of Long Branch, the Slocum killing of July 3, 1863. On that night, Abigail, wife of Pete Slocum was murdered by a shot gun while nursing her youngest baby in her home on Wall Street, west of Monmouth Road. Interspersed with the condolences to Pete were murmurs that his lot was not as sad as might be supposed, for he had always preferred his wife's sister, Alcine Chasey.

Despite the coroner's inquest, Sheriff John Woolley was at a loss for clues until his relative, Sam Woolley, a veterinary, told him that at daybreak on the night of the murder he had seen Pete Slocum riding down toward the shore. This news unloosed the tongues of the gossips and in the public mind the rumors of Pete's romance with Miss Chasey quickly became involved with the crime.

At the trial on September 5th, which quickly followed Pete's arrest, Samuel Woolley's testimony was enough to convict the accused man of murder in the first degree. Sheriff Woolley hanged him on November 27th. Peter Slocum was not permitted burial in the churchyard but was interred on William B. Slocum's property, near that of William Chamberlain. His burial spot has been de-

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terminated as the northwest corner of Oakwood Avenue and Wall Street. As for Alcine Chasey, she lived to be more than ninety years old, and died only recently. She had married after the tragedy but spent her last years with a niece, said to be one of Pete Slocum's children.

In March, 1864, an epidemic of spotted fever broke out in Long Branch. Mass funerals were held every Sunday in all the churches, and Maps' diary at this time is devoted almost exclusively to entries of sickness and deaths from the disease. An odd story of this epidemic is told by James W. Wood, who says, "The year before the spotted fever epidemic a peddler came to town and when he was leaving he pointed to William Martin's house, 627 Broadway, and predicted a great plague would break out in a year and that it would start in that house. Edwin Martin, son of William Martin, was the first victim to be stricken and the first to die."

Despite the war, or perhaps because of it, Long Branch began to prosper as never before. As late as 1860 land toward the lower village was offered free to anyone who would build on it. Three years later, however, the picture had changed sharply. Plots at the western outskirts had increased in value to \$250 an acre. The Laird family, for example, bought property at that price and three years later sold it for \$2,000 an acre. The days of throwing in the barren shorefront along with the sale of land south of Long Branch were gone forever. The town was beginning to feel the evidence of its success as a resort.

CHAPTER IV

America's Foremost Watering Place

BY THE TIME of the Civil War, Long Branch had acquired a reputation as a favorite resort of the fashionable and theatrical world. Even before Mrs. Lincoln's visit accorded it national prominence, it had been attracting many celebrities. In addition to figures such as General Winfield Scott, hero of the Mexican War, who summered there regularly for almost twenty years, it became a summer rendezvous of many great stage players. Edwin Booth, Edwin Forrest, Maggie Mitchell and the three Wallacks, James W., Lester, and Lester, Jr., were among the most notable visitors from Broadway. Booth was married at Long Branch in his own cottage; and for a time part of Lake Takanassee was known as Wallack's Pond in honor of that family.

Such clientele, however, was not sufficient to make Long Branch the undisputed leader among American resorts. The enterprising business men who thought of the future were keenly aware of competition from Saratoga to the north and from Cape May, only a hundred miles south on the Jersey coast. Saratoga's famous horse racing and its healthful waters made a strong appeal to both the society and sporting crowds, while Cape May had been established as a favorite spot for Philadelphians almost as long as Long Branch itself. When news of the project to build a railroad directly from Philadelphia to the Cape was received in Long Branch, it was realized that "The Branch" would encounter even stiffer rivalry than before.

There is no indication that the residents of Long Branch itself rose to meet the challenge. According to *Harper's Magazine*, 1876, the transformation was accomplished by a few capitalists who had purchased farms in Monmouth County at \$30 or \$40 an acre and

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saw the possibility of obtaining huge returns if the resort were to become nationally popular. "A scheme of advertising was adopted," says the writer, "brave, expensive and perilous, by which the place was persistently brought before the public attention, summer after summer."

With the liberal sarcasm, characteristic of the period, the article continues, "The ubiquitous correspondent of the daily Press was sent down to report. It was not a very fascinating spot in those early days, but the reporter who cannot write an attractive letter because there is nothing attractive to write about, has mistaken his vocation." Other appraisals of Long Branch before its hey-day, already cited, give the impression that much could have been written of the spot's quiet charm and gracious air, had a reporter been so inclined.

The public responded so well that within a decade not a single vacant lot was left between North Long Branch and West End. To see ten or more houses under construction at the same time was a common sight. Oliver Dowd Byron, the actor, built 14 cottages within 15 years; Jay Gould and John McKesson, built four each. George F. Baker erected two, and Garret A. Hobart, Col. William Barbour and Frederick Douglass each built a home. No one in Long Branch profited more from the building boom than the Cloughly Brothers, who used two trainloads of dirt a day on the grading jobs alone.

Perhaps the most successful promoter of the period was Lewis B. Brown, whose energy and ingenuity developed Elberon and whose initials and last name gave the section its name. In 1866 he acquired a mile and a quarter of ocean front property south of West End; then the following year with two other large landowners he laid out and constructed Ocean Avenue in the deserted section and landscaped a park in the same region. The first sale of land there was to Howard Wright at \$1,250 per acre. Property rose from that figure, and Brown quickly disposed of his holdings at a huge profit.

A land boom was soon in full swing. Outsiders came in to make huge profits on the quick sale of plots of land. Divisions that sold for \$500 one summer brought as much as \$5,000 a year

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later. Prosperity was in the air, and everyone eagerly anticipated the crowds that were sure to flock to the shore in response to the elaborate pressure methods of the promoters. Further details of the campaign have not survived, but its importance is unquestioned, for it culminated in the establishment of Long Branch as a vacation resort that brought an undreamed-of wealth to the town for almost three decades.

Although it became a summer capital and boasted of a bluff that so strongly suggested the cliffs around England's popular resort, Brighton, that it became known as the American Brighton, Long Branch never quite achieved a reputation as an aristocratic watering place. Despite the smartness and wealth of its visitors, it remained essentially as *Harper's* characterized it, "the great marine suburb of the great metropolis." Its rambling hotels and muddy streets lacked the solidity and the feeling of age that were to be found at Saratoga and Newport.

In the seventies Long Branch was undoubtedly more popular than either of its competitors, but its very popularity with all kinds and classes precluded the exclusiveness at which it aimed. Brass bands on the lawns of hotels, tents where pop and gingerbread were sold, shooting galleries, and hundreds of red, white and blue flags and pennons waving from the hotel, carriages swirling in the dust along Ocean Avenue—such a scene along the ocean front surely bespoke Broadway rather than Fifth Avenue. It was a brave and showy effort in the direction of Newport that never quite managed to lose sight of Coney Island.

It was George W. Childs, wealthy publisher of the Philadelphia *Public Ledger*, who induced President Ulysses S. Grant to come to Long Branch, a step which crowned promoters' efforts to make the town America's premier resort. Childs, who owned much property at the shore, recalled that Grant had told him that "he had never seen a place in all his travels which was better suited for a summer residence." In deciding upon Long Branch as a refuge from the heat and the hordes of office-seekers in summertime Washington, Grant was undoubtedly attracted as much by the place's reputation for gaming and for gaiety as by its healthful pleasures, the sea, the beach and the opportunities for vigorous riding and driving.

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His arrival in the summer of 1869 brought with it anything but the atmosphere conducive to a quiet vacation. When Grant changed his slouchy headgear for a white plug hat, donned a linen duster and lit another cigar, he set in motion the gayest social whirl even seen on the Atlantic seaboard. Long Branch, which had been merely fashionable, now became spectacular.

Everybody flocked there to see the President and the parade of celebrities that his presence inspired. Society leaders, men of wealth and power, and more theatrical stars than ever poured into the hotels. Along with them came thousands of John and Mary Does eager to catch a glimpse of some celebrity, hopeful of at least being able to return to the provinces with the news that "so-and-so looks exactly like his picture in *Harper's Weekly*."

Although Grant was the excuse for a furious social life in Long Branch, he himself took little part in it. Adulation as the National hero had little altered the President's habits of a lifetime. Much as he liked good times in the society of rich men, Grant remained essentially a provincial and unusually trusting person. At first he stopped at two of the most fashionable hotels, the Mansion House and the Stetson, but their formality and ceremony bored and then irked him. He soon took advantage of the offer of Thomas Murphy's cottage. Murphy had worked in the procurement division of the army during the war, and Grant was glad to resume his association with him.

When the President decided to come to Long Branch regularly, a group of Elberon residents, among them George W. Childs, George Pullman and Moses Taylor, the New York financier, purchased a cottage which had been built in 1866 by Howard Potter of New York and presented it to Grant. He moved into it in the summer of 1869 and for a dozen years the house at 991 Ocean Avenue was inaccurately referred to as "the Summer Capitol." Considerably altered from its original state, it now belongs to James A. Goldsmith of New York.

In *The Tragic Era* Claude Bowers has fashioned a sympathetic portrait of the predicament the bluff soldier found himself in at Long Branch: "It was observed that first season, when he was living at the Stetson House, that he was not entirely happy. In the

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*President Ulysses S. Grant as he appeared when he first visited
Long Branch, 1869*

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mornings he dressed in broadcloth and stood on the piazza bowing to smiling ladies who passed, and without lifting his hat. The glamour of the social life was a bit too glaring, and he was not the most self-possessed of the visitors. Dashing Phil Sheridan was there cutting quite a swath with his dancing, and even Grant was inveigled into the lancers at one big dance, to cut a sorry figure."

To lead the grand march at the gala balls that were frequently given in his honor was an ordeal that Grant would gladly have spared himself. He found even an ordinary waltz or polka too much for him, and at the end of one such attempt on a Long Branch floor, he turned to his partner and confessed, "Madam, I had rather storm a fort than attempt another dance."

Aside from swimming and the beach, driving was Grant's chief source of pleasure at Long Branch. He liked to race over the muddy roads in his little buckboard behind two lively bays. After the first season he brought his own horses with him and soon became familiar with the details of the countryside, driving constantly behind his favorite team of Egypt and Cincinnati. It was a harmless kind of diversion, but the President's enemies seized on the faintly disreputable air that clung to horses and horsemen. His turnouts were reported to be the grandest at the resort, and the simple trappings became in the mouths of his defamers worthy of an Eastern potentate. His lifelong habit of drinking was likewise seized upon by his enemies and his powers of consumption were magnified into those of a Greek god.

Not only such attacks, which were to plague him for the rest of his life, but also the press of official business pursued Grant to Long Branch. His unfailing habit of making himself available to anyone who wished to see him quickly cost him the privacy he had sought at the shore. Government officials streamed up from Washington to keep him informed on the affairs of the Nation, and in their wake followed hundreds upon hundreds, still hopeful of obtaining government jobs. Admirers, old acquaintances and outright celebrity-hunters combined to make Grant's life at Long Branch one long reception—but, thanks to the character of the man, an informal reception.

Grant's democratic attitude won him the friendship of a num-

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ber of humble men in Long Branch, men with whom he was far more at ease than with the fashionable world that constantly courted him. He would spend hours swapping yarns with Lem Van Dyke, the special policeman on duty at his cottage, or with Henry Van Brunt, who owned the bathing pavilion directly opposite the Mansion House. It delighted the local residents to see Grant pull up at the pavilion with his high stepping horse and smart buggy and wait for Henry. Presently he would appear with his pants rolled high above bare and blistered feet and would get in the carriage and ride up and down the boulevard in the afternoon parade.

When Grant stayed at the Mansion House, he insisted that only Henry mix his drinks and carve his meat. At meal time Henry would drop his work with the bathers and hurry over to the hotel. In addition to the glory of serving the President of the United States, Henry had the pleasure of testing all drinks before he served them.

Another crony was the one-legged tollkeeper at Morris Avenue and Main Street (Broadway). Grant's first meeting with him, however, was hardly auspicious. He was driving down Broadway in his victoria with all the trappings he so thoroughly hated. Thinking no toll would be asked, the coachman drove straight past the toll house. Out hobbled the old gatekeeper demanding his fee. Grant was in a testy mood and exploded, "Maybe you don't know who I am? I'm President of the United States!"

Nothing daunted, the old man shot back, "I don't care who you are. If you're President of Hell, it's your business to pay two cents toll and my business to collect it." The two coppers were promptly placed in the old man's hand, and many times thereafter Grant was seen sitting and chatting with the old man.

The place where Grant could meet all classes of visitors to Long Branch with ease and equanimity was the racetrack. He understood horses and he liked racing. When the first Monmouth Park was opened, Grant immediately took a box, and was seen at all the races.

Aside from the driving on the beach little had been done toward establishing regular racing until the middle of the 1850's, when

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Cornelius Vanderveer built a circular racetrack on his estate at the northwest corner of Joline Avenue and Liberty Street. Later known as Wheeler's Trotting Park, it sponsored modest events, as is evidenced by the record of a match for a \$25 purse on June 27, 1866.

Monmouth Park, about three miles from Long Branch, between Oceanport and Eatontown, was a far different affair. In 1869 J. McB. Davison and Colonel John Chamberlain, the gambler, purchased a 128-acre tract for \$32,500, fenced in the grounds and laid out a half-mile trotting track. The partners' plans failed to materialize, but the following year they sold the property to the Long Branch and Seashore Improvement Company. This company had been incorporated under a legislative act of 1865 to encourage agricultural, horticultural and mechanical manufacturing and scientific arts and the production of blooded stock. Interpreting the authorization of their functions broadly, they formed a stock company and raised funds to build sheds, outbuildings, stables, grandstands and a clubhouse. The charter members of the company were Charles Haight, Henry S. Little, William D. Davies, Samuel Laird and Francis Corlies. When Davies died he was succeeded by Charles S. Lloyd.

The first race in the new park was held July 4, 1870. As the date neared the promoters grew anxious over the completion of the track and grandstand, but a crew of two hundred men working full blast brought everything into readiness at the appointed time. An article in *Turf, Field and Farm*, July 1, 1870 described the grandstand as one of the most magnificent of its kind in the country, "capable of seating several thousand people and so situated that the horse racing can be seen all the way without rising from one's seat."

A New York paper described the inaugural races:

"A more glorious and delightful day could not have been desired for the opening event. The floating palaces, *Plymouth Rock* and *Jessie Hoyt*, leaving pier 28, Murray Street, New York carried thousands of people as far as Sandy Hook thence they came by rail. The grandstand was magnificent with the wonderful show of beauty and fashion. The opening day purses and stakes were \$31,000, an unusually large sum. The

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first race was won by Lobella, owned by John Morris, a prizefighter living at the northwest corner of Cedar and Ocean Avenues."

There appeared in the papers of that time an interesting description of both second and third races. It seems that Bacon and Holland's Lynchburg won the first heat in the Continental hotel stakes (second race) and soon after starting in the second heat (third race) met with an accident and broke its shoulder blade. The horse, one of the most sensational 3-year-olds in the country, had to be shot. A popular subscription of \$5,000, begun with a \$1,000 donation from the association, was raised and sent to Major Bacon with the request that he "buy another worthy horse to replace the best on the track."

The season was scheduled to last five days, with a total of 16 races, and the second day, with an attendance of about 6,000, was even more successful than the first. Many new faces appeared in the grandstand, and local clubs and organizations joined to make the occasion a gala community event. Nearly 100 members of the Americus Club and Companies A and B of the 22nd regiment donned their dress uniforms, and paraded around the grandstand behind blaring brass bands. The social success of the racing was attested by a noticeable increase of ladies in attendance. "Each seemed endeavoring to excel the other in beauty and exquisiteness of toilet," the paper observed. When the races were over, the gambler John Chamberlain acted as a host to a large number of the crowd at a clambake, where a news writer of the day reported, "There was a generous flow of wine, reason and soul."

The first series of races ended with an event known as the Tweed Compliment, a mile and a half run for a \$1,000 purse, open only to beaten horses. This consolation prize was offered by "Boss" William Tweed, then at the height of his power as the political master of New York City.

The racetrack scene was a keen disappointment to Olive Logan when she came down to describe Long Branch for *Harper's*. Instead of the joyous holiday spirit that prevailed at Epsom Downs in England, she found that "the American generally goes to the races in a grave manner—he might be going to a Methodist camp meet-

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ing so far as hilarity indicates his destination." The same attitude persisted at the track. He laid his bets "with the serious air of a man investing his money in grain or real estate." He then strolled quietly around the grounds that were completely free of the jugglers, tumblers, and fortune tellers that made the English track so much like a carnival. Miss Logan heard no loud talking or quarreling and saw a minimum of drunkenness. Instead of sports and diversions in the long intervals between the heats, there was nothing but "inane dullness." "All this," concluded the writer, "is characteristic American."

Also "characteristic American" was the admission of ladies on specially designated days. Aside from their elegant dress, they added little to the gaiety of the scene. They rode over primly in their own carriages or more often in the hotel omnibus, paying a 25¢ fare. Although they would have been scandalized at the thought of going to a gambling house, they were easily reconciled to the morality of wagering on the horses. And, as Miss Logan observed, they did not "confine themselves to betting such trifles as gloves and bonbons, but boldly join in the ticket-buying of the 'pools' to win or lose hundreds of dollars." The mutuel pools, which had been imported from France, ran the odds up and increased the number of betters enormously.

Monmouth Park completed the triumph of Long Branch as a resort, begun so ably by the arrival of President Grant. While the president lent an air of sanction to the place, the racing, and the gambling that quickly followed provided the most exhilarating amusement to be found by the sporting crowd of the large cities. The hotels and gamblers realized keenly the value of the race track and contributed purses and stakes. The Continental and the Stetson House were among the most frequent donors, while Colonel Jim Fisk and John Hoey, president of Adams Express, both put up large sums. The most important annual race was the Jersey Derby, which was later transferred to Louisville and run as the Kentucky Derby.

According to an old newspaper clipping in the possession of Haight West, "In 1873 an unfortunate decision allowed the horse Tom Bowling to win the Jersey Derby after an unfair start. The public began to lose confidence in the track due to many an

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arbitrary decision and for five years the races were run to a steadily declining patronage." In 1877 the Monmouth Park Company went into default, but the business men who had made Long Branch their summer home were too astute to let a property that had previously proved its worth lie idle. A new group, consisting of August Belmont, David D. Withers and Pierre Lorillard of New York; George Peabody Wetmore of Newport and George Lorillard of Islip, New York acquired the grounds in 1878 and improved the facilities. In the same year, the Monmouth Park Railroad Association completed a spur from the park to the main line of the Central Railroad of New Jersey. Larger crowds than ever before thronged the park, and racing was quickly restored to its old popularity at Long Branch.

The success of horse racing swept away the last vestiges of the old watering place. The new clientele demanded the finest in accommodations and service as well as entertainment. Long Branch rose to their needs by enlarging and improving many old-established hotels and by building several new ones. Even before the advent of racing many had gained considerable reputation. In his *Book of Summer Resorts*, published in 1868, Charles H. Sweetser, rated the local hotels accordingly; "Howland's is the most exclusive, Stetson's the most elegant, the Continental the largest and gayest, the Mansion House the finest situated for the water and the Metropolitan the nearest to the cars and the most reasonable in price."

Each of the hotels strove to build a reputation on a distinctive characteristic. The Continental, advertising itself as "The Largest Hotel in the United States," commanded 700 feet of ocean frontage, varied between 75 and 250 feet in depth, and with its galleries had a piazza extending over half a mile in length. It contained six hundred rooms and could accommodate twelve hundred guests. Special features were an extra long bar, a dining room that could be converted into the largest ballroom at the resort, a billiard salon, bowling alleys and "the only shooting gallery on the shore attached to the house." It also advertised that "Congress Water, in artificial fountains, is transported daily from the famous Congress Springs at Saratoga, New York."

Congress Water aroused bad feeling between Long Branch and

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*Cottage owned by
President Grant on
Ocean Avenue*



Grand Ball given at the Stetson House in honor of President Grant,

Steeplechase at Monmouth Park



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Saratoga. When the shore resort promoters found that Saratoga's waters were attracting people away from Long Branch, they ordered large quantities to be shipped to the coast for local distribution. Saratoga soon realized that this was undermining its business and refused further shipments.

Thereupon the Continental Hotel recalled that one of its wings had once been known as the Congress Hall. Why should not that section of the hotel have spring water and why should it not be known as "Congress Hall Water"? Wells were dug. Philadelphia doctors were able to find great medicinal qualities in the water and within a few years another well was dug, coincidentally called "Saratoga Spring." The Continental then advertised, "Saratoga and Congress Water Springs of the shore are located on the lawn." The redeeming irony in this sham was that the wells actually tapped old springs that the Indians had recommended to the first settlers because of their curative powers.

The Stetson House, which opened in 1867, was a smaller but socially more desirable hotel. With only three hundred rooms, it achieved a distinct success with the elite, but did not make money until after 1873 when a new management enlarged it and renamed it the West End. The old Howland House, which had been a leader in the quieter days, was remodeled to accommodate nearly four hundred people in 1872. Among the features that the New Howland House emphasized were a gentleman's driving track in the rear of the hotel, an electric signal bell in every room and a bathroom on each floor, or three baths for nearly four hundred guests. What had been McCormick's Hotel was taken over sometime between 1868 and 1870 by A. Iauch and renamed for him. Iauch's Hotel became the exceedingly smart place for distinguished foreigners, diplomats and fashionable adventurers. A less exclusive hotel was the United States, which had previously been the Pitman House. Between 1868 and 1875 it was operated by Samuel Laird, who was the proprietor of the Mansion House, but never succeeded in bringing the United States up to its social level.

The buildings followed a general pattern—large plain barracks with flat roofs and narrow porches, often in several tiers and inevitably fitted out with the gingerbread fretwork trimmings of the

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day. Long Branch hotels were described by a correspondent of the New York *Daily Tribune* on August 13, 1868, as "not high, but very long. The hotel proprietors meet their guests with the assurance that there is always room, though at the same time they say their hotels are full. In the city a guest is shown 'up' to his room, in Long Branch he is shown 'out' to his quarters."

Hotel rates averaged \$4 a day at the best hotels. This was on the American plan, which included a room and four enormous meals, breakfast at 8, dinner at 2, tea at 6 and supper at 9. It is impossible to reckon the amount of food served at the long narrow tables that ran the length of the dining rooms. Those were calorie-less days and heavy feeding was a pastime unlimited by sex or station. The comparatively simple shore dishes that delighted the earlier generation remained for those who cared to sample them, but there were added all the delicacies and tempting dishes that could be fashioned by the expert chefs brought from New York, and, in some cases, even Europe.

Every big hotel maintained a brass band not only for entertainment but also to drown out the noise of the large trays of numberless small dishes, at least 8 or 9 of which surrounded each person's plate. The bands also gave concerts on the lawn at train time and during the afternoon promenade at 4 o'clock. In the evening they played for the "hops" and balls. The Mansion House introduced the first band, and it was quickly imitated by the Metropolitan, the Continental and Stetson's. In 1867 Gilmore's Band from Boston divided its time between Stetson's and the Continental. Another favorite band was that of the New York Seventh Regiment.

Dances were the most important evening entertainment. They were divided into hops, relatively informal affairs, and balls, elaborately planned events. Hops, which were given every Saturday night by the principal hotels, required no dance cards. Two publications of the early 1870's show the popular differentiation. The *Tattle Tale*, a local gossip sheet, explained: "Hops happen at hotels or may occur anywhere outside the city limits. The perfect ball is essentially grand; the complete hop is very gay. The ball insists on the sombre magnificence of full dress, but the hop can put up at a pinch with high necked robes. Between the two festivi-

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ties there is the same deep but astute difference which ladies instinctively recognize between a plain dress and one with trimmings."

The *Round Table*, a competing paper, made a distinction obviously inspired by something more than the degree of formal dress, commenting, "Even a hop is a high ball at Long Branch, because it deals only with the best class. It may be arranged at short notice but is always sufficiently grand to be approved by the 400."

Such affairs, the paper observed, developed at the Mansion House, the Continental or the other large hotels, quite informally—"sort of spontaneous outbursts of the new life and freedom which sojourners catch from the snappy salt air." The hops were probably not quite so impromptu as might be supposed, for the *Round Table* records that, "On the days of these hops the tea was served earlier than usual, the dining halls were swept and garnished, the band mounted their platform, the doors were thrown open and the dance was on."

Scattered throughout the season were the "Grand Hops," Complimentary Balls, and always a "Benefit Ball" for the band leader. For these stately affairs elaborately printed dance programs were given out at the door. The competition between the hotels even in the appointments at a ball was amazingly energetic. The Continental devised an innovation of attaching the ladies' cards to bouquets. Thereupon the Mansion House felt obliged at its next ball to design its dance cards in the form of a flower and to print full menus of the lavish supper on the usual dance orders. The Continental quickly met the challenge by having little girls dressed as fairies distribute real bouquets at their closing Grand Hop.

Saturday was the day that the large crowds arrived and that night was the chief dance night. Other nights dances concluded at 10:30 but on Saturday they would frequently last until midnight. In the opinion of *Harper's Magazine*, the onlookers had the best of the evening, "for dancing in the midsummer ball rooms is hot work, and the sterner sex invariably maintain that they thus make martyrs of themselves only to please the fair." For those who did not care to dance there were always card-games or concerts. Like

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any other resort, of course, Long Branch was a mecca for match-makers. This practice was discreetly recognized and fostered by the managements of most of the hotels by the provision of "proposal sofas," placed in the sequestered corners of the lobbies.

Even in its heyday as a fashionable resort Long Branch attracted large numbers of people who never even thought of making reservations at the Continental, Howland's or the Mansion House, but went to small, inexpensive hotels off the oceanfront or to boarding houses where they could enjoy the same natural advantages of the resort. Every hot Sunday brought trainloads of excursionists, whole families who spent the day at Long Branch in the same way that they went to Coney Island. Between those who insisted upon the best and those who sought a cheap vacation were the impecunious dandies who floated from one world to another. Dressed in the latest fashion, eyeglass carefully set and moustache rigidly waxed, they would appear in the hotel ballrooms, and take their place in the round of pleasure enjoyed by society. But when the time came for dining or sleeping, they would mysteriously disappear—into the background of boarding houses and simple hotels.

The beach was the spot where all social classes met, if they did not mingle. Although the hotels advertised beaches for the exclusive use of their guests, they were actually open to all who wanted to use them. Bathing itself had strayed so far from its original healthful designs, that in 1868 the New York *Daily Tribune* characterized it as a social event, "for no other purpose than to exhibit oneself." The restrictions against mixed bathing had long ago disappeared and the use of flags was converted to the hoisting of a white banner when the water was calm. The popular bathing time was in the morning on the incoming tide when, according to *Schenck's Guide*, "the full force of the sea is shoreward and if taken off your feet you are thrown on the beach—a frolic in which many indulge. On the other hand when the tide recedes a miniature malestrom is formed, termed the 'sea-puss,' which, being a sort of under-tow, is dangerous, sometimes taking a person out to sea."

Schenck's Guide also laid down "Rules which are in Order for Sea Bathers." Sure evidence that the beach was a far greater

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*Around the clock at Long Branch with the staff artist of
HARPER'S WEEKLY, 1874*

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lure than the water was the instruction that, "three to five minutes is sufficient time in the water to receive the full benefit of a bath." Entering the sea less than three hours after a meal was considered dangerous, and women were admonished to have their skirts below the knee and give regard to the bathing master, an early version of the present-day life guard. Because these bathing masters operated the bath houses and rented suits in addition to their lifesaving work, a rush of customers would frequently find the beach unguarded. Swimmers apparently had no aversion to using wet suits. Although no figures exist for this period, in September, 1869 the Long Branch *News* editorialized on the frequent drownings at the resort. The writer suggested that each bather equip himself with a small, light sash cord with a leather strap and buckle. He was to attach one end of the rope to a stake on the beach and strap the other around his body under the arms. No solution was offered, however, for the maze and tangle of cords that would have been created by a beachful of these leashed human beings.

A crowd of two or three thousand people on the average used the beach at this time. The bathing shacks were thrown together anew every spring from old weathered boards, unplanned and unpainted. The rented suits were ugly, but at least less ornate than those recommended by fashion. The ideal bathing costume for a lady was "delicate rose flannel with pleatings of white, pink hose, straw shoes and a broad brimmed hat of chipped straw tied with a pink flannel bow under the chin." The fashionable man wore "a tight fitting blue shirt with a white star on the breast or a loose sailor's shirt and trousers handsomely braided."

In *The Tragic Era* Claude G. Bowers observes that Long Branch was "strangely enough, not so much given to bathing; albeit the ladies daily dressed with elaborate care to stand demurely, or flirtatiously, on the sands of the beach and look on discreetly. When a heavier wave than usual rose and broke on the beach, the timid screamed and were reassured and consoled by some strong man."

The few bathers who still took their dips for medicinal purposes complained that the bath houses did not supply hot water foot baths to equalize the circulation after the surf bath was over. To accommodate the demand Wills and Horton opened the Sea Cliff

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Bathing Establishment of Within Doors Sea Baths on the west side of Ocean Avenue in East Long Branch between the Clarendon and Brighton Hotels. The establishment provided private rooms where patrons could bathe in a zinc bathtub filled with hot water made "curative and invigorating by the addition of a small amount of salt water brought from the sea in a pail."

The 5-mile bluff along the ocean was Long Branch's special pride. But even at this period erosion was estimated at a rate of four feet in ten years, with greater inundations occurring periodically. When a seawall was suggested to save the property, the hotel keepers argued that it would destroy the bathing beach, without which Long Branch would lose its summer clientele. The plan was abandoned, and the residents fatalistically moved back their buildings and the avenue itself, watching their property vanish into the sea. Not everyone lamented this destructive work of nature, as is shown by a quotation from an old record in the *Long Branch Daily Record*, January 10, 1937: "The country back of the present coast line can furnish as fine a bluff as the present one, for many centuries to come, and while the encroachments upon this are so gradual as to derogate almost imperceptibly from the present value, it is a matter of congratulation that this very action of nature (erosion) affords the highest guarantee that this magnificent surf bathing beach will remain pre-eminent in excellence, enhancing the value of the land for miles around."

Combining the functions of Riverside Drive, Fifth Avenue and the boardwalk at Coney Island was Ocean Avenue, the main social artery. Although little more than a dirt road with gravel sidewalks, it was the place to be seen. Every afternoon about 4 o'clock victorias and landaus rolled along slowly, crowding the avenue from curb to curb, the occupants gaily chattering bits of gossip and carefully observing each other's dress and appointments. Many more people strolled along the sidewalk, where the few who were out for exercise had a little better chance to realize their purpose. At train time in the late morning and at dinner time in the evening the avenue took on the aspect of a race track. With a real destination, the fine horses pranced along carrying their passengers either to the train or to the boarding houses, cottages and hotels. The scene was

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enlivened considerably by the livery of the drivers, which often equalled that of the horses in gaudiness. On Saturday afternoons Ocean Avenue really became a racetrack, for it was cleared for amateur trotting races. All the swells, dandies and sports entered the competition in fancy turnouts cheered on by spectators who lined the improvised track in their own smart carriages and tally-hos.

When the walkers and riders tired of the parade, they could stop and refresh themselves at summer houses or listen to the band music that blared from the hotel lawns. On damp days children forsook everything else to slide down the clay bank that ran from the bluff to the beach below. And there was always the pastime of sitting on the hollow tubing open fence on the ocean side of the avenue and gazing far out across the sea.

If the visitors did not care to join the afternoon promenade along Ocean Avenue, they could drive to nearby Pleasure Bay for a clambake or occasionally a regatta. Located on the inlet of the Shrewsbury where the wealthy kept their yachts, Pleasure Bay developed several excellent eating places for their benefit. The Pleasure Bay House, 255 Pleasure Bay Street, was a favorite gathering place. Patrons departed from there to catch their own fish and crabs in the stream and returned later to eat them under the trees. The proprietor, Elisha West, enjoyed a considerable reputation for clambakes consisting of green corn, clams, crabs, potatoes and whole young chickens. These were said to be "served with rustic simplicity."

Price's Hotel on Portaupeck Avenue and Seven Bridges Road, opened in 1857, was another famous hostelry. Among its patrons were the Vanderbilts, Goulds, Drexels and Astors. President Grant, George Pullman, Jim Fisk and Hugh Hastings became personal friends of the proprietor, Ed Price. He charged \$4 a plate for a shore dinner.

Parties would also journey over to Ocean Grove, especially on Sunday for the Vespers-by-the Sea. To witness these services one had to be smuggled over to the Grove in a rowboat for a 1¢ fare. The gates, of course, were closed on the Sabbath. Those who remained behind in Long Branch listened to the instrumental con-

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certs, given by the hotels' brass bands and called sacred mostly by courtesy.

From time to time it was possible to vary the Long Branch routine with a stroll on one of the piers. On the whole, however, piers were not a success at the Branch. The Bath House Pier, erected in 1828, had been wrecked on the night of the *New Era* disaster, and with the exception of a flimsy affair built in 1872 by Jim Fisk and Jay Gould, which collapsed in a week, no new pier was built until 1878. In that year on November 1 the Long Branch Pier Association was formed at the Ocean Hotel (formerly the Continental) for the purpose of building a pier opposite that hotel. Completed by the following summer, the Ocean Pier was six hundred feet long and was made of tubular iron, except at the ocean end where wood was used. It was ten pilings wide. Underneath were six hundred bathing cabins and the promenade deck above was covered with gay-colored awnings and illuminated by large gas fixtures on tall ornamental posts. Many benches and several refreshment booths lined the pier. In October, 1879 its wide promenade was used for the first of many walking contests. Regular excursion boats from New York used the pier as a landing place until it was washed away in 1881. Previous to the construction of the Ocean Pier, steamers from New York docked either at Sandy Hook or Red Bank and passengers completed the journey by omnibus.

The congregation of so much wealth in Long Branch led to big-time gambling. Men who spent their days making and losing fortunes in Wall Street said that they came down to the Branch in the evening for relaxation and a change. Yet they probably spent more time around the green cloth than anywhere else at the resort. Part of the urge to gamble was, of course, satisfied by the races, but that was a limited opportunity. In the late sixties Col. John Chamberlain led an invasion of out-of-town gamblers, who set up elaborate, expensive clubs for the wealthy summer visitors. Gaming was legalized, with a certain percentage reserved for the public treasury.

Chamberlain's place was known as the Pennsylvania Club and was located on the southwest corner of Brighton and Ocean Ave-

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*The middle class arrives
for a Sunday on the
beach. Drawn by
Thomas Nast*



*Panoramic view of Long Branch's chief attractions,
the beach, the bluff and the sea*



*Winslow Homer's famous, "On the Bluff at Long Branch,"
drawn originally for HARPER'S WEEKLY, 1870*



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nues, where a playground has recently been opened. It was a large frame house with wide porches and a mansard roof surmounted by a thin iron balustrade. In the rear, over the gaming room were two large domes, topped by gold weathervanes, characteristic features of all the gambling places. The porches were hung with rows of large fern baskets, and the front lawn was carefully laid out in the stiff circular beds popular in that period.

The interior was decorated in the sumptuous style of the mid-Victorians. Large paintings, mantles crowded with vases, massive horsehair furniture, thick carpets and marble topped tables gave an effect of rich crowding. Chamberlain kept a skillful French chef who prepared magnificent dinners which he served free to all his patrons. He could well afford such generosity for he is reputed to have won several large fortunes under the gas-lit domes of the gaming room.

In addition to all kinds of cards, the house offered roulette, rouge et noir, birdcage and many other games. Everything was carried on with utmost politeness and decorum, for Chamberlain was always proud of the fact that he operated a club for gentlemen. Ladies were not permitted, nor were the local residents.

Chamberlain was a native of Pittsfield, Massachusetts. In the 1850's he ran up enough funds on the saloon privileges of a boat plying between St. Louis and New Orleans to open his first exclusive gambling club in St. Louis. After a prosperous run, Chamberlain took another gambler, Price McGrath, to New York and there opened an elaborate house behind the brownstone front of 8 West 25th Street. When he discovered that summer business was falling off because his clientele went to Long Branch, he decided to follow his trade to the seashore.

He wanted more than the money his club could win for him. He wanted to rise to the social level of his New York patrons. Having learned from his experiences as a gambling club proprietor that the road to social equality was paved with something more than gold, he decided to build a race track at Long Branch where he thought that the free comradeship of the turf would smooth his way toward acceptance. He became host to one of the richest aggregations of men imaginable, but he never achieved his goal.

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Chamberlain had already antagonized his competitors at Saratoga when he began the manoeuvres that led to the successful operation of Monmouth Park. Then his club at Long Branch remained open every day of the week including Sunday, which was not allowed at the New York spa. This advantage earned Chamberlain the bitter enmity of John Morrissey and other Saratoga gamblers. They were doubtless glad when ill-fortune finally caught up with Chamberlain. He lost heavily on a stud of horses and became so involved that he soon sold the Pennsylvania Club to Phil Daly and left the state. He later opened a restaurant in Washington that became the best-known eating place in the capital. Senators and representatives liked his hostelry so much that they voted him land on the government reservation at Fortress Monroe, Virginia upon which to erect a hotel. Wealthy Washingtonians subscribed to a \$1,500,000 fund with which he erected a huge rambling structure called the Chamberlain, a landmark at Old Point Comfort until it burned down shortly after the World War.

Chamberlain was typical of the host of colorful characters who peopled Long Branch in its first flush of national prominence. The Astors and Fishes, Biddles and Drexels gave the place tone, but it was actually the social climbers who provided the high-jinks that made *Harper's* observe that Long Branch was "very suggestive of a circus." Perhaps the most circus-like of all the men who strove to impress their importance upon the place was Col. James Fisk, Jr., or "Jubilee Jim," as he was popularly known. He was gifted with a flair for the dramatic and spectacular that often left the resort breathless. In many senses Fisk represented the spirit of much of the new wealth in America after the Civil War—flashy, courageous, spendthrift, a little bewildered by the rapidity of his rise to a place he was not sure of.

Studded with important people, Long Branch in the late sixties was an inevitable stage for Jim. With the right people all around him he could hope, as Chamberlain did, to be taken into their favor, to be served a cup of tea by an aristocratic hand. The showy promenade, the informal beach, the sporting race track, and the grand hotels offered a magnificent background for Fisk's showmanship. He probably came first to Long Branch in the summer of

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1865, and from the very beginning he was a topic of conversation. The crowd was always with Fisk, so much so that after he had been shot by Ed. Stokes in their quarrel over the adventuress Josie Mansfield, a popular song eulogized him with the words, "He may have done wrong, but he thought he done right; and he was always good to the poor."

Such an estimate sentimentally overlooks Fisk's unscrupulous business methods. With his partner Jay Gould, he tried to corner the gold market in 1869 and precipitated the "Black Friday" panic. In the tangle of the financial disaster suspicion arose over the investments of President Grant's wife, and an investigating committee was required to clear the President himself of charges of complicity in the effort to advance the price of gold. By an odd coincidence, the chairman of this committee was a man who was also to play an important part in the history of Long Branch—Representative James A. Garfield.

Other men might have fled the limelight after such adverse publicity, but it only made Fisk bolder. When he drove down Ocean Avenue in his flashy turnout, many smiled but others frowned. He didn't particularly care what impression he made, as long as he made one. And the style in which he traveled made an impression inevitable. His horse blankets were elegantly embroidered at the corners. All metal work on his harnesses was of gold plate; the bits were silver; solid gold monograms adorned the blinders. His pairs were harnessed, a black horse and a white horse together, with two black coachmen in white livery in front and two white boys in black livery in the rear.

Fisk's love of strutting never had fuller play than when he brought the Ninth Regiment of the New York Guards to summer camp in Long Branch. The regiment had sagged to a membership of three hundred when Jim Fisk with his love of gold lace and his bankroll was suggested as a fine colonel, that is, an "angel." He was elected April 7, 1870. Colonel Braine, a Civil War veteran, understandingly stepped aside for a rich man who could get the organization out of debt. Jim applied all his renowned showmanship toward reviving the company. By offering prizes for enlistments, he ran the membership up to seven hundred on July 1. By

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August he was ready to parade his expensive hobby before the people he was so eager to impress.

The regiment arrived and went into camp at Long Branch on August 20. As a gesture to his friend and partner, Jay Gould, who was living his own tight-fisted vacation in a small house on the bluff north of the city limits, Jim called the camp, Camp Gould. It was pitched on the east side of Ocean Avenue, between North Broadway and Cooper Avenue; the parade grounds were to the south of it opposite Chelsea Avenue. The New Jersey State Guards were holding their annual encampment near Pleasure Bay at the same time, but the splendor of Fisk's regiment quite eclipsed them. President Grant, who was always willing to overlook the faults of his friends, showed his approval of the carryings-on by his frequent visits. He would drive up wearing his linen duster, step snappily from his buckboard and take his stand by the Colonel to review the troupe manoeuvres.

It was a festive time while it lasted, and all enjoyed themselves. On Saturday, August 27, Fisk marched his men over to Monmouth Park for the last meet of the trotting season. They were a far greater attraction to the crowd than the horseflesh or even the gowns. When the afternoon heats ended, the guardsmen picked up their stacked rifles, the band began to blare and the men ceremoniously marched back to Camp Gould. The day ended with a grand ball in honor of the entire regiment at the Continental Hotel.

On the following day the soldiers took over Ocean Avenue for a magnificent parade. After passing in review, the men rested, while Long Branch put on a show for their benefit. This took the curious form of a combined religious and farewell program in which the regiment was doubtless eulogized far more as providers for the common defense than as providers for the common entertainment. Three days later they all sailed home aboard "Admiral Jim's" *Plymouth Rock*. The nautical title was of Fisk's choosing, for when he stepped upon the bridge of one of his Fall River Line boats, the colonel in him yielded to an equally fine figure clad in the full uniform of an admiral.

Although they went to Long Branch for a vacation, Fisk and his partner Gould were far too much the financiers to resist the oppor-

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tunity of combining a little business with pleasure. They recognized that Long Branch was growing fast and needed additional facilities for its guests. In 1872 they erected the Grand Excursion House in East Long Branch with a pier in front and train tracks running into a court at the rear. It was elaborately built, in the only way Fisk could do anything, with an unpaid-for cellar of wines, vases and urns from France, and other extravagant fittings. In financial straits even before it opened, the hotel was renamed the East End and struggled along for four years until it was taken over by the Long Branch Banking Company, which had held a mortgage on it.

The pier, grandly called the East End Excursion Pavilion, had an even briefer and more disastrous career. Within a week the flimsy wooden structure was washed away in a typical Long Branch storm. More than a pleasure spot was lost, for Fisk and Gould had intended to have their steamers from New York dock there. The *Plymouth Rock* did land at the pier the first Sunday it was in use, but a week later it was forced to return to its old dock at Sandy Hook.

Fisk took especial pride in the *Plymouth Rock* because it was the most magnificent ship in his fleet. In fact, nothing so grand had ever been seen in local waters. To begin with, Fisk's Celtic physiognomy appeared in rich colors on each side of the ship's boiler. Built at a cost of \$94,000, the boat was 345 feet long, with thirty-two suites that matched New York hotels for luxury and comfort. It was really a hotel afloat, catering to the most expensive tastes in the country. Huge mirrors set off the white marble in the barroom, and the furniture was extravagantly gilded and covered with plush, velvet, and silk. People who were leaving Long Branch could board the boat in the afternoon, dress there, ride off for an evening's pleasure, sleep in their stateroom and arrive in New York in the morning. The Sabbath usually found Fisk resplendent in his admiral's uniform, jovially combining the roles of admiral and host.

A brass band with a leader, weighed down by gold braid, blaring in the salon was a feature of all of Fisk's boats. In the dining salons two hundred and fifty canaries, named after his friends, warbled in gilt cages. Among the friends so honored were Colonel

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Braine of the Ninth Regiment, Jay Gould, Commodore Cornelius Vanderbilt, August Belmont, President Grant and the patent-medicine king, Dr. H. T. Helmbold.

Fisk's strenuous exhibitionism won him much popularity, but not acceptance with the socially elect whom he courted. His biographer, Robert W. Fuller, comments, "Jim wasn't a social success. He wasn't invited to dinners, receptions, and dances by the hosts and hostesses of Washington Square and Fifth Avenue. They looked upon him as a crude person to be avoided when possible."

Society not only snubbed Jim; it treated him as a pariah. When Jim established himself at the Continental Hotel, many of the guests checked out or did not return for another visit. Fisk noticed it, regretted it, and finally decided to do something about it. He went to the manager, Borrowes, and told him that he knew his presence had been causing him a loss of his best trade. While it was likely that a showman like Fisk attracted far more people than he kept away, he nevertheless felt he owed Borrowes something and insisted on taking over the mortgage on the building to ease his mind.

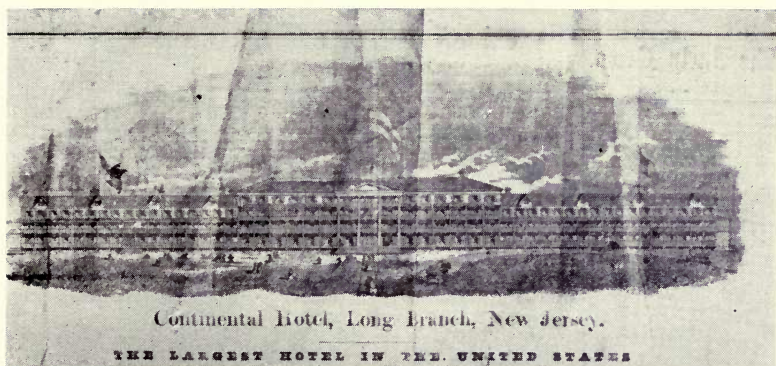
Among the many Stokeses living in Long Branch was Edward S. Stokes, the worthless son of a prominent and wealthy hotel family. He became Fisk's rival for the attention of the adventuress Josie Mansfield, and it was over him that she broke with Fisk. There were reconciliations and more angry quarrels, and within three years Stokes had murdered Fisk and Josie soon had become an outcast in Boston.

Second only to Fisk was colorful "Doc" H. T. Helmbold, another flamboyant millionaire. He was a swarthy little Philadelphia druggist who made a fortune from Helmbold's Buchu Tea, which he made more saleable by claiming that it was a secret brew from Africa. It was made from the smooth leathery leaves of the buchu, a native shrub of the Cape of Good Hope. The oil extracted from the glands on the margins and underside of the leaves was used for kidney troubles. It is now practically obsolete.

Helmbold made his money by shrewdly cornering the supply and by pioneering in large-scale advertising. He is reputed to be one of the first men to have spent a million dollars publicizing his

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An advertisement for the Continental Hotel appearing in the Long Branch DAILY RECORD, August, 1867



George W. Childs, who brought President Grant to Long Branch



Jim Fisk, who brought the spirit of Broadway to the bluff

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wares. He maintained two lavishly fitted drugstores, one at 594 Broadway in New York City and the other at 104 10th Street in Philadelphia.

He had the same love of florid living that Fisk had. Like Fisk, again, he delighted in color schemes. A four-in-hand of black horses always drove him around New York, but in Philadelphia he insisted on a four-in-hand of white horses. At Long Branch he outdid himself with a six-in-hand drag seating ten persons and said to be the smartest in America.

Helmbold detested the ugly old hotels that lined Ocean Avenue and he was rich enough to buy and destroy some of them. It was said that he tore down the buildings to make the drive more becoming to his flashy tornouts. At any rate, he did away with the Monmouth Hotel and tore off parts of the Clarendon and moved it back on a side street. He had demolished an entire row of buildings on Depot Avenue (South Broadway) and in its place erected Helmbold Block, a row of sixteen stores. Helmbold lived on the north side of Chelsea Avenue, beside the Seaside Chapel about three doors from Ocean Avenue.

When Helmbold's Buchu Tea was a household expression and he was making far more money than even he could spend, a series of misfortunes overtook the little wizard. He lost a huge sum in 1872 on a celebrated match race at Monmouth Park. Two years later his block of stores burned down, and then, according to local historians, his wife left him and ran away with James Gordon Bennett, owner of the New York *Tribune*. Such a succession of ill fortune was too much for the man and he began to crack.

He announced that he had bought four thousand newspapers throughout the United States "to mould public opinion." Then he decided to hire a sailboat to cross the Atlantic each year and paint on the Rock of Gibraltar, "Helmbold's, We have it; Helmbold's I have it." He is supposed to have brought a dozen chorus girls down to Long Branch for a dinner party at which he sat like a little king at the head of the table while twelve giant negroes served the feast. No scheme was too wild to interest him, and every bogus stock promoter found Helmbold an eager investor. When friends, who were beginning to question his sanity, protested to him, he con-

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firmed their suspicions by telling quietly how he had just escaped from six asylums after being murdered in each.

He did not go to an asylum, although he was quickly judged insane. When his affairs were investigated, it was found that the Buchu Tea wealth had been shared almost entirely with the leading confidence men of the country; Helmbold was practically a pauper. His wife added her own touch to this riches-to-rags story by returning to nurse him in his illness. The little man spent his last years in obscurity, trying for hours at a time to sweep the front porch of his cottage clean of the sunshine.

Long Branch seems to have had a special attraction for patent medicine millionaires, none of whom, except Helmbold, were eccentric. Dr. F. Humphreys, originator of the famous "Specifics" and John McKesson, Jr., of McKesson and Robbins, both lived in North Long Branch. Dr. H. P. Lee of Philadelphia, who became rich on a blood purifier called Lithontropic, had a house near the southeast corner of Brighton and Ocean Avenues. On Morris Avenue lived Brent Good, owner of Carter's Little Liver Pills, and in West End, George Curtis and his brother, makers of "Mother Winslow's Soothing Syrup," owned two large cottages now joined together as the San Alfonso Retreat.

It was frequently said that "everybody who was anybody sooner or later comes to Long Branch." To list the summer colony in detail would be to lift practically page after page from the social registers of New York and Philadelphia. Celebrities were usually so thick that it took an exhibitionist like Fisk or Helmbold to earn a reputation definitely associated with Long Branch. Horace Greeley, James Gordon Bennett, William Cullen Bryant represented the editors of the day and Henry Ward Beecher came down frequently from his embattled pulpit in Brooklyn. President Grant's presence naturally attracted many army men, such as Major General Phil Sheridan, General Van Vliet, and Major General George Meade. While these military leaders were fighting again the battles of the Civil War, there was always a crowd ready to hail the naval hero, Admiral David Farragut. The nobility of Europe usually stopped for a visit between seeing New York and Washington. Among the titled personages of the period of the seventies were Count Armin,

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Countess Englehart, Prince de Jainville of France and Prince Ytibide, a grandson of the former Emperor of Mexico.

No matter how many celebrities or unknown people came to Long Branch for a simple vacation the atmosphere of showy opulence was always dominant. When John Lester Wallack, the actor, returned to his Long Branch home in 1869, the *Long Branch News* found the space to report that on full dress occasions he wore "a blue swallow-tail coat, with velvet collar and gilt buttons, a white vest, with rich fancy buttons, black knee breeches, and black silk stockings and pumps with delicate silver buckles." The paper concluded, "This is now the correct thing for full dress, and as worn by Mr. Wallack, it is a very elegant costume."

The arrival of summer visitors was recorded in terms of their transportation equipment. The nature of a man's team and carriage was generally accepted as a reliable index of his fortune, if not his social status. Thus on July 20, 1872, the *Long Branch News* observed in its social notes:

William P. Ward of New York with his pair of trotters is at the Mansion House. Mr. T. F. Gilligan is now at the Ocean House with his dog cart. Mr. Rich has a pair of blacks and a laundollette with him at the West End. C. W. Chapin of New York has with him at the Pavilion a stylish phaeton. Daniel Drew of the Ocean House drives a fast pair of light horses. Mr. J. M. Atwater of Cooper Cottage drives a pair of South American pigmy ponies to a miniature wagon. Mrs. O'Gilly of the Clarendon drives a large bay horse.

It was a day of big spending. When John Hoey decided to give a birthday party for his daughter and a hundred of her guests, he had Gilmore's band of 32 musicians down from Boston, several opera singers to entertain the chaperoning mothers, catering by Delmonico's of New York and fireworks that surpassed anything ever seen at the resort. George E. West, who ran the cigar counters at the Metropolitan, Ocean and Howland hotels, would sell 10,000 cigars in less than three months during the races, and no customer would try to save by ordering a box. Often, however, when the races were on, money meant almost nothing, for it could not buy a room at any kind of hotel. Clubmen were frequently glad to have

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a mattress on a pool table or a cot in a bar or hallway during the racing season. Many of them would simply fall asleep in the chairs of the large lobbies. No matter how much the sporting crowd might ruin its health, it was willing to pay large sums for restoration. Fashionable New York doctors called twice a week at the resort to visit their patients.

By the 15th of September the hotel crowd had departed, officially closing the fashionable season. The hotels were boarded up for the winter; the beaches were deserted except for three or four hardy bathers; and the cottage owners settled down to enjoy what they considered the finest time of the year at Long Branch. Although not year-round residents, they nevertheless felt a sense of closeness to the resort that transcended the gaiety of fancy dress balls, thrilling races and afternoon promenades. They let those who came only for the luxuries of the large hotels rush off to the city to continue the same frantic round of pleasure. The cottagers were content to remain behind to watch cows peacefully pasture on the hotel lawns, to see the bathing shacks reduced to piles of lumber on the beach, to drive along the bluff not bound for some large formal party but for a quiet evening at home.

Throughout this Indian summer season Long Branch achieved the kind of neighborliness that the resort had known before it became the magnet for society. Although the quiet sometimes drove people back to the city sooner than they expected, in the main they would stay on as long as weather permitted, through October, sometimes even into November. And the man who enjoyed this period of repose as much as anyone was he who set its opposite in motion—President Grant.



The Mansion House, one of the exclusive hotels in the seventies



Interior of the Mansion House

Watching the races at
Municipal Park

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CHAPTER V

The Gilded Strand

RESORTS are keenly sensitive to the ever-present possibility that they may suddenly lose public favor. They know that natural disasters, violent epidemics or sheer human fickleness can almost overnight thin their throngs and flatten their purses. In the midst of its exceptional prosperity in the early 1870's Long Branch was obliged to add yet another worry to the concerns common to resorts. Those who were making large sums from the summer guests knew how much they owed to the presence of President Grant. What if later Presidents found another place more attractive than the Branch? Would the bluff, the beach, the track and the gaming table be sufficient to hold the crowd? Or was Long Branch's popularity based on its eminence as the summer capital?

As Grant was nearing the end of his second term in 1876, *Harper's* examined the problem and stated somewhat reassuringly, "It is quite possible that, unless our next President should choose Long Branch as his summer residence also, many years will elapse before the flow of prosperity will lead to the high prices in real estate which formerly prevailed there. Yet the prediction would be childish to intimate that the best days of Long Branch are over. The probability is that this charming resort will grow more and more in favor; . . ."

Fortunately or otherwise, Long Branch never had to face the issue squarely. Grant's successor, Rutherford B. Hayes, came often enough to the resort to preserve its reputation as the summer capital. Unlike Grant he never acquired his own cottage, but preferred to stay at the Elberon Hotel, the newest and smartest of the shore hotels. No more social than Grant and considerably less glamorous, Hayes' sole contribution to the resort was his presence.

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Elected as a reform president, he resolutely pursued a social life that conformed to the austerity he was practicing in government. Under his wife's influence liquor was for the first time banished from the White House, all but the most necessary social functions were eliminated, and over all a stiff, rather countrified formality replaced the bluff joviality of the Grants.

It is a little startling to contemplate the provincial Hayeses at Long Branch in the late seventies. They must have found themselves in somewhat the position of King George V and Queen Mary when they fell heir to the gay, slightly disreputable Edwardian way of life. For Long Branch continued in full blast. Monmouth Park attracted larger and larger crowds; greater sums were won and lost over the gambling tables; Ocean Avenue paraded its styles and retailed the gossip with no less energy; and the hotels reported continuing prosperity.

Yet a subtle change was taking place in Long Branch, one that would not be manifest for a few years to come. In its first burst of popularity the resort had been unable to avoid the appearance of a newly-established watering place. Although the social elite had come and come again, the racing and gambling had undoubtedly created a distaste for the place among the aristocratic—but not sporting—vacationers. Almost imperceptibly these people began to drift elsewhere, leaving the field clear for sports, sharpers and social climbers.

Despite the well-known simplicity of their tastes, in going to the Elberon Hotel the Hayes family was plunging itself into the center of the smartest company at the resort. When they arrived for the summer of 1877, the hotel was but a year old and had already caught the fancy of the fashionables. Built by Lewis B. Brown, who had been so active in developing the Elberon district, it was something new in summer hotels in its effort to copy a country estate. The low, rambling structure with deep first-floor porches extending out onto the lawn from many angles suggested an exclusive residence. Several cottages ran along the lawn to the south of the hotel. Its clientele included George W. Childs, the Philadelphia publisher, the Durlands, the Wideners, the Sloanes, George R. Blanchard, president of the New England Railroads,

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General Fitz-John Porter, Thomas Murphy, James A. Bailey, partner of P. T. Barnum and ex-president Grant.

Equally popular was the West End Hotel, which also sought to relieve the monotony of the barracks-like structures farther north on the west side of Ocean Avenue. The grounds were arranged as an extensive park with many adjoining buildings, including a summer auditorium. The management provided stables for one hundred and fifty horses and showed its recognition of the importance of horseflesh in Long Branch by advertising its stage and stable supervisors among its executives. In 1880 the West End was the first hotel to set up direct telegraphic service with the New York Stock Exchange.

When Grant retired from the White House, he went on a round-the-world tour that took him away from Long Branch for a few summers. None of the activities in which he had been interested slackened; in fact they redoubled in size, in money spent and sheer energy expended. By the time Grant got back from his trip Long Branch was more prosperous than ever before.

Colonel John Chamberlain's successor as the king-pin of the local gamblers, Phil Daly, proved himself entirely worthy of carrying on the tradition of the grand style that Chamberlain had founded. He was induced to come to Long Branch by Richard J. Dobbins, who made large sums in local real estate. Daly took over the Pennsylvania Club and with Dobbins' backing modernized it at a cost of more than \$100,000.

Daly was a short, stocky man with dark hair and a ruddy complexion. He seems to have entertained none of the social aspirations that motivated Chamberlain, but rather to have confined himself strictly to the pursuit of the business in which he excelled—gambling. Popular with his guests, known as a square-shooter, he calmly presided over a vast amount of wealth that more frequently than not ultimately became his. Like Chamberlain he forbade local residents to play at his tables, and when a resident did once get in to play and lost heavily, Daly took him aside, returned his money and told him never to return.

The Asbury Park *Press* of February 17, 1935 printed a partial list of Daly's patrons. It included Jacob Rothschild, the banker;

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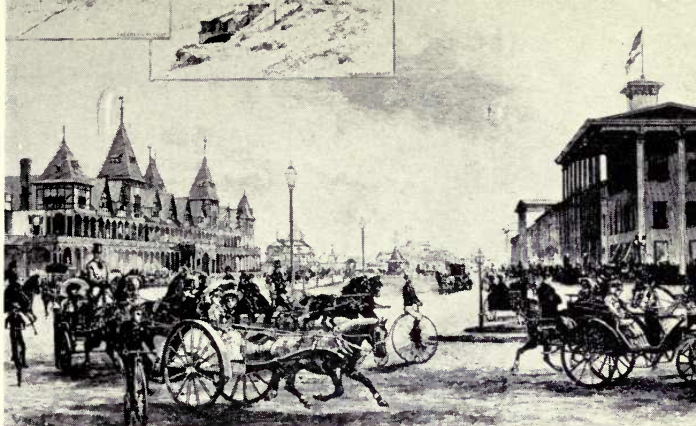
George Pullman, Sr., and his two sons, George, Jr. and Sagnor; Thomas Patten, Senator James Smith, Jr., Thomas Murphy, Henry S. Little, John R. McPherson, Jay Gould, George N. Curtis, the banker; George F. Baker, president of the First National Bank of New York; Richard V. Breece, a prominent contractor and builder; A. J. Cassett, president of the Pennsylvania Railroad; William McKinley when he was Congressman and Garrett A. Hobart, before he came vice-president.

An indication of the tolerant view that men in public life took of gambling was the frequent presence at Daly's of President Grant and after him President Chester A. Arthur. Their participation was well known, as was that of such respectable figures as General Horace Potter and the railroad financier, Chauncey Depew.

It is estimated that an average season saw between \$5,000,000 and \$10,000,000 wagered in Daly's gambling rooms. Most of the players appear to have favored roulette and faro, but cards and dice were popular with a large number of the patrons. Daly was not always engaged in making money for himself; he could help others to do the same. When James Connelly of the *Long Branch News* wanted to win the \$100 prize that *Harper's* was offering for a 300-word article on the richest man in the world, he lent his aid. Connelly decided that William K. Vanderbilt was the man, and Daly obligingly arranged an interview with the tycoon, who was one of his regular customers. Connelly won the \$100, and also through the efforts of Daly was given what Vanderbilt's time had been worth during the conversation.

A curious obligato to the click of chips on the gambling tables at Daly's was his wife's preoccupation with the Catholic faith. In the rear of their home on Chelsea Avenue she erected a chapel and together they gave the Star of the Sea Church a magnificent chandelier costing \$2,000.

As Daly grew older, he was subject to violent fainting spells. Whenever he attended church, he sat on the side in the front row and had a wicker lounge set by his seat so that, if necessary, his four paid attendants could quickly remove him from the church with a minimum of disturbance to the other worshippers and discomfort to him.



The daily procession along Ocean Avenue



*"The Gambling Evil at Long Branch," as HARPER's
saw it in 1889*



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*The Iron Pier,
erected in
1879*

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When Daly died of a paralytic stroke in the early nineties, Mrs. Daly attempted to continue his clubhouse. Her heart, however, was deep in her faith as a Catholic and she became less and less interested in the fortunes around the green cloth. Her difficult dilemma was finally resolved when the anti-gambling laws put a ban on the activities of the Pennsylvania Club. On March 15, 1909 the magnificent old structure, for which Daly had once refused \$250,000, was sold to Simon Hess of New York for \$70,000. With the house went two huge chandeliers purchased from the Centennial Exposition in Philadelphia in 1876 for \$25,000. Along with the other furnishings these chandeliers brought only \$10,000 in the posthumous sale.

John Daly, no relative of Phil Daly, operated the Long Branch Club on Ocean Avenue between North and South Bath Avenues. This was for many years a popular rendezvous for wealthy New Yorkers. Daly arrived at Long Branch in much the same way John Chamberlain had before him. He was running a successful gambling house at 39 West 29th Street in New York when he noted that as soon as warm weather arrived his patronage fell off. Accordingly, he opened his shore place. He was a gambler with a creed, "All any gambler wants is to play for a long enough time and he'll get all the money any player has. It is absolutely silly to assert that any so-called respectable gambler would use crooked paraphernalia. The percentage in favor of the gambling house is always sufficient to guarantee the profits of the house."

John Daly attracted only a slightly less spectacular array of patrons than Phil Daly. Senator O. E. Wolcott of Colorado is said to have made phenomenal winnings at his club. The elder Pierre Lorillard always set himself the limit of \$2,000 a game. Theodore R. Hostetter, of the Pittsburgh family that had made a fortune in the production of bitters, could not wait for a roulette wheel to slow down, so he matched pennies at \$1,000 a flip. An especially consistent winner was Elias J. (Lucky) Baldwin.

There were more notorious spots where less famous people could gather for an evening's entertainment. One of these was the New York Club built around the former summer home of Dr. H. P. Lee of Philadelphia. This stood opposite the grander Pennsylvania Club

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and passed through a variety of ownerships, including a Colonel James of Baltimore; William Baker, a gambler from the west; and Thomas Johnson. Another popular place was the Ocean Club run by "Doc" Frank Slater, "a flashy dresser who sent to Paris for his shirts." The building was believed to have been brought to Long Branch from the Centennial Exposition in Philadelphia. A third hang-out was on the second floor of the Mansion House after it had deteriorated from its once fashionable status.

While gambling continued to be the chief indoor diversion at Long Branch, the race track at Monmouth Park was an amiable outdoor rival. Its first season in 1870 had seen but five racing days and a total of sixteen races. A decade later racing extended more than two weeks, and although it was to be many years before the park itself was improved, there were the first sounds of a demand for better facilities and a generally more impressive plant.

With the racing and gambling that attracted so many thousands to Long Branch, President and Mrs. Hayes had little to do. They would quietly establish themselves at the Elberon Hotel, receive the social honors due their position and then let Long Branch go its own way. Hayes' successor, James A. Garfield, however, was more socially inclined. Long Branch had known him as a Congressman from Ohio, a man who skillfully combined dignity with enjoyment. Considerably less a reformer than Hayes, Garfield was on familiar terms with men of wealth, and they looked forward to his arrival as the signal for a return to the easy comradeship that had characterized the Grant days.

Grant himself decidedly did not look forward to Garfield's coming to Long Branch as President. For one thing, it is possible that he sensed that he might to some extent be displaced as the outstanding local figure. Moreover, it was certain that he had not forgiven Garfield his success in obtaining the Republican nomination in 1880, which Grant had so ardently sought. When the two men finally met at the resort, Grant was cool and aloof. The men exchanged only a few words, and Garfield departed, leaving Grant to his bitterness.

It was mid-June 1881 when Garfield first came to Long Branch as President. With most of his cabinet he had left Wash-

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ington to escape the malaria fever epidemic raging there. Mrs. Garfield herself was recovering from the disease. Toward the end of the month, the President returned to the capital to clear his desk of official business before leaving to attend the commencement exercises at his alma mater, Williams College. He planned to spend the summer at Long Branch with his family.

On July 2nd he drove to the station in Washington to take the train for Massachusetts. The ladies' waiting room had been reserved for his use before boarding the train. As he stood in the room greeting friends and admirers, a half-crazed, disappointed office seeker, Charles Jules Guiteau, entered unobserved, paced up and down, reeled on his heels and shot the President twice with a heavy revolver. As it blazed, he cried, "I am a Stalwart! Arthur is now President."

Guiteau's hysterical jubilation was premature. His first bullet entered Garfield's arm below the shoulder; the second penetrated the back above the hips. The President made no sign that he was hurt; he merely turned in surprise and then slumped to the floor. He was quickly borne to the White House, where his first request was that a message be sent to Long Branch to "Crete" (Lucretia), his wife. To his grief-stricken son he put up a brave front, saying, "Don't be alarmed, Jimmy, the upper story is all right; it's only the hull that's a little damaged."

But even as Mrs. Garfield rushed to Washington by a special train, the President was sinking. July brought intensely hot weather and the sweltering rooms became almost unbearable. Six surgeons were in constant attendance, and two operations were performed, the second on August 8th. A week later Garfield's condition was worse, and when danger of malaria from the Potomac flats began to threaten in the first week of September, it was decided to remove the patient from Washington. Dr. D. W. Bliss suggested Long Branch. "Yes," Garfield agreed feebly, "I want to go down by the sea. My chances would be better there, but I don't see how it can be done."

That was the same question that Long Branch asked itself the following day when Attorney-General Wayne MacVeagh was notified that the President would arrive the next morning. The first

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consideration was a comfortable dwelling place. Instantly dozens of cottages were offered, and that of Charles Francklyn of the Cunard Lines was chosen by Mrs. Garfield, since it was on the grounds of the Elberon Hotel where they had so often stayed.

Once the news that Garfield was coming to Long Branch spread through the town, the community rose almost as one man to facilitate his entry. When the fashionable folk heard that the national tragedy of the President's assassination was to be played before their eyes, the casinos abruptly closed and the track at Monmouth Park was quickly deserted. There was but a single thought in the emergency: the spur that had to be built from Elberon Station down Lincoln Avenue across Ocean Avenue and directly to the front door of the Francklyn Cottage, a distance of five-eighths of a mile.

By the afternoon of September 5th, surveyors supplied by the government and the Pennsylvania Railroad had laid out a right of way. Two hours later almost two thousand men were working furiously on the line. The entire community joined in the feverish activity. Women served cooling drinks to the men as they labored through the exceptionally hot night. Bakeshops remained open to supply food, and the West End Hotel had a tally-ho carting meals all night from the kitchen to the workers.

Farm wagons, express carts and drays from miles around were commandeered to carry away the dirt. Special freight cars brought ties, track and other equipment from the railroad supply yards. Every contractor in the vicinity made his gang of workmen and all his materials available to the emergency crew. Boys were used to hand spikes to the workmen and smaller children held torches for them as they worked. The torches were those used by the Republican and Democratic clubs in their parades.

In the midst of this furious rush toward completion, one man, according to stories told by railroad men, at first flatly refused to work. He was a Captain Mount who had been a Confederate officer during the Civil War. He protested to the amazed group exhorting him to do his duty that "it was too hot." He held out against all pressure until he was told that Garfield, like himself, was a Mason. Then he plunged in and served most zealously.

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By six in the evening the first tie was laid and at eight the following morning the track was completed. When it was tested for safety an hour later, it was found too weak to support the heavy engine bringing the Presidential train from Washington. But the train had left Washington almost three hours before, with a specially prepared car in which to set the litter. The problem was solved by placing a lighter engine behind the President's car when it arrived at the Elberon Station. The important work of guiding the car to its final destination was entrusted to engineer Dan Mansfield and fireman Martin Maloney, both of whom died recently in Long Branch. Under their direction the engine cautiously pushed the car along the spur until it stood directly beneath the arches before the door of the Francklyn cottage. It arrived there at one o'clock in the afternoon, less than twenty-four hours after the right of way had been laid out.

The presence of the wounded president focussed the eye of the country on Long Branch. More than a hundred newspaper men from New York, Washington, Philadelphia and elsewhere arrived to cover the story, and it was necessary to improvise an express service to handle the hundreds of messages to the West End Hotel, where the journalists and telegraph operators set up headquarters.

In his successor's hour of danger, ex-President Grant hastily brushed aside the differences that had separated him from Garfield and called at the Francklyn cottage many times. Although he was unable to see the patient, he remained at Long Branch until the end.

In *Our Martyred President* James D. McCabe gives a full account of Garfield's final agonizing days at Long Branch, stating that he "began showing signs of improvement shortly following his arrival at Elberon. On September 10th, the President's condition remained favorable but on the 11th there was an alarming return of unfavorable symptoms. There were indications that blood-poison had infected the right lung. On September 12th he was much better and brighter; on the 13th there was still more marked improvement. The President requested to be put into the reclining invalid chair."

This gave rise only to false hopes. By the 15th Garfield was again delirious and had to be put back to bed where he lay semi-

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conscious. The following two days he grew steadily worse. Stimulants were administered constantly, but his pulse, temperature and respiration all gave cause for the gravest alarm. When he was seized with a severe chill and his pulse rose to 120, his physicians advised that the absent members of the cabinet be summoned immediately.

On Sunday, the 18th, the President was comparatively comfortable, although very weak. Those anxiously attending him seem to have had more hope than he did himself. That Sunday he asked his old friend, A. F. Rockwell, whether he thought his name would have a place in history. After assuring him of posterity's verdict, Rockwell admonished, "Old fellow, you musn't talk that way. You have a great work yet to perform." Garfield considered the remark a moment and then replied heavily, "No, my work is done."

He spoke with the sure instinct of a dying man. The next day he suffered a relapse, and the doctors conceded that he might die at any time. When he fell into a deep sleep early in the evening, his attendants made the customary preparations for the night's vigil. Dr. S. A. Boynton paid his evening visit and announced that the President was doing as well as could be expected.

A few minutes after ten o'clock Garfield awoke. When General Swaim took hold of his wasted hand, he moaned, "Oh, Swaim, this terrible pain," and placed the General's hand over his heart. He drank a glass of water, but it failed to relieve him and again Swaim laid his hand on his chest. In a desperate gesture he flung his hands up and cried, "Oh, Swaim, can't you stop this?" Those were his last words, except for an agonized "Oh, Swaim."

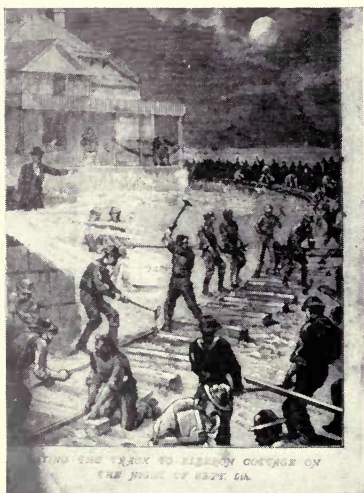
The General promptly summoned Dr. Bliss and Mrs. Garfield. The doctor arrived first and when he looked at the President, exclaimed, "My God, Swaim, he is dying." By the time Mrs. Garfield came in, they were rubbing the President's limbs. He had suffered a heart attack; his pain had been acute for a moment, but when death came, at 10:35, it was painless. There were eleven people in the small room when the President died. When Dr. Bliss crossed Garfield's hands on his breast, everyone withdrew, except Mrs. Garfield and her daughter, Mollie.

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Attending the stricken President Garfield at the Francklyn Cottage



Laying the spur to the Francklyn Cottage on the night of September 5, 1881



Statue of President Garfield, the gift of the people of New Jersey, dedicated 1918

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The President's private secretary, Joseph Stanley Brown, stayed with them during their vigil. When it was later rumoured that Mrs. Garfield fainted once during the night, Brown vigorously denied the charge, stating categorically, "Mrs. Garfield is not a woman who faints."

An autopsy revealed that, contrary to the physicians' beliefs, the bullet was located quite near its point of entry in the back muscles. Since it had become encysted, it had been the infection of the wound itself that had threatened the President. Without X-ray and modern antiseptic methods, the surgeons are believed to have done their best, despite their theory that the bullet was first lodged in the liver and then passed into the abdomen. Their probing to discover the bullet only widened the channel of the pus from the wound.

Although vice-president Chester A. Arthur had a summer home that season in Long Branch at the corner of Park and Elberon Avenues, he was in New York at the time of Garfield's death. It is rather difficult to explain his absence from Long Branch when the remaining members of the cabinet had already been brought from Washington. He had left a few days before, when the President had showed some improvement. Arthur took the oath of office as President at his New York home, 123 Lexington Avenue at two o'clock in the morning. He immediately left for Long Branch to assume his duties and to offer his services to Mrs. Garfield.

The dead president lay in state in a room with chintz curtained windows open to the sea. The skin of his face was tightly drawn over the protruding bones, the forehead was deeply creviced, the lips hung apart and the teeth were tightly set. His once blond hair had whitened, and his face was blotched with black spots, partly caused by the taking of a death mask.

The crowds that had collected every day outside the cottage during the President's losing battle had to wait until Wednesday morning to pay its last respects. Only an hour and one minute were allotted for these ceremonies. At 8:45 long lines began to file past the body through avenues of uniformed guards. At 9:46 Governor George Ludlow and members of his staff marched to the cottage and a short funeral service was conducted there by the Reverend Charles J. Young of the Dutch Reformed Church of Long Branch.

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At 10:01 the car bearing Garfield's body pulled out from under the cottage's arched entrance for the Elberon station. Dressed in the black clothes he had worn at his inauguration only six months before, Garfield rested in an elaborate casket with an enlisted man on guard at each corner. At the head stood a tall cross of yellow and white rosebuds, carnations, tuberose and smilax, and at the foot was a large pillow of similar flowers. The interior of the car was draped in black with a cornice of small flags festooned together with black rosettes; its exterior was panelled with black cloth pleated into sunbursts. Black hangings also covered the heavy engine that had been attached to the car at the Elberon station. Shortly after noon the train slowly pulled out of the station on its long trip to bear the President's wasted body first to Washington and then to its final resting place in Ohio.

Buildings associated with Garfield's last tragic days in Long Branch survived by many years the kind of resort that existed during his final visit. The Elberon Hotel where Garfield had stayed so often burned in 1914. The Francklyn cottage where he died was damaged in the same fire and was torn down a few years later.

The railroad ties laid to bring the dying President directly to the cottage were torn up shortly after his death and purchased by Oliver Dowd Byron, the actor. Out of them he built a small cabin on his North Long Branch estate. Still standing, Garfield's Hut, as it is called, consists of a single room 8 x 12 feet and about 8 feet high. It is in log cabin style and has a patriotic color scheme; the ties that are laid lengthwise are painted red, the frame is blue and the room is finished with white trim. It has a Dutch door in the front, and on each side is a window with colored glass borders. One of the original rails supports the ceiling.

Oliver Byron used the small building for tea parties; it is said that he kept his butter and cream for such occasions in an icebox that he reached by a trap door in the floor. When he died, the Garfield Hut was moved to Highlands by his son, Arthur Byron, also an actor. He recently returned it to Oliver Presley, whose father built it for the elder Byron. It now stands on the grounds of his home on Atlantic Avenue opposite Church Street.

Garfield's death was the tragic end of what had been up to that

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time an exceedingly successful season for Long Branch. The general optimism in the beginning of 1881 had inspired the construction of the resort's fourth ocean pier. Built directly opposite the end of South Broadway, it was called the Iron Pier because its angular iron made the material more apparent than the tubular iron used on the earlier Ocean Pier. Locally it was called Herman's Pier after its popular superintendent.

Instead of running directly into the ocean as had its predecessors, the Iron Pier paralleled Ocean Avenue for about three hundred feet. This distance indicates that it reached the water at about the same spot as the Ocean Pier and it is possible that its pilings were used for the new structure. Moreover the old pier is known to have disappeared at the time that the new one opened.

The entrance to the Iron Pier was through a dignified arched building in which were located an express office, a bar and a drug-store. Jaeger's restaurant on the pier soon became a fashionable eating place. There were a few refreshment counters and a promenade with benches and rocking chairs. After it was cut in two by a tug in 1893, the outer quarter was rebuilt with wood and the pier continued to operate for almost another decade.

President Arthur's decision to continue coming to Long Branch relieved the fears that had naturally arisen after the death of Garfield. It was greeted with enthusiasm by the sporting crowd, for Arthur was considered a "regular fellow." Although he surprised and confounded many political enemies by giving the country a remarkably efficient administration, he remained to the end something of a dandy and a sport. A man who could boast, even in jest, that he was the best-dressed man to become President fitted in well with the flashy croupier-bookmaker crowd that was tending more and more to dominate Long Branch.

The change from the simple, rugged Grant to the elegant, worldly Arthur typified what had been going on quietly in Long Branch for a little more than a decade. Almost imperceptibly at first, the fashionable people began seeking their pleasure elsewhere. While they had patronized the track and the casinos, they began to sense that the huge success of these ventures was attracting an exclusively sporting crowd of professional gamblers, sharpers and

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even confidence men. As money began to be made in large sums in Long Branch, the resort paradoxically lost favor with the wealthiest, who were also in most cases the most socially-elect. It is possible, too, that there was a psychological reaction against Long Branch after the death of President Garfield. For many the pall of tragedy lay over the place and they were glad to leave it to a showier, less sensitive class of people.

A sure sign of the influx of large numbers of less aristocratic vacationers was an attempt by several of the older established residents to form a select social club. In 1882 eight men who were listed in the *Social Register* incorporated the Elberon Casino, which was situated on the northeast corner of Lincoln and Elberon Avenues. With dues at \$150 a year and rigid social qualifications for admission, the membership remained small enough to realize the original desire for exclusiveness. Members came to the club for the usual men's club activities, a drink at the bar, a couple of hours lounging and reading newspapers and a quiet game of billiards or cards. The large house and its fine grounds suggested a private estate rather than a club.

Since the middle of the seventies the hotels had gradually become more and more concerned with decoration and appointments. In 1882 John Hoey, president of the Adams Express Company, carried the tendency to its logical extreme by building a hotel that attracted guests mainly by its magnificent gardens. After Hoey had established himself in West End in 1862, he set about acquiring land for a private park. On what had been little more than a huckleberry hollow and a grove of holly trees, he laid out a garden that by 1876 was considered one of the sights of America. A triple and double greenhouse six hundred and fifty feet long contained exceedingly rare and beautiful tropical plants. Tree-lined drives wound past brooks, summer houses and vast expanses of flower beds. Takanassee Lake (later called Hollywood Lake) was included in the tract, and a velvet lawn of twenty acres swept to the south from the front veranda of his residence. Visitors soon became so numerous that Hoey was obliged to issue cards of admission to regulate the crowds.

The hobby was an enormous expense; more than fifty gardeners

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were required to keep the park in condition. Hoey, who never sacrificed business for his aesthetic interests, cannily decided to keep the guests who were overwhelming him by building a hotel. Out of the lumber of the abandoned Grand Excursion House he put up a building that resembled an oriental palace in wooden fretwork. After the holly trees on the grounds, he called it the Hollywood Hotel.

It was a success from the start. In addition to the famous park, Hoey offered other novelties to his guests, such as golf and the reproduction of rugs in flowers. This latter innovation had been inspired by Italian gardeners, who practiced the custom of arranging flowered rugs of cut blossoms for saints' days. Hoey had his gardeners literally grow such flower carpets, 80 x 40, reproducing Daghestan and Teheran rug patterns in green and red. From the promenade of the hotel porches thus stretched a vista of living carpets.

Hoey continued to expand. In August, 1885 he invited 200 leading newspapers of the country to send their best correspondents for a week's visit at the hotel, during which he announced that the Hollywood would remain open all winter. Also for the winter trade he built thirteen large cottages of the ornate Eastlake design. Among those who paid the high rates for the apartments were August Belmont and Elliot F. Shepard.

The whole elaborate project suddenly crashed around Hoey in 1891, when an audit of the books of the Adams Express Company showed that he had "borrowed" large sums. He died a year later, and in 1902 the company foreclosed its \$350,000 mortgage on the Hollywood, "which was a legacy from a little unpleasantness with the late John Hoey, who was largely indebted to the express company when he died," as the *Long Branch Daily Record* tactfully put it. Hoey Park, as the estate was locally known, was gradually sold in parcels; the gardens and greenhouses disappeared; and in 1926 the hotel itself burned. Out of all Hoey's splendor only a few of the ornate cottages remain.

In the same year that Hoey made his grand gesture with the Hollywood, the Scarboro, the last of the old-time summer hotels, opened its doors. It still stands on the northwest corner of South

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Bath and Ocean Avenues, its original clapboard replaced by stucco and tile. Although not the largest hotel at the resort when it was built, enlargements have since given the Scarboro that distinction.

Life in the hotels continued throughout the eighties and nineties to be a round of heavy eating, energetic dancing and luxurious living. Ocean Avenue was more than ever the promenade of four-in-hand coaches drawn by high stepping horses, the mark of the rich on parade. Bands in front of the large hotels became a commonplace and gradually velocipedes and even horseless carriages made their appearance in the throng.

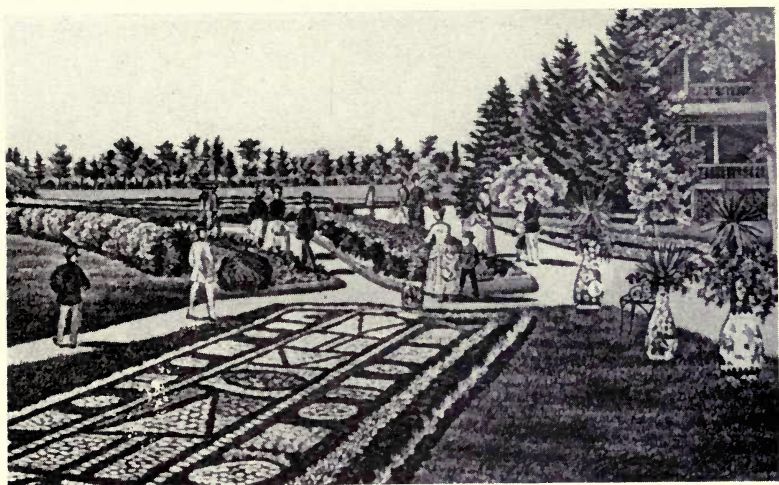
Sand and surf held their appeal for all classes who visited Long Branch. In the nineties, however, an odd Puritanism in bathing etiquette replaced the free-and-easy mixed bathing of the earlier decades. It was a throwback to the practice of the 1830's, but its corruption would surely have shocked Mrs. Trollope far more than had the absence of bathing machines. Viewed from the vantage point of today, the custom can definitely be assigned to Long Branch rather than Paris the origin of the gigolo. "To bathe" a lady rather than to dance with her was the first function of many attractive young men who hired themselves out by the hour, the day, or even, the entire season. Although the practice was confined to fashionable society, it was unmistakably a *gaucherie* for a lady to appear on the beach without an escort, no matter how completely swathed she might be in skirts, pantalettes and long stockings. This commercial companionship persisted until the late nineties when it disappeared before the tolerance which permitted knee-length bathing skirts.

The summer crush reached its height on Sunday when it is estimated excursions brought an additional twenty thousand people to the resort. Some doggedly came for the purpose of enjoying the beach and the ocean, but most of the excursionists lined Ocean Avenue and let themselves be awed by the fine coaches, fancy clothes and expensive jewelry. Very possibly the stones that drew the greatest admiration were the beach pebbles, reputed to "rival real diamonds in brilliance," which were made into shirt studs and sold as souvenirs.

Hoey's Park, of course, was an inevitable destination for most

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An old photograph showing the floral rug designs in Hoey's Gardens



The Elberon Hotel, erected by Lewis E. Brown in 1876

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of the one-day visitors. Sometimes Hoey himself, in a flashy suit and dazzling fancy vest, would receive the crowd, which often reached three hundred people. As they wandered over the gardens, they listened to residents retail bits of gossip about Hoey, such as that he wouldn't have a cook at the Hollywood Hotel who couldn't make huckleberry pie exactly as he desired it, and that ex-President Grant came to the Hollywood every week for a piece of that pie.

Grant remained a summer visitor to Long Branch until 1884. Popular figures came and went at the resort, but Grants' position as the local hero was never seriously challenged. A train wreck on the railroad bridge over Parker's Creek between Oceanport and Little Silver in June, 1882 added to the meagre number of local Grant anecdotes. The car in which he was riding was derailed and slumped into a muddy ditch. Grant in his mud-covered light plug hat and linen duster was pulled up through the window, still smoking his black cigar. He then stood on the wreck and directed the rescue work.

When the brokerage firm of Grant and Ward failed in 1884 and Grant lost his entire fortune trying to make up the losses sustained by thousands, he came to Long Branch for the last time, a sorrowful, harried figure. At a reunion of Civil War chaplains that summer at Ocean Grove, Grant must have been deeply touched by the show of loyalty. In introducing the ex-president, a speaker concluded by saying, "And no combination of Wall Street sharpsters shall tarnish the luster of my old commander's fame for me." None ever could for Long Branch, which knew well how much it owed Grant.

It was to Grant that Oscar Wilde was marched in pride when the British aesthete visited Long Branch on his tour of America in 1882. Unfortunately no record remains of the interview between the two. Wilde stopped at the Hollywood Hotel, whose buildings Hoey had painted in gaudy orange and black. According to Hoey, Wilde is reputed to have said, "This man, whoever he is, has the courage of his convictions and combined good taste." Not content with Wilde's approval, Hoey announced at one time to the press that he thought a garden should have gaudy colors for a background. At the same time he is known to have confessed earlier to

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Garfield that, "The purpose of these colors is just to create comment."

The summer visitors were the same as in the late sixties and seventies, with greater representation from the stage and the sporting world. Although finance often meant society and society was beginning to go elsewhere, Long Branch nevertheless continued to attract many leaders of the business and industrial world. Among these were H. E. Mason, the world's largest woolen manufacturer; Colonel T. C. Crowrey, president of the Western Union Telegraph Company, and his successor in that position, General Thomas Eckert; I. V. Brokaw, the clothier, and John S. Huyler, the candy manufacturer. Among the important bankers were the three Seligmans, Jesse, James, and Joseph, and George F. Baker, who lived just over the northern boundary of the city, and gave his daughter a pony cart drawn by a pair of white mules that made her the envy of every child in Long Branch.

An equally impressive list of big business men built themselves palatial summer homes at the resort. One of the most spectacular was erected by James A. Hearn, the New York art collector and department store magnate. His English estate, created about 1888 on the southeast corner of Second and South Bath Avenues, cost more than \$1,000,000. Hearn entertained on a lavish scale, and at first placed his guests in a house modelled after Shakespeare's home at Stratford-on-Avon that he had built opposite his own home. When this proved insufficient, he added a \$500,000 brick and stone lodge. Here he also housed his art treasures, which now comprise the noted James A. Hearn collection in the Metropolitan Museum of Art in New York. The grounds were appropriate for such an estate; more than three hundred rare trees surrounded wide terraces, sunken gardens and walks that were bordered with unusual shrubs and intricate patterns of boxwood. After Hearn's death the estate passed through many hands and in 1938 was taken over by the city and made a public garden and recreation center.

Not quite so baronial as Hearn's, but very much on the grand scale, was Normanhurst, at Cedar and Norwood Avenues, the home of Norman L. Munro, millionaire publisher of the Fireside

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Library of paper-backed dime novels. He laid out a tract known as Norwood Park, where he built a small casino in which singers and actors performed for his guests' entertainment. At times the house was occupied by Mary Anderson, the actress, and at other times by vice-president Garrett A. Hobart, who was born in West Long Branch. Munro was a pioneer in the yachting activity at the shore, maintaining three elaborate launches, the *Henrietta* (after his wife), the *Now Then* and the *Say When*. Normanhurst burned in a disastrous fire in 1902.

One of the meccas for theatrical folk of the period was the home of Maggie Mitchell, which stands at 104 Norwood Avenue. It was named Cricket Lodge after the actresses' highly successful appearance in *The Cricket on the Hearth*. Over on Bath Avenue both Fanny Davenport and Lillian Russell at one time maintained summer homes.

Lily Langtry, the famous Jersey Lily, at first lived with a theatrical family on Atlantic Avenue, then later moved into one of the twin cottages that Phil Daly had erected at the northeast corner of Second and Chelsea Avenues. Daly built the ornate houses after he had won a \$50,000 wager on Grover Cleveland in the election of 1892. Naming the houses *The Phil* and *The Catherine*, for his wife, he liked to boast that "President Cleveland gave me those two houses." During the summer that Mrs. Langtry lived in *The Catherine* she kept her private car on a railroad siding.

Daly had intended *The Catherine* for his son, Philip, Jr., but Philip could not become reconciled to his father's business of gambling and the cottage passed to Senator James Smith, New Jersey's Democratic boss. Others who helped make Long Branch a political writer's assignment were Senator Edward Murphy, Jr., Governor Franklin Murphy, and A. J. Donahue, Tammany Hall Leader.

Whether they built huge ornamental palaces or stayed at the hotels along the bluff, summer visitors went more and more to the racetrack. The races were gradually increased until at Monmouth Park in 1888 they reached a peak of one hundred and seventy in twenty-five racing days. Such success warranted expansion, and two years later the Monmouth Park Association bought for \$100,000

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the Casler and Field farms on the peninsula in the Shrewsbury River between Parker's Creek and the inlet at Oceanport.

With a total of 640 acres, three times the size of the old park, the Association erected a steel grandstand, 700 feet long and 210 feet wide, reputedly the largest track stand in the world. It seated 10,000 spectators and a like number could be sheltered under its roof, which projected 75 feet. Including furnishing, retiring rooms, lounges and bars, it cost \$180,000.

In place of the old track the Association laid out three new ones: an 11 furlong straightaway, a mile and a half run with one turn, and a 100-ft. wide three-quarter mile straightaway. Nearly forty stables, designed to surpass anything in the United States or Europe, could accommodate a thousand horses. A spur from the Oceanport station led to a 14-track train shed on the racing grounds. If the people from Long Branch desired to come by carriage they used the Eatontown and Long Branch turnpike.

The new Monmouth Park opened with the expected plethora of publicity and fanfare on July 4, 1890. Throughout its brief life it always attracted the best horses and the biggest turfmen, possibly because the Monmouth Park Association is said to have made a provision that the investors would derive only six per cent profit, and would add all surplus to the stakes and purses. Whatever the financial arrangements were, Monmouth sported the great racing names of the day, Governor Bowie, Colonel Buford, Colonel Johnson, Dr. Weldon and the Messrs. Cottrill, Babcock, Collier, Cameron, Morrissey, Purdy, Belmont, Travers and Thompson.

In the stands was a no less notable gathering. In addition to the millionaires who spent the entire summer in Long Branch, there would be such a miscellaneous collection as "Big Tim" Sullivan, Tammany Hall leader who started Al Smith in politics; De Wolf Hopper, only recently become famous for his recitation of *Casey at the Bat*; Denman Thompson, the star of the perennial favorite *The Old Homestead*; Lucius Appleby, a New York millionaire, and President Cleveland's Secretary of the Navy, William C. Whitney, of New York.

For the ladies a new track meant new and finer gowns for the occasion. The simple old procedure of driving over to Monmouth

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Park in the hotel vehicles fell before the social necessity of driving up in one's own carriage. Those who did not possess barouches and victorias often paid as high as \$20 for the three-mile drive from Long Branch to the park in a public hack.

If there was one figure who dominated the track in these days as Fisk had done two decades before, it was James Buchanan Brady, "Diamond Jim." He never made a frontal attack on Long Branch in the manner of Fisk, but was content to let the reputation he had acquired in New York speak for itself at Long Branch. This was very possibly the difference between the Long Branches the two men knew. In Fisk's day it was necessary to put on a show to impress the crowd. By the time Brady came along he was the archetype of the flashiness and swagger that had conquered the resort. Brady didn't have to put on a show. Without altering himself a bit he could easily assume the role of star.

His diamonds alone were enough to make most people look longingly after him as his heavy figure lumbered by. But when Lillian Russell entered on his arm, even the Brady sparklers were dimmed, the crowd thought. The throng would part and all but bow as the couple moved grandly to their box at Monmouth Park.

Diamond Jim was a sport, who curiously enough never cared about gambling itself. He liked the races for the color, the excitement and the chance it gave him to dazzle the public with his jewelry. Nevertheless he wagered a good deal and was usually lucky. An undated clipping from the Long Branch *Daily Record* records what must have been one of his luckiest strokes:

Diamond Jim went to the races here with Lillian Russell. He waved down to a man at the post who answered by throwing his hand in the air thumb downward. Diamond Jim took it that he meant to bet on the last horse in the race, which he did rather skeptically for it was one of those dark creatures its safer to write up—after the race is over.

When the finish line was clipped Diamond Jim had \$32,000 he didn't have before. Going down to his friend at the post, he said, 'Thanks for the tip.' Amazed the man inquired, 'What tip?' 'Why,' replied Diamond Jim, 'I asked you what horse—and you pointed thumb down which meant the last one.'

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"I didn't give you any sign," confided the man at the post. "I thought you wanted me to come up and I couldn't, so I motioned, come down. Did you think I'd be chump enough to call clear across the race track to you in the grandstand up there?"

"You don't have to holler," acknowledged Diamond Jim, "when you can thumb the winner on a 32 to 1 bet."

Tips on the races were of course more precious than even Diamond Jim's jewelry. Everyone had the gambling spirit. The conductor and fireman on the train from the New York boat to the track once hid a bookmaker in the caboose to get him out of a scrape. In return for the kindness he slipped them a 40 to 1 tip on an unknown called Gold Dollar. The horse more than merited his name, for the trainmen each won \$200 on it.

Prices at the racetrack were sky-high. An old-time baker recalls that a 2½ lb. loaf of bread that cost villagers ten cents was raised to twenty cents during the racing season. He sold 3,000 loaves of bread a week to the racetrack alone. An ordinary pound cake that sold for eighteen cents in town was priced at thirty-five cents at Monmouth Park. Dealers began to go in for premiums to such an extent that one shoe merchant advertised, "No glassware, order for photos, or prizes of any kind, I offer nothing but footwear."

Despite its colorful and promising opening, the new Monmouth Park was to prove an unlucky venture. The success of horseracing at Long Branch had inspired competition, which, in this instance, showed itself to be anything but the life of trade. Tracks were established in the late 1880's at Guttenberg opposite New York and at Gloucester City across from Philadelphia. While there had long been considerable betting at Long Branch, the honesty of the operations was beyond question. At the new tracks, however, the racing was a device for the crooked machinations of the promoters. Public indignation over the dishonesty of the operators, many of whom were either themselves prominent in politics and government or closely associated with important officials, finally demanded that the vicious practices cease.

The blow was struck by invoking statutes that had been on the books since 1877. Monmouth Park was closed under the authority

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"Diamond Jim" Brady



Lillian Russell



Lily Langtry



Oliver Byron

Four summer residents of the eighties and nineties

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of a law that classed betting booths with disorderly houses. In the summer of 1891 the Monmouth Racing Association moved its races to Jerome Park in New York. Ironically the tracks that the anti-gambling forces had been aiming at, Guttenberg and Gloucester, managed to evade the attack. At Gloucester a friendly magistrate repeatedly dismissed the operators with an insignificant fine, while at Guttenberg a grand jury consistently failed to find evidence enough to indict.

Unwilling to see their profitable summer business vanish, in 1892 the Monmouth operators had introduced into the state legislature a bill that would remove the betting booths from the category of disorderly houses. The bill passed the house and went to Governor Leon Abbett for his signature after the legislative session had closed. It was at this stage that the horseracing issue became statewide. When the Governor remarked that only advocates of the permissive legislation had approached him, the anti-track forces united into an Anti-Race Track League under the leadership of the crusading Dr. Everard Kempshall of Elizabeth. Although these men had no particular animus against the Long Branch track, they realized that legalizing betting at Monmouth Park would grant official sanction to the evils at Guttenberg and Gloucester. By causing sermons to be preached in pulpits all over the state and by hastily-organized mass meeting of citizens in Trenton, the League induced the Governor to withhold his approval of the bill.

Although the League was reasonably well disposed toward the Long Branch promoters, local opposition to the track was rapidly crystallizing. It came from a variety of sources, and was inspired by a variety of motives. The churchgoing citizens had long looked askance at the heavy betting at Monmouth Park, and when Kempshall attacked racing in general, they leveled their opposition at the local activity. It has generally been thought that it was their Puritan wrath that put an end to Long Branch as a sporting capital. In the opinion of a writer in the *Red Bank Register*, however, these people were really not much more than dupes for an equally indignant but hardly so respectable group of citizens. As the paper points out, racing grew so popular that the track felt it did not have to supply the city poolroom gambling places with direct informa-

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tion. Frozen out of the opportunity to take bets on the races, the poolroom men decided to fight the gentlemen gamblers who operated the track.

"Clever lawyers were engaged," according to the paper, "and those representing the poolrooms under cover made an appeal to the church people of Monmouth County. The ministers of all denominations were consulted and they on perfect good faith took the bait. Meetings were arranged and these good men of the pulpit told the people about what an awful thing racing was."

Rivalry between Long Branch and the new neighboring resort, Asbury Park, may also have contributed to the downfall of racing. It has been stated by James H. McCreery, an old trainer of Oceanport, that James A. Bradley, founder of Asbury Park, circulated a petition against disorderly houses, gambling and liquor in which there was an inconspicuous clause making it illegal to bet on a horse race. Since it had been illegal to bet on a horse race since 1877, it is doubtful that McCreery's recollection of the petition is entirely accurate. Possibly Bradley was one of those who identified the betting booths with disorderly houses and thereby accomplished the first closing of the Monmouth Park track in 1891.

Without gambling, of course, the track would have been a dead loss. The betting ring at Monmouth Park had one hundred bookmakers who paid \$100 a day each for the privilege of taking bets. With this revenue eliminated, and knowing that no betting meant no crowd, the proprietors closed the track.

In the summer of 1892, however, the Monmouth Racing Association followed the example of Guttenberg and Gloucester and opened late in July. Angered by the spectacle of their competitors brazenly evading the law, the operators sanctioned wide-open wagering and prepared for their biggest season. In June the Association built the New Monmouth Park Hotel that they hoped would be "thoroughly appointed in the elegant manner demanded by its wealthy clientele." It was a large, many-porched frame structure set on elaborate grounds that had a mile frontage along the Shrewsbury River. Scattered over the lawn were metal deer, and fountains spraying on umbrellas held by cast-iron children.

The possibility of the elimination of gambling could not daunt

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an adventurous spirit like Phil Daly. Early in the 1890's he dreamed that a horse named Elkwood would win the next day's race at Monmouth Park. Betting on this hunch, he won \$10,000, with which he erected a half-mile track, and named it Elkwood Park. In typical Daly style there were stables for two hundred and fifty horses, and a large clubhouse.

Such optimism was justified by the character of the legislature that met in Trenton in 1893. The politicians who operated the Guttenberg and Gloucester tracks had secured control of both houses and were determined to thwart the reformers once and for all by passing permanent legislation allowing gambling on horse-racing. Originally the Guttenberg and Gloucester men had been indifferent to obtaining permissive legislation, for they were protected by the local judiciary. But this spectacle of defiance of the law made the attacks of the reformers even more vehement and finally in 1893 drove the Guttenberg and Gloucester operators into cooperation with those of Monmouth Park.

So completely dominated by the racing interests that it has come down as the "Jockey Legislature," this session immediately produced three bills favorable to betting. One permitted counties or towns to license a race track located within their boundaries, another provided that a race track where bets were laid was not to be classed as a disorderly house, and a third imposed trifling fines on violators of the anti-gambling laws already in effect.

Passing the bills was an easy task. As Speaker the Assembly had elected Thomas Flynn, a "starter" receiving \$100 a day at the Gloucester track. Other gamblers sat in the Assembly, including William J. Thompson, proprietor of the Gloucester enterprise. So confident were the racing men that they jammed the bills through the legislature without even granting the opponents a hearing. When the legislation went to Governor Werts, the Anti-Race Track League appealed to him for a veto, which he promptly gave. As speedily as the rules would allow the bills were passed by both Assembly and Senate over the veto.

Flynn's adroit piloting of the legislation had caught his opponents off their guard. When they had introduced bills calling for the repeal of the obnoxious acts, he showed his contempt for the

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reformers by referring the repealers to a committee headed by Thompson, his employer. This was equivalent to ripping the bills to shreds, and the League responded with a mobilization that dwarfed all its previous efforts. Representatives from locals of the League all over the state poured into Trenton declaring that they would take over the Assembly chamber and make their protest in the hall where they earlier had been denied a hearing. Flynn swore that they would never be admitted, but the legislature wisely decided to hold no session on the day appointed for the mass meeting.

On Washington's Birthday nearly five thousand who were opposed to the acts marched into the State House and cheered wildly when Dr. Kempshall took his position at Flynn's desk and called the meeting to order. With tremendous enthusiasm the meeting passed resolution after resolution condemning the acts and authorized a committee of fifty to present their demands for repeal to the Legislature.

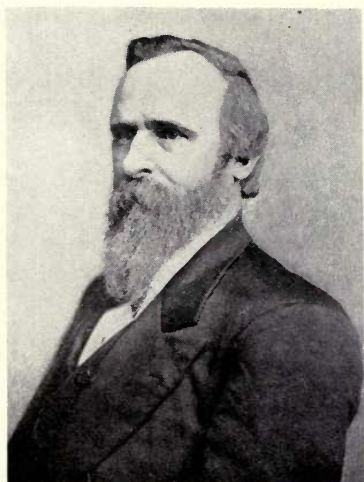
In the face of such pressure Thompson's committee felt obliged at least to go through the motions of a hearing. The pleas of the League were eloquently presented by distinguished ex-members of the Legislature and by Dean McNulty of Paterson. The racetrack men then presented their case. Very likely the committee listened even less to them than to the representatives of the League. It had long since made up its mind to fulfill its duty. It never reported on the repeal measures.

Such a victory was the signal for a gala season at Monmouth Park. It also led to the chartering of tracks at Clifton, Linden and Elizabeth. Gloucester and Guttenberg likewise prospered, and the racing forces looked forward to a long stretch of unimpeded money-making. They reckoned, however, without the reform forces. Outraged by the high-handed methods used to pass the legislation favorable to racing in 1893, the reformers so stirred up the electorate that fall that an anti-gambling legislature went to Trenton in 1894.

It promptly initiated a bill to repeal the acts of the previous year. Their control of the legislature taken from them, the race-track operators put various kinds of pressure on the legislators, but they were too aware of the indignation of the public to be dis-

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Rutherford B. Hayes



James A. Garfield



Chester A. Arthur



William McKinley

Four Presidents who made Long Branch the summer capital

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sued from their avowed purpose of eliminating gambling. On March 21, 1894 the repealer so desperately fought for during the previous session was passed.

Monmouth Park did not re-open for the season of 1894. Repeal had again put betting booths in the category of disorderly houses, and, as *The American Turf* explained in 1898, "racing was entirely abandoned, the members of the Monmouth Park Association being law abiding citizens, and unwilling to act, or appear to act, in contravention of legal enactments, however unjust those might be." It is estimated that the closing of the park meant a loss of more than \$1,000,000 a year to Monmouth County. In 1897 the last hope for resumption of racing was blasted when a constitutional amendment was adopted forbidding gambling or bookmaking. Horseracing, as such, was never outlawed, but the prohibition on gambling accomplished the same result.

Gradually Monmouth Park was laid waste. The grandstand was removed, but the judges' pavilion remained until as late as 1927. The entrance gates were the last part of the plant to go. The land stood idle for many years, although occasionally a real estate agent would unsuccessfully try to develop the section. During the World War the Federal government purchased the site and erected Camp Alfred Vail, which later grew into the present permanent signal corps camp, Fort Monmouth.

The passing of Monmouth Park was the beginning of the end of an era for Long Branch—an era that had started with the arrival of President Grant. All the memorials to those gay, luxurious decades remained—the beach, the bluff the hotels. But the spark that had annually set them ablaze had vanished. Saratoga began to reclaim the followers of the turf, just as New England had earlier won back the ultra-fashionable people who found Long Branch too flashy for their tastes. And now the sports and dudes found the mere bathing, dancing and resort gossip too dull. The gamblers soon realized that racing had been the main attraction, and they left for more profitable places.

Those who owned large cottages or estates could not cease coming to Long Branch as quickly as those who went to the hotels. Since these people had for some years represented the lingering

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vestiges of society at the resort, something like the quiet fashionable days before the racing era returned for a short time. Naturally, people did not lose the habit of going down to "the Branch" overnight. But the drift away to other places was unmistakable from the time the track closed down. As the new century opened, Long Branch realized that its future as a resort depended upon developing new attractions less liable to elimination by public disapproval. The time had come for the town to take a more active hand in promoting its own welfare; hitherto the work of making the community inviting to summer visitors had been largely the business of hotel-owners and racetrack promoters. From now on the task was a genuinely civic one, with the future of the resort more intimately intertwined with that of the community than ever before.

CHAPTER VI

The Town Behind the Bluff

BETWEEN the visit of Mrs. Abraham Lincoln in 1861 and the closing of Monmouth Park in 1893, Long Branch developed from a village into a town. In that period the foundation of the social, economic and political structure of the contemporary community was laid. The creation of the resort naturally carried with it the seeds of real growth and improvement for the inland village. Although Long Branch itself never could be said to have imitated the fashionable little world down by the shore, it profited considerably from the services that they demanded and from the luxuries that they considered necessities.

While some promoters were busy establishing large hotels and elaborate race tracks, others were engaged in founding for the community improvements that were to prove of a more lasting value. Public utilities such as telegraph, gas and water were set up almost as soon as the resort became important. Such services were considered absolute necessities to the smooth running of the resort institutions, and the hotel proprietors, and in some instances the owners of cottages, were instrumental in obtaining them.

The necessity for speedy communication with New York and Philadelphia made the telegraph the town's first public utility. In November, 1858 the Long Branch and Squan Telegraph Company was leased to the American Telegraph Company, which in turn was leased to Western Union in 1866. Two years later Western Union had four offices at Long Branch, located at the post office, the Continental Hotel, the Ocean House Business Block and the Stetson House. Woolman Stokes, manager of the Continental Hotel, who had helped to bring the first railroad to Long Branch, had also played a leading part in extending telegraph service to the town.

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The jubilation over the spur line from Eatontown to Long Branch in 1860 ushered in a decade of complicated and bitter rivalry to increase railroad service to the resort. In 1865 the Long Branch and the Seashore Railroad ran tracks from the town to Spermaceti Cove on Sandy Hook where passengers were transferred to steamers. A few years later the road was involved in a rate war with Delaware and Raritan and turned to Jim Fisk for financial help. He not only gave funds but also the inimitable Fisk touch: he had his partner Gould's portrait painted on both sides of the engines.

Neither the Fisk capital nor his antics could save the road, and in 1870 it was reorganized as the southern branch of the Jersey Central. The same sort of monopolistic obstruction delayed the first all-rail route to the Jersey shore until 1875, when the New York and Long Branch Railroad, a component of the Jersey Central, established a line between Jersey City and Long Branch. The last unit of shore service was developed in 1882 by the Pennsylvania Railroad which used the tracks of the New York and Long Branch. Both the Jersey Central and the Pennsylvania continue to serve Long Branch today.

While townsfolk were still using candles and oil lamps, several of the summer hotels manufactured their own gas for lighting purposes at cost ranging from \$8 to \$10 per 1,000 cubic feet. Early in 1865 five citizens met at the home of Samuel C. Morris to organize a company to erect a gas works under the provisions of an act passed the previous year by the legislature. From the beginning the venture was sponsored by the hotel men. Within three months \$10,000 had been subscribed and a committee of five was instructed to proceed with the organization. Of these, three were prominent hotel owners, Woolman Stokes, E. S. Green and J. M. P. Stetson. Stokes was also named president of the organization, known as the Long Branch Gas Company. Anthony J. Drexel and George W. Childs were among the stockholders.

In a little more than six months the gas works and 14,000 feet of mains were completed at a cost of \$40,000. The route of the first line showed clearly that the hotels were the paramount consideration of the company. Six-inch mains were run from the works

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south to Howland's hotel and on the turnpike west to the toll gate. Branches were constructed along the lateral streets, serving all the hotels except the Atlantic and the Stetson. It was not until some time later that the lines were extended through the village. After a few months, the company reduced its rates from \$5 to \$4 per 1,000 cubic feet.

The requirements of summer visitors also played a decisive role in the town's early journalism. The first local newspaper was the weekly *Long Branch News*, founded in 1866 by James B. Yard and James B. Morris. The office was on the second floor of the Maps and Slocum Coal Company building. In 1867 James Morris decided that the influx of vacationers warranted publishing a daily edition during July and August. Aware of the rapid growth in the region, he campaigned vigorously but fruitlessly to have city-owned horsecars run at regular intervals between the beach and the outlying towns. Morris and Yard operated the *News* until 1872, when they sold the paper to W. Jacob Stults, who published the Hightstown Village *Record* with Yard.

Schenck's *Guide* furnishes a detailed picture of business activities in Long Branch in 1868. Besides the eleven hotels, there were two drug stores, two dry goods stores, four groceries, seven variety stores, two clothing stores, three butcher shops and three boot and shoe shops. The town had two jewelers, two plumbers, three tailors, one cabinetmaker and three photographers. Services and repairing were handled by four blacksmiths, three wheelwrights and a harness shop. Other firms included two flour mills, a printing office, a paint and supply store, a confectionery and a steam planing mill. Among the professional men in Long Branch there were three clergymen, three physicians, a lawyer and a dentist.

Several of the stores enjoyed more than a local reputation. The L. and D. Edwards Coal and Lumber Yard was the largest in the county. Antonides' Long Branch Carriage and Light Wagon Manufactory served the entire state. The boat works of Charles B. Huff, founded in 1868, soon rose to prominence along the shore and from 1878 to 1895 supplied the United States government with surf boats.

The penchant that summer visitors entertain for having their

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pictures snapped in moments of studied leisure led to the establishment of one of the Nation's most famous photographic firms. Gustavus and Gotthelf Pach, who summered at Long Branch, amused themselves by taking snapshots of the famous visitors. Their neighbor, President Grant, became interested in their work and induced Anthony Drexel and George Childs to lend them \$1,000 for better equipment. The investment proved a sound one, for the young men prospered first at the shore and then in New York, where the firm of Pach Brothers became synonymous with artistic portraiture.

As business developed, financial organizations followed. The first of these was the Long Branch Building and Loan Association, organized November 30, 1869. Among the incorporators and first directors were William Russell Maps, Matthias Woolley, James A. Lippincott, J. J. Garrabrant and Thomas R. Woolley. John E. Lanning served as attorney. Three years later the Long Branch Banking Company was organized as the first bank on the New Jersey coast. It was in the upper village at 577 Broadway (its present location) and William Russell Maps was its first president. The town's first insurance company was the Mutual Fire Insurance Company, opened in 1867 with Jacob Herbert as president.

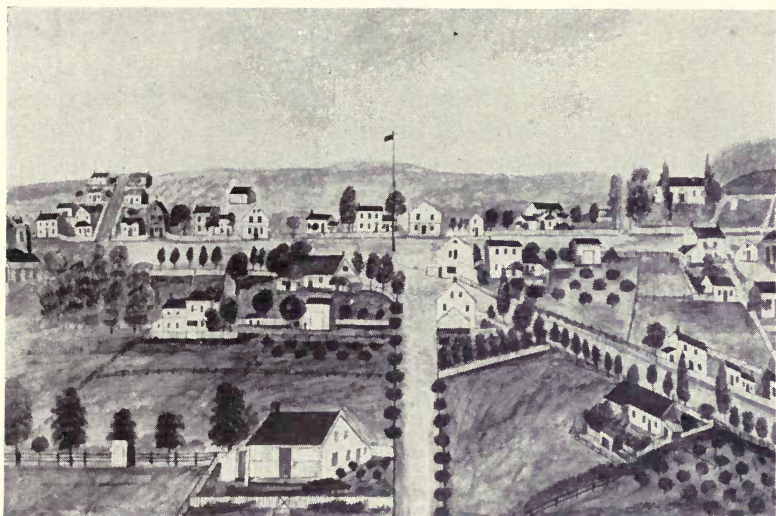
Along with commercial growth came the long-delayed political development of Long Branch. Since 1849 the community had been a part of Ocean Township, governed by its three township committeemen. In 1867 the town was granted a borough form of government. Its boundaries were set at Eatontown Township on the west, Cedar Avenue on the south, and the Shrewsbury River and Seaview Avenue on the north. This area was divided into five voting districts.

The Long Branch Police, Sanitary and Improvement Commission was established as the governing body. The first commissioners, appointed by a justice of the Supreme Court, were L. B. Brown, S. Laird, F. Corlies, J. Herbert and C. Vanderveer. Joseph H. Cooper was elected the first mayor and John E. Lanning was chosen town attorney.

According to *Schenck's Guide*, the Commission had the power "to abate nuisances, establish a police and exercise magisterial

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The "Upper Village" about 1850, as pictured by an unknown local artist



The police force of 1880

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function within their limits and also possesses the power of state commissioners." Its first meeting place was the ticket office of the Long Branch and Seashore Railroad. Early in 1868, according to its minute book, the board changed its meeting place to "next door west of Remond House on Depot Avenue (now South Broadway). Among its earliest official acts were the adoption of a seal (the impression of the eagle side of the silver quarter); the appointment of Alexander Cooper as poundkeeper, his salary to be derived from a 25¢ fee for impounding horses, cattle, goats and swine found at large; and the establishment of a two-cell town lock-up under Washington Hall.

The Board showed itself no less solicitous of the comfort of summer visitors than the merchants or promoters. On June 21, 1869 it passed an ordinance providing that between July 1 and October 1 no swill or garbage could be carted on public roads except between midnight and six in the morning. In the same year four gas lamps were erected on the Eatontown and Sea Shore turnpike between the Arcade Hotel and Cedar Lane.

Long Branch's public water service dates back to the formation of the first company in 1877. The Long Branch Reservoir and Water Company was originally incorporated ten years earlier with a capital of \$25,000. Joseph H. Cooper, John Hoey, Charles Chamberlain, Samuel Laird, A. S. Bright, E. Boudinet Colt, Charles Stetson, J. Lester Wallack and Francis Corlies were the incorporators. It was not, however, until 1874 that Whale Brook Pond was purchased for the water supply and Takanassee Lake for a reservoir. The route of the first mains, through Cedar Avenue, Ocean Avenue and Main Street, showed that, as in the case of gas service, the hotels and large cottages came first, the town second. The first water was used in June 1877, but it was August of the succeeding year before the first tap was installed in the home of William A. Gawtreay. Pipes were extended throughout the town as it was found expedient.

George F. Baker, the prominent New York banker and railroad president, was the first head of the Long Branch Reservoir and Water Company. In 1882 pipes were extended to connect with those of the Monmouth Beach and Sea Bright Water Company.

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The companies were merged into the Long Branch Water Supply Company and the system ran from Sea Bright to Elberon, a distance of about ten miles.

In the spring of 1882 the New York and New Jersey Telephone Company inaugurated telephone service in West End on Brighton Avenue opposite Ocean Avenue. Miss Susie Whearty was the first woman operator, and Charles Fountain served as the first relief and night operator. Service was started with twenty-five subscribers, about half of whom had direct lines.

Once again the public utility had its impetus from the resort, and was not extended to the town until later. Among the first subscribers were Phil Daly's Pennsylvania Club, the West End Hotel, John Hoey, and General Thomas D. Eckert, president of Western Union. During the first two years there was so little demand for service from the town that the telephone exchange was closed for the winter and reopened in the spring. One pay station, served by the central office at Asbury Park, was kept open for emergency purposes.

When the demand increased slightly early in 1884 the exchange was moved to quarters above the Curtis and Brown store on Broadway opposite Third Avenue. A larger switchboard was installed, but William D. Martin, the new manager, found that he had to be relief and night operator, salesman, installer, wire chief and collector. At this time there were less than fifty telephones in operation. Within the next two years, however, long-distance service to New York and Philadelphia was made possible by the construction of a line to Freehold, a central exchange of the American Telephone and Telegraph Company. According to the local company's history of telephone service in Long Branch, it required "lusty lungs and good vocal chords" to make conversations intelligible, but "the line was voted a remarkable achievement."

Two other services for the public were founded in the middle 1880's. In 1885 the Long Branch Electric Light Company was incorporated, with its office and generating station at the intersection of West End Avenue and the New York and Long Branch Railroad tracks. In May the following year a plant was completed to serve ninety lights. Three years later the capacity of the station

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was increased to 250 arc lamps and 1,000 incandescent lamps. In 1890 rates ranged from one light at \$6.25 per week to \$125 a year for four or more lights. A year after the establishment of electric light service, the Long Branch Sewer Company, one of the four privately-owned utilities of its kind in New Jersey, started operation with three miles of sewer mains.

The town's second newspaper, the *Long Branch Record*, was founded in 1883 by Louis S. Bennett and Robert Morrison Stults, a son of Jacob Stults, former publisher of the *Long Branch News*. Four years later it was acquired by Frank M. Taylor, Jr., who converted it from an all-year weekly into a summertime daily. The eccentric Taylor astonished readers of the first edition with the announcement that he was a millionaire and was "conducting the daily for the sake of his health." He apparently improved more than his health, for within a decade the *Record* was publishing a sixteen-page edition in August.

The *Long Branch News* was sold in 1887 by James Stults to Clifton W. Tayleure, whose previous connection with the theatre made his career as publisher and editor a lively one. Probably more from a desire for a sensational headline than out of a sense of civic duty, Tayleure implied that public officials were accepting substantial sums to shut their eyes to the presence of the gambling casinos. With his usual flair for the dramatic, he chose to make his accusation by quoting from Goldsmith's *Deserted Village*:

Ill fares the land, to hastening ill a prey

Where wealth accumulates and men decay.

Tayleure was promptly sued for libel. Records of the case have disappeared, but old residents believe that it was either the mayor or several councilmen who prosecuted the ebullient publisher. They also recall that he conducted himself so foolishly and with so little regard for the dignity of the court that he lost the case. Nevertheless, his charges were by no means idle, as the agitation over gambling in the next decade was to prove.

Feeling the need of a Republican organ in the region, in 1890 Alden T. Hyde established the weekly *Long Branch Times*. It made some headway against its competitors, but in 1894 it was acquired by Jacob Stults, former owner of the *News* and *Holmes*

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Wheeler, who merged it with the *News* which they purchased from Tayleure. They called the new sheet the Long Branch *Times-News*.

It took almost two decades for Long Branch to pass from horse cars to power-driven vehicles. Between 1870 and 1889 a single track ran north on Second Avenue from West End to Union Avenue, west on Union to Rockwell Avenue, then left on Branchport Avenue, to Russell Avenue, and west to Martin Street. Here the tracks turned into Broadway and ran to Eatontown and Red Bank. The fare from Long Branch to Red Bank was 15¢. In 1889 this road was electrified and another line was laid out to Pleasure Bay. Horse car drivers contemptuously called the trolleys "cheese boxes on wheels with hand brakes," but within a few years they were learning to drive them, for the older type of transportation had been eliminated. The "cheese boxes" ran south to Asbury Park and made connections to the north along the shore.

The electric trolley speeded the development of many outlying districts into residential sections. Large homes were built along the shores of the Shrewsbury and along its Branchport tributary. Oceanport, to the west, once known as Eatontown Dock, was changed by the racing at Monmouth Park from a shipping port into a railroad terminal. The proximity of the track also made it a favorite place for the operations of land speculators.

Although real estate operators were constantly making large sums out of summer visitors, their experiences with permanent residents were not always profitable. An entry in the diary of William Russell Maps reports his patience and charity: "Eleven years ago I bought the house and lot belonging to J—H—W, son of T—W—. I have permitted the family to occupy the premises since then and I have not received a dollar for rent. I have today requested them to sign a lease."

Almost coincident with the rise of the large, expensive shore front hotels was the growth of smaller, less imposing ones in town. These catered to traveling men who were finding Long Branch a lively business center, families that could not afford the luxuries of most of the Ocean Avenue places, and the hundreds of workers brought into the town by the race track and other summer diversions. Among these were the San Souci on the north side of

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Broadway between the present Strand Theatre and Second Avenue, the Star at Laird Street and First Avenue, and the Florence on Ocean Avenue near the corner of North Broadway.

Several acquired special clienteles. Quiet family groups seemed to prefer the Garfield, on the south side of Garfield Avenue near Second Avenue, and the Victoria on Second Avenue. Both the Hotel Rothenberg on Ocean Avenue and the Germania House at North Bath and Second Avenues were patronized exclusively by Germans. Altogether about seventeen of these smaller hotels flourished at one time or another during the resort's most prosperous decades. Few of them, however, survived many years beyond the fall of racing at Monmouth Park.

A list of businesses in operation in Long Branch in 1887, although smaller in number than Schenck's tabulation nineteen years earlier, actually represented substantial commercial growth. Many of the firms had expanded and many of the earlier business houses had been consolidated. The business men of this commercial census included:

Geo. W. Jackson, Provisions
C. V. N. Wilson, Contractor and Builder
J. V. Allstrom and Son, Sheet Music
Conover & Crammer, Groceries
Maps & Slocum, Lumber, Coal
Geo. H. Green, Meats
Horace Curtis, Hats
J. Goldstein, Department Store
A. T. Van Derveer, Dry Goods
Morford, Brown & Co., Household Goods
Steinbach Bros., Department Store
Tabor and Newing, Drugs
L. and D. Edwards & Co., Lumber and Supplies
Samuel F. McCloud, Plumber
Samuel S. Scobey, Groceries
Edward R. Slocum & Son, Coal and Wood
H. W. Green, Insurance.

Of these firms the best-known throughout New Jersey was undoubtedly that of Steinbach Brothers. The store had been

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founded by John Steinbach in 1870 after he had started his business career in Long Branch as a pack peddler with a \$25 stock of dry goods in a basket. As his "Temple of Fashion" began to prosper he sent for his brother Jacob in Bohemia to join him. Together the brothers built up an extremely profitable establishment; John was a shrewd business man and Jacob got along well with the customers. By 1876 they were able to open a branch in Asbury Park for a third brother, Henry, and within a few years the Steinbachs were among the most successful merchants along the shore.

In contrast to the business firms, the number of professional men increased considerably over 1868. The three physicians rose to nine: S. H. Hunt, Thomas G. Chattle, James O. Green, Henry Hughes, H. H. Pemberton, John P. Pemberton, Geo. W. Brown and Joseph W. Taylor. In place of a single lawyer there were six: William D. Campbell, Henry Chamberlain, Wilbur A. Heisley, Benjamin P. Morris and Henry S. Terhune. There were two dentists: James Slocum and Thomas L. Cook.

Two topics chiefly absorbed Long Branch during the eighties: temperance and evangelism. The vigor with which both were discussed and the zeal of the advocates for what they considered improvement of public morals should have been a clear warning to the racing and gambling interests that Long Branch was undergoing a kind of moral rearmament. But they looked upon both campaigns as purely local in character and continued their wide-open practices.

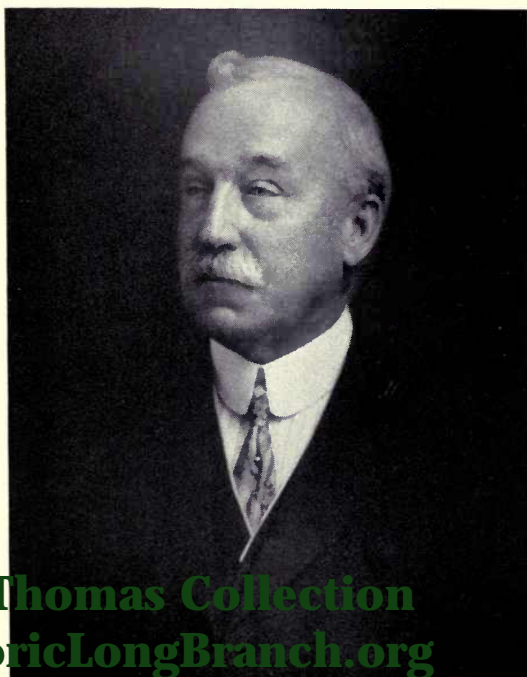
Dr. Thomas Chattle, the father of the school system, was the spearhead of the temperance attack. In the fall of 1884 he campaigned for the state senate. His platform was the appointment of a judge who would reduce the number of liquor licenses issued. In the course of the contest he staged one of the most spectacular parades ever held in Long Branch. It was known as the "Mother Hubbard Parade" because every man and woman who marched was dressed in a loose, shapeless "Mother Hubbard" housedress. Equipped with old-fashioned torches or brooms dipped in tar and set afire, the procession marched to the old post office where Dr. Chattle made his principal speech. He was elected and served in the senate from 1885 to 1887.

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*William Russell Maps,
diarist and first informal
historian of the city.*



*One of the builders of the
Long Branch school sys-
tem, Christopher Gregory,
superintendent
(1889-1921).*

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All the denominations represented in Long Branch had evangelistic meetings, but the Methodist Episcopal church far outstripped the others both in numbers and intensity. It particularly stressed the camp meetings at Ocean Grove and Squan, west of what is now Manasquan. For a two-week period families would go to these meetings for a continuous round of evangelical lectures, hymn-singing and picnicking. Throughout the winter visiting evangelists would take over the regular pulpits for a big revival session, or, in many cases, would rent halls or pitch large tents. The religious fervor that gripped the churchgoers of the period is shown by an entry of May 27, 1883 in William Russell Maps' diary which states there were "eight preachers in attendance at my dear wife's death and will take part in the funeral service."

A zealous supporter of both temperance and evangelism at this time was the Salvation Army whose blue-clad workers invaded the bars for contributions and converts, and set up elaborate sidewalk meetings that rivaled the religious tent gatherings in their success at reclaiming derelicts. Long Branch had by the middle eighties acquired such a wide reputation as a sporting community that it drew to it an exceptional number of unfortunates on the fringes of society who proved ready targets for the moral bombardment of reformers.

Despite its preoccupation with ways to the better life, the community found time for relaxation and amusement. The first theatre, the Long Branch Opera House, built sometime in the 1880's, was located on the west side of Washington Street, one door from Broadway. The house was a regular "road" stop for the main theatrical attractions sent out from New York, but later was used only for amateur theatricals and concerts. The second theatre was the Broadway, on the third floor of a building opposite Steinbach's department store. Until 1904 it was included in the B. F. Keith "family time" circuit. Perhaps the most popular entertainment center of the period was the Theatre Comique, an enclosed beer garden in the rear of the San Souci Hotel. Here audiences of more than five hundred gathered nightly to drink beer and enjoy variety entertainment by Tony Pastor, Annie Hart, Lew Dockstader, Frank Bush and Faber and Shields.

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In addition to the theatre, the residents frequented the ice-skating rink on the south side of Broadway behind the Ocean House, got up occasionally at five-thirty in the morning for bootleg prizefights, and marked every holiday by the pig-guessing contest conducted by Dr. Dudley at the Branchport Inn. Guests were required to guess the weight of a dressed pig before it was cooked and served to them. Simple entertainment such as this is believed to have attracted greater numbers of townspeople than the flashy, expensive racing and gambling.

The town, as always, was subject to violent and dangerous shifts in the weather, which in summer could all but ruin the season and in winter could make the year-round residents extremely uncomfortable. The faithful diarist, William Russell Maps, devoted a large portion of his entries to the caprices of the elements. The almost legendary blizzard of March, 1888 turned Long Branch streets into narrow white tunnels between mountain drifts and cut off rail and mail service for several days. In November of the same year heavy storms and exceptionally high tides wreaked considerable destruction upon the ever-receding shorefront.

The following year, 1889, saw reversal of the weather that brought almost as much discomfort as the previous storms. On January 31 Maps noted that no ice had formed all winter and the reserve supply was exhausted. The emergency was met, but that fall more severe storms and high tides damaged the shorefront. By December pneumonia, grippe and influenza had caused an unusually high number of deaths among the older residents.

As Maps grew older he grew more occupied with the state of health in the community. A cholera epidemic in New York in 1892 caused him to express the gravest alarm for Long Branch's safety, and in the next year he was considerably worried, first by an influenza epidemic in Long Branch, and then by an outbreak of smallpox in Red Bank. Occasionally he recorded minor changes or improvements in community ways, such as the placement of the first numbers on house doors in 1891, the first observation of Labor Day in the same year, or the consternation in 1896 over buggy runaways caused by the new trolleys. His final entry, unlike the majority of those that he had been making for more than sixty

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years, was a personal one. On February 27, 1897, he wrote, "My complaint is constantly growing worse. Can't eat." One month later the cancer in his throat proved fatal.

In the years that followed his death Maps' diary apparently passed through many hands and finally fell into three pieces. All sections are now in the possession of private individuals. One of them acquired a portion from a woman who had happened across it in the contents of an old garret that she had bought for \$10. This section as well as that which she had previously possessed has been willed by the owner to the Monmouth County Historical Association. It is not known what disposition will be made by the owner of the third part of the manuscript. Written on large ledger sheets, the diary is in good condition except for the fading ink. Each page is divided into columns, headed date, aspect of weather, births, marriages, deaths. The last column, originally entitled "Gatherer," was later changed to "Remarks." A single line is devoted to each day.

From the time the Long Branch Police, Sanitary and Improvement Commission came into power it was concerned with the problem of the town's streets. In 1875 resentment against the private company that operated the Broadway turnpike reached a crisis. The public objected strenuously to the 2¢ toll to pass from the Upper Village to the Lower Village, not only because it was a nuisance but also because the company failed to keep the road in good condition. As a result of a mass meeting in the Opera House in the Upper Village, the commission purchased the turnpike charter for \$7,000. In celebration of the event a group of school-boys hauled the little toll house away and dumped it in a bog on Morris Avenue.

Public ownership, however, did not solve the problem immediately. Throughout the decade 1880-90 the condition of the roads was a constant source of irritation to both the government and the people. In 1891 Broadway had again become a veritable mud hole. There were neither sidewalks nor gutters, and the extent of conditioning was to shovel the mud to one side for pedestrians at important cross-walks.

When indignation meetings failed to produce results, the L. and

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D. Edwards Coal and Lumber Company decided to try a spectacular stunt. They hitched a team of horses to a fisherman's pound boat and hauled it with ease down the entire length of the mud hole still called Broadway. It worked; sixty men were put to work at once repairing the road. Maps recorded in September, 1891 that Broadway was being paved and the dirt being used on Branchport Avenue. The coal and lumber company had taught their lesson so well that the following spring it was decided to macadamize the street all the way to the ocean.

Although the commission showed negligence in some phases of its administration, it did keep a weather-eye out for the future prosperity of Long Branch. As early as 1872, when racing was in temporary disfavor, it realized the necessity of attracting industry to the community to provide an all-year economy. Through the decades 1870-90 it continued to emphasize the town's plentiful supply of labor, the low cost of factory sites and the excellent railroad facilities. Among the early industries in Long Branch were a shirt factory, a cigar manufactory, button and matting factories, a mail order house that was soon indicted for its sale of questionable literature and the first shore brewery. Some survived longer than others, but none lasted up to the beginning of the 20th century. It was not until racing had been once and for all eliminated as Long Branch's chief industry that the community realized the necessity for re-building its economy from the bottom up.

CHAPTER VII

A Modern City Emerges

THE OLD LONG BRANCH died slowly. Custom had bound many of the old-timers too firmly to enable them to go anywhere else. They continued to open their vast, frame cottages every summer until they yielded to a new generation. Excursions kept bringing large crowds on week-ends for the simple pleasures of the beach and the sea air, which had always attracted the middle class. Unwilling to surrender to other resorts without a struggle, the hotels increased their advertising and reduced their rates.

Traces of the horseracing days persisted. In 1893, the last year of racing, the Monmouth County Open Air Horse Show Association was organized. The group purchased twenty-five acres of Hollywood, the Hoey estate, on which it erected one of the finest exhibition plants in the east. Later known as the Long Branch Horse Show, it became one of the most celebrated open-air events in the country.

When racing ceased, the annual show in the last week of July helped to create something of the old social life that accompanied the races. Garden fetes, balls, receptions and teas followed the daily shows. Horses valued at \$7,000,000 or \$8,000,000 were exhibited each year. The show drew about seven hundred entries, divided into sixty classes, with trophies costing \$8,000. Front-row boxes were auctioned off to rich patrons for an annual income of \$5,000.

Promoters were ever on the lookout for diversions to take the place of racing. The Hollywood Hotel set up a clay pigeon shooting gallery that drew large crowds, and then Phil Daly, casting about for a use of his expensive Elkwood Park, followed suit. For a time

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balloon ascensions were extremely popular; later cakewalk exhibitions became the rage and culminated in the importation of a Chinese cakewalk from Mott Street in New York. Although reduced considerably by the absence of the racetrack gamblers, the casinos provided an outlet for the gambling urge of those who felt themselves frustrated by the abandonment of Monmouth Park.

In fact, the decade following racing, on the whole, promised well for Long Branch. The Patten Steamship Line and the Atlantic Coast Electric Railway joined in 1898 to build the Riverside Hotel and the Riverside Park in Pleasure Bay. The park was equipped with fish pond games, a merry-go-round, a grove for picnicking, a large dance pavilion and a floating theatre on the Shrewsbury. An audience of two thousand on shore watched performances there of Gilbert and Sullivan operettas and popular musical comedies. One of the theatre's directors was Nicholas Schenck, now a motion picture executive. Charlotte Greenwood broke into vaudeville on the Pleasure Bay stage in a sister act. In *Collier's* for January 15, 1938, Miss Greenwood recalled, "People in rowboats, smacked up against the stage all through our act. We were on right after Fink's Mules."

Another indication of optimism was a real estate boom in Elberon that reached its peak in 1902. Lots were purchased at prices that dwarfed even the fantastic spending of the 1860's and on them were erected cottages costing from \$25,000 to \$75,000. William Levy, A. S. Roggins and Henry Morgenthau, Sr. were among those who built palatial homes during this boom. Also in 1902 Norwood Park was sold in a \$2,500,000 trade for improved New York property and turned into an extensive real estate development.

It is significant that all these new ventures were occurring outside the boundaries of the old Long Branch. It indicated that promoters were seeking to get away from the old region on the bluff, that the drift even along the Jersey coast was away from Long Branch. In the decade after racing ceased, Asbury Park, which Long Branch had never before seriously considered as a rival resort, made tremendous progress and succeeded in drawing away a substantial portion of the wealthiest visitors to Long

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Branch. Similarly, smaller resorts, such as Belmar, Bradley Beach, Spring Lake and Manasquan were making strides at the expense of the town that had once been the undisputed leader along the coast.

The character of these developments reflected an important change in the personality of Long Branch. Riverside Park was essentially an inexpensive amusement park, catering to middle-class visitors. It was one of the first efforts to provide large-scale amusements for any group but the wealthy, ocean-front trade. The park indicated that the promoters recognized the shift in clientele in Long Branch, even as the hotels did when they brought their rates down. In somewhat the same way, the land speculation in Elberon led to the erection of far less expensive homes than those built ten or fifteen years before. Real estate came high, but the cost of the buildings seldom ran into six figures.

With one exception the days of fabulous palaces such as Hoey's were over. That was the Reservation at Troutman and New Ocean Avenues in East Long Branch on the site of Jim Fisk's ill-fated East End Excursion House. Consisting of nine large cottages designed for well-to-do vacationers, the Reservation was built in 1900 by Nat Salsbury, the owner of Buffalo Bill's Wild West Show. His profits from the show amounted to \$40,000 a year, and he claimed he was going to spend "every cent of it" in Long Branch.

The Reservation nearly accomplished this for him. A winding private road called the Trail winds among the palatial frame buildings. Salsbury named each of the cottages after an Indian tribe, possibly out of compliment to the circus Indians who had contributed to his success. His grandiose scheme included plans for an outlet from the ocean to the Shrewsbury that would clean the river for fishing. Being a better showman than an engineer, he planned to stimulate the river current by hundreds of mason jars filled with sea water. He also wanted to run two six-inch pipes through Seventh Avenue. Fortunately or otherwise, he died before the grand project could be executed. One of the houses subsequently burned, but the other eight, bearing names such as Cheyenne, Arapahoe and Uncompaghre, are still in use.

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Salsbury's venture was, however, an echo of the past, definitely not the voice of the future. In the first decade of the twentieth century many of the large estates that had been showplaces during the eighties and nineties were sold to real estate men who tore down the mansions and replaced them with bungalows. The lumber from John Hoey's vast house, for example, was used in the construction of seven new cottages. Similarly, the grounds of many of the larger homes, notably those of Dr. William H. Garrison at Park and Van Court Avenues, were reduced considerably by sales of parcels of land for the erection of smaller houses.

The most significant indication of the Branch's decline was to be found along the bluff. For more than two decades the Atlantic Hotel, built in 1885, remained the resort's "latest and newest." There was no particular need for new buildings in the early nineties, but thereafter, as the old wooden structures burned or were shattered by storms, builders showed little interest in erecting new hotels at Long Branch. In 1902, two of the oldest disappeared permanently: a winter storm damaged Howland's beyond repair and it was torn down, and that summer Samuel Prosky, proprietor of the Ocean Hotel, vanished, leaving one hundred unpaid employees and debts to many merchants. The hotel never reopened, and in 1905 the city administration built Ocean Park on the property. The following year, however, when the West End Hotel was torn down, it was replaced by the Takanassee Hotel, a six-story building, costing \$300,000. This was the last new hotel erected in Long Branch until several years after the World War. Fire destroyed the two most popular of the old wooden hotels, the Elberon in 1914 and the Hollywood in 1926.

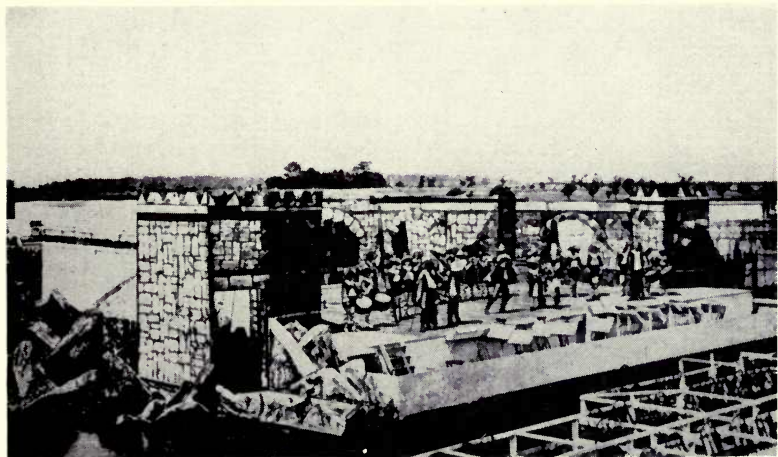
When Iauch's Hotel became the Pannaci at the turn of the century, the change in name was a semi-official recognition of a large group that was to become one of the major sources of the resort's clientele. It is believed that the first Italians came to Long Branch as gardeners for John Hoey's park in 1870's. By 1900 they were arriving for the summer in large numbers and had begun to establish themselves solidly in East Long Branch. Although as early as 1861 Aaron Christaler's hotel had been patronized exclusively by Jews, it was not until several decades later that a sizable

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Ocean Avenue and the Casino Annex, 1907



Open-air theatre at Pleasure Bay

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summer colony developed. Jewish visitors favored small boarding houses at first, and then later began to frequent hotels such as the Scarboro, and the Atlantic, the successor to Christaler's. As Italians and Jews increased, Germans became correspondingly fewer, seeking resorts that catered to people of their nationality.

Although the new type of summer visitor belonged to the middle class, the quest for substitutes for the old attraction of horseracing continued. Trotting was tried at Monmouth Park; in 1907 a few events were run off. But without the all-important betting they failed to stimulate much interest. The following year the experimenters turned to a dog show held the week after the Hollywood horse show. In 1908 horse races were tried again at Elkwood Park in conjunction with the first Long Branch Fair, but neither was a success.

What did arouse enthusiasm was the introduction of automobile races in 1908 at Elkwood Park. There was sufficient excitement in watching cars tear along at fifty or sixty miles an hour to compensate for the absence of betting. The big attraction of the season was a match race between four of the fastest automobiles in the country—Barney Oldfield's Green Dragon, a 220-hp. Christie, a 120 hp. Hotchkiss and a 110 hp. Fait-Cyclone. Besides the glory of victory and the thrill of speed, the winner received a silver punch bowl offered by Price's Pleasure Bay hotel. On the same day several wealthy sportsmen also participated; Arthur Hammerstein, son of the opera and music hall impresario, entered a 35 hp. Mercedes, Robert Guggenheim entered a Renault, and Monroe Rothschild, a Packard. The auto races proved to be the most popular alternative to horse racing and were well-attended.

Competitors sought many ways of profiting from the success of the auto tracks. Undoubtedly the most ridiculous were the indoor balloon races held at the Chelsea Roller Skating Rink. In one contest the ladies tried to grasp gas-inflated balloons weighted to float a little over their heads. Apparently a spirited battle had been anticipated, for the Long Branch *Record* commented with some surprise, "The ladies were nice and polite about it and did not try to take advantage of each other." For her superior stretching and straining a Bessie Wright won the first prize of one dollar.

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The center of activity along the shore during these years was Ocean Park, a ten-acre park of flower beds and fountains with a bandstand for daily afternoon concerts. In the successful season of 1907 a new casino and convention hall seating three thousand was erected at a cost of \$50,000. The old casino, which became known as the Casino Annex, had been the Agricultural Hall at the Centennial Exposition of 1876 in Philadelphia and was brought to Long Branch the following year. In 1906 the present boardwalk replaced the old dirt path along the shorefront on the bluffs.

The tendency of both vacationers and residents since before 1900 had been to spread away from Long Branch proper to smaller surrounding resorts. When its population of almost nine thousand in 1900 merited a municipal form of government, efforts were made to include several adjacent and nearby political divisions in a Greater Long Branch. At the outset of the movement early in 1904 the plan called for annexing to the town all the territory as far as the Asbury Park line to the south and Eatontown to the west. The motive on the part of Long Branch was obvious; it was attempting to corral the growing resorts before its rival, Asbury Park, should get them.

Protests, however, came immediately from several of the towns marked for the merger. A mass meeting was held late in January at the Long Branch town hall to consider the limits of the proposed new municipality. Ironically it was a former member of the Long Branch Commission, James Campbell, who thwarted the scheme. Speaking as a property owner in Deal, he said vehemently, "Deal seven or eight years ago was of little importance. Long Branch cared nothing for it. After we have spent nearly \$200,000 in street improvements and are the richest borough for our size in New Jersey, along comes Long Branch and wants to take us in."

With equal frankness J. A. Stratton of Elberon spoke for the independence of his borough. He pointed out that he saw people going toward Asbury Park on the trolleys but very few coming toward Long Branch. To which the Asbury Park *Journal* added in a burst of civic pride, "The reason is obvious. Asbury Park has some attractions. Long Branch has little besides its drives."

Objection was so strong that annexation advocates decided to

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drop Deal, Loch Arbour and Allenhurst from their demands. When the matter was argued before the Borough and Townships Committee of the senate early in March, Eatontown Township also staved off inclusion in the new area. Long Branch argued through former U. S. Senator Rufus Blodgett that Eatontown would have the benefit of the Long Branch police and fire protection as well as superior school facilities. To this Counselor James Steen replied that Long Branch was merely trying to steal a large part of Eatontown Township, containing property on which several wealthy men had spent large sums in improvements.

When the charter act was finally approved late in March, Long Branch not only lost Eatontown Township but also Monmouth Beach and West Long Branch from the large area originally conceived as Greater Long Branch. On May 17, the disappointed citizens adopted the new charter by a vote of 854 to 203, and the town became a fourth class city, the second in the county, the first having been Asbury Park in 1897. The following November the city elected a council of seven members and a mayor to govern the city. The council selected from itself the various heads of municipal departments. This practice continued until 1907, when it was replaced by direct election.

The mayor and council found itself with new problems on its hands. Not the least serious was that caused by the advent of the automobile. As coachmen gave way to chauffeurs and the elaborately-dressed ladies of the victorias became caricatures in veils, goggles and linen-dusters, the ocean promenade was quickly turned into a through artery of traffic. In addition to registering, each driver was required to wear a big shield inscribed, Automotive Engineer. Most of the town cars were electrics, with short-lived motors that old family retainers struggled to master.

There were many who objected to the "horseless carriages," insisting that, for one thing, they had robbed the Ocean Avenue parade of its beauty in both horses and women. But to a man like Diamond Jim Brady the automobile was an opportunity for a new and superior kind of magnificence. He was easily persuaded by a New York salesman to purchase not one car but six, to assure his having one always ready for use. Brady requested that the salesman

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select six good chauffeurs, one for each car, and make one of the cars according to his own specifications.

According to Arthur Newton, the salesman, Brady described his dream-car in these terms: "I want you to get me up a brougham with a semi-circular glass front that comes down to the floor. I don't care so much about headlights on the road. What I figure on is a hundred concealed lights that will shine into the car."

The automobile was built. All aglow it rolled down Ocean Avenue displaying a beaming Diamond Jim and lovely Lillian Russell. In the fall Brady shipped it back to New York, where he used it as the flagship for the procession of his five other cars on all important occasions. The effect was that of a lively cortege behind a gleaming hearse.

But the city fathers had other problems even more pressing than traffic. In 1904, the year of their inauguration, they were faced with an outbreak of lawlessness along South Broadway, which had become so dangerous that it was nicknamed "The Bowery." A similar situation existed along Belmont Avenue, which was known to the police as "The Jungles." The law enforcement agencies strove diligently to clean up these little crime waves caused by footpads, thugs and drunks. They received spirited support from the churches of the city that joined forces and held enthusiastic uplift meetings in the Bowery and the Jungles. The combination of a nightstick and a soft answer turned away the wrath of the hoodlums, and within a year the sections were pronounced safe. It was doubtless some consolation to upstanding citizens that at this same time Fourth Avenue so overflowed with blessed events that they could happily refer to it as "Baby Lane."

It was, therefore, not surprising that there developed soon afterward an infantile institution that made Long Branch celebrated for several years. In 1905 a Mrs. Parker of West Long Branch promoted the first Baby Parade with astonishing success. Within three years, when it was renamed the Children's Parade, it boasted an annual procession of more than a thousand children. The line of march ran from the corner of Ocean and Brighton Avenues along the boardwalk to Broadway, where the proud but exhausted mothers broke ranks. Their rivalry was almost equalled by that of the

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gardners of the big estates who outdid themselves furnishing floral decorations for the floats. The parades continued for a half a dozen years until they were discontinued in deference to the protest that the heat and excitement did the children more harm than good.

Among the more adult forms of entertainment that developed in the pre-war period were motion pictures. The first film in Long Branch, depicting firemen and a three-alarm fire, was shown in a small room in the Entrance Building of the Iron Pier. In 1909 a Nickette Theatre began to show one-reel comedies and melodramas. In the same year the old West End Bathing Pavillion was transformed into the Bluff Theatre, the only motion picture house on the boardwalk. This was soon followed by an open-air theatre on the site of Phil Daly's Club at Ocean and Brighton Avenues, which seated two thousand people. The old domed gaming room, accommodating six hundred, was used when it rained. The venture was so successful that the owner of the building, Simon Hess, refused to renew the lease and operated the theatre himself. In the town itself several theatres were used interchangeably for vaudeville, Broadway try-outs and movies. The oldest of these is the Strand, and the most famous is the Paramount, once known as the New Broadway.

Along with the growth of motion pictures came still another attempt to give Long Branch a first-class pier. Promoters hoped to rival the 700- and 800-foot piers that had become a celebrated feature of Atlantic City. In 1908 the remains of the Iron Pier were torn down and three years later work was commenced on Long Branch's fifth pier. It was built by Samuel Rosoff, contractor for many New York subways. As usual in Long Branch, the plans for the pier were magnificent. Rosoff intended to build it far enough into the ocean for steamers running from New York and even expected to form a company to run the boats. The pier itself was to contain a dance hall, a theatre and all the attractions of an Atlantic City amusement pier. The necessary funds never were raised, and the pier still stands incomplete. The original operating company went bankrupt, and it was leased to the Long Branch Pier Company, which now runs it as a small-scale amusement and fishing pier.

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Rosoff also promoted an Amusement Center across the street from the pier in Ocean Park. There William H. Piper built what was at that time the highest roller coaster in the world. Although the cars stuck frequently, causing occupants to climb down from dizzy heights, the attraction was a thrilling success until a dark tragedy stopped the wheels forever. Three years after the roller coaster opened, Piper's son, Raymond, fell from a careening car and was killed. The grief-stricken father immediately closed the course. He moved the cars to Keansburg the next season.

The town's efforts to compete with the younger resorts were not wholly successful. More and more throughout the decade preceding the World War, it became evident that Long Branch had fallen between the two stools of smartness and cheapness. The travel literature of the period subordinated it to many of its rivals and seemed hard put to discover outstanding attractions for visitors. Occasionally a publicity man's slip would refer to the resort as "one with interesting historic associations." This could mean only the Grant-Garfield era, a mere three decades earlier, an unintentional admission that the years of glory were already a memory.

The Board of Trade strove to offset the impression that Long Branch was on the wane. Year after year in the first decade of the new century it issued attractive picture books, urging vacationers to take advantage of the natural attractions to be found locally. By 1909 the campaign had some results, for the Board's literature of that year was able to quote proudly from New York and Philadelphia papers that Long Branch was coming out of the slump. Said the New York *Tribune*: "Long Branch is so superbly located, so lavishly endowed by nature, and so well built up that it can easily grow to higher heights of greatness and grandeur."

Less ecstatic, but more to the point was the comment of the Philadelphia *Inquirer*: "It is not at all strange that the city is growing faster than any in the State . . . and the boom is just being launched. To the Newark *Sunday Call*, it was still "the chosen spot of pleasure for the greatest section of the American population." Those encomiums were significantly labeled as press comment on "New Long Branch." And it was the "newness" that told the whole up-down-and-up-again story of the resort.

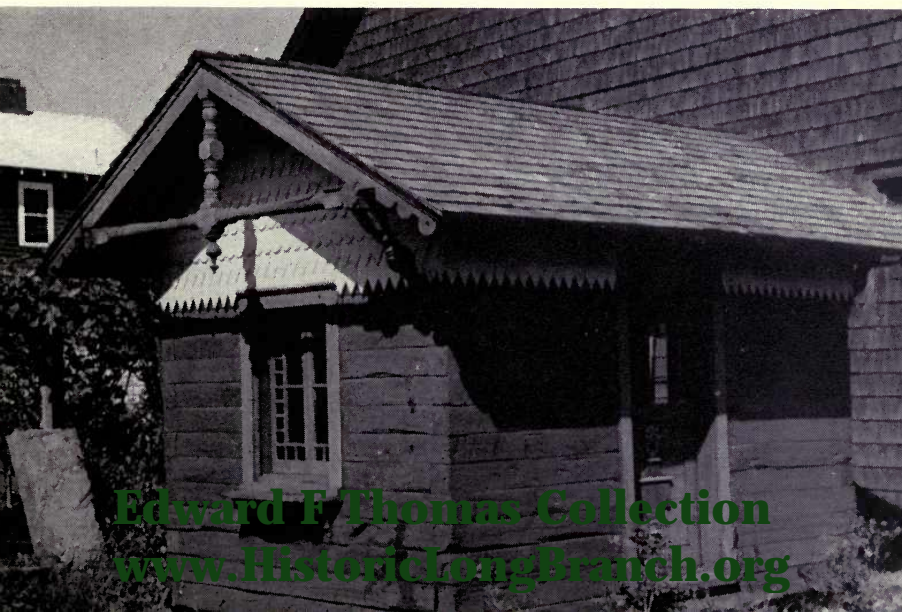
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The Scarboro Hotel, now the largest at the resort

*The Garfield Hut, constructed from the ties of the spur line built for
President Garfield in 1881*



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The Long Branch of this day, while it had sufficient vitality, lacked distinction. Nothing had come to replace the horse racing and the fashionable crowds. Efforts to attract new visitors were confined to roller coasters, baby parades, pony tracks and balloon races. Although it was claimed that the summer population had reached one hundred thousand around 1911, it was no longer a free-spending crowd. Possibly it was more dependable than that which frequently lost its hotel bill at the racetrack or the gambling board. Possibly it was considerably more respectable than that composed of dandies and actresses. But undoubtedly it lacked the glamor and the cosmopolitan character of the older crowd. Where formerly visitors had come from all over the country, the sources of Long Branch's summer trade were now practically limited to New York and the surrounding metropolitan area. And these people came to the resort primarily as a change from city life, not necessarily for a round of pleasure. They came for rest and relaxation as often as for cutting loose. They were the legitimate heirs of those who had come in the eighties to spend the day on the beach and gape at the procession along the bluff. Only now they were the procession.

An unmistakable indication of how Long Branch was losing ground is furnished by a change in route of the old Patten Line shortly before the World War. This line, which had been bringing vacationers to the Branch for more than thirty years, affiliated itself with a bus line that "whisked the tourist to Asbury Park, the Capital of Fun," without so much as a stop in Long Branch. Another instance of decline was the quick failure in 1909 of a gossip sheet, *Jersey Mosquitoes*. Although several such papers had flourished in previous times, the new crowd was apparently not sufficiently social or homogeneous to support such a publication.

Papers more devoted to community interests, however, were able to prosper. Shortly after 1900 two newspapers were founded: the *Long Branch Press* and the *Taxpayer and Workingman*. Both were weeklies, founded and operated by Joseph A. Poole, and lasted about eight years. In 1914 the *Press* was revived as the result of a merger between the *Press* and the *Long Branch Times-News*. The *Long Branch Press* continued for three or four years, but failed to stand the competition from the *Record*. In 1918 Benjamin Bobbitt

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founded the *Monmouth American*, which has since operated successfully as a weekly.

The loss of large income from the resort was in some measure offset by a steady growth in the number of factories in Long Branch. Between 1905 and 1910 the number of manufacturing establishments, according to the Federal Census of Manufacturers, increased from twenty-six to thirty-four. The principal industry in 1905 was the harvesting of ice; one concern employed one hundred and twenty-five teams and eighty men on a single job. The next most important activity was sawmilling. Other industries of the period included boatworks, meat packing, candy and ice cream plants, and factories that manufactured nightshirts and cigars.

With the growth of industry came increased population, and by 1910 Long Branch numbered 13,298 people, a substantial rise of five thousand in a decade. With this increase came another change in the form of local government. Almost as soon as the Walsh Act, permitting New Jersey municipalities the commission form of government, was passed in 1911, a movement got under way for the adoption of the new type in Long Branch. Although there seem to have been no specific complaints against the councilmen, local business men were heartily in favor of the change as an economy measure.

Petitions were circulated in March, 1912, and several mass meetings were held to stir up public sentiment. Mayor Donnelly of Trenton, its first mayor under the commission form, impressed a large rally with his account of the savings the new regime had accomplished in his community. Among the most active supporters of the change in Long Branch were Harry Rehm, secretary of the board of trade, William J. Smythe, druggist and president of the *Long Branch Press*, and Frank L. Howland, later the first mayor under commission government.

On April 9 citizens went to the polls to vote for the first city commissioners. Fifty-three candidates entered the primary, which was to select the ten men to run for office in a second election. The *Asbury Park Press* hailed the event with the prediction that "Long Branch will make a wise final decision in its first trial of commission government" and then added this realistic warning, "that

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temporarily at least the bosses of old will occupy a back seat and be relegated to real private citizenship." In the second election, held May 7, the five successful candidates included three Democrats and two Republicans: Bryant B. Newcomb, city clerk, 1,563 votes; Thomas V. Arrowsmith, city recorder, 1,502; John W. Flock, city assessor, 1,164; Frank L. Howland, 1,116; and Marshall Woolley, 1,064. It was presumed that when the commissioners organized they would elect Newcomb, the highest man on the ticket, mayor. Howland, however, received the position. The five commissioners replaced the mayor, twelve members of the city council and nineteen paid officials. Each received a salary of \$2,000 a year, with an additional \$500 for the mayor.

Unquestionably the most important event in Long Branch's pre-war history was its revival as the summer capital in 1916. Woodrow Wilson felt keenly the necessity of returning to his adopted state to wage his campaign for re-election. When Captain J. B. Greenhut offered his palatial estate, Shadow Lawn, as a summer White House, it was promptly accepted. Actually Shadow Lawn was in West Long Branch, rather than Long Branch proper, for it stood on the southwest corner of Cedar and Norwood Avenues, and the center of Norwood Avenue is the boundary between the communities. Somewhat to the discomfort of West Long Branch, however, Long Branch was always considered the site of the president's residence. Date lines on the president's activities invariably read "Long Branch," and Wilson himself always referred to "our residence at the Branch."

Shadow Lawn was already an architectural and financial legend along the Jersey coast when President Wilson lifted it to national eminence. It was the dream-house of John A. McCall, president of the New York Life Insurance Company. In July, 1903 the Long Branch *Record* reported in large headlines that he had decided to erect a "handsome country seat" on sixty-five acres of land he had acquired. The area was composed of three parcels of land that had belonged to three old Long Branch families: the forty-acre Hulick farm, fifteen acres of the Abbott tract and ten in the Henderson Plot.

It took two years to build the house. This was entirely under-

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standable to any who heard McCall's increasingly lavish plans. He altered the design almost daily, and had a penchant for adding bathrooms. When the house was finally completed, there were more bathtubs left over on the lawn than were in the house. Modified colonial in style, it was a three-storied white wooden structure situated on a grassy knoll surrounded by landscaped acres of park. It contained fifty-two rooms and not the least of its glories was gold-plated plumbing throughout.

There had been nothing like this in Long Branch since the days of Jim Fisk. The house so overshadowed meaner residences like Dr. William H. Garrison's thirty-room dwelling and James A. Hearn's \$1,000,000 estate that it at once became the greatest single attraction at the resort. McCall, however, was deprived of most of the admiration of his munificence. His company discovered that several of the millions that had gone into the construction of the mansion properly belonged in its vaults. He was apprehended and the house was sold. It passed rapidly through a succession of owners, perhaps the most colorful being John A. White. He knew passing fame as "Postage Stamp White" through his purchase of a \$15,000,000 bond issue with the sole capital of the 2¢ stamp on the envelope in which his bid was enclosed.

Captain Greenhut, who owned the mansion when it was the summer White House, offered it without cost, but Wilson insisted on turning over \$2,500 to Monmouth charities as his rental payment. It was a far cry from the few hundred dollars that Grant had paid for his cottage. The contrast in their houses in a sense illustrated the tremendous growth of activity of the Federal government. Grant's cottage had by no means been a small one. Into its twenty-eight rooms he placed an impressive array of secretaries and aides. Yet Wilson's was nearly double that size, and his official family more than filled the huge building.

With the exception of an occasional emergency, Grant was free to spend his summer as he chose—genuinely vacationing. But Wilson virtually did little more than exchange one desk by the Potomac for another by the Atlantic. Even before his campaign started, he was working constantly. As in the days of Grant, official Washington formed a steady stream of visitors to Long Branch.

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President Woodrow Wilson at Shadow Lawn, delivering speech accepting re-nomination by the Democratic Party, September, 1916

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It was, however, to a considerably soberer Long Branch that they came. Bankers, senators and industrialists finished their business with the President, took a brief stroll on the boardwalk and departed for home. There was no track at which celebrities could gather, no gambling houses for the wealthy, and hardly any more of the luxurious hotels that attracted so many lovers of fine living. The behavior of the official visitors was typical of Wilson's stay at Long Branch. It restored to the resort the title and something of the newspaper glory of being the summer capital, but not the kind of prosperity and the way of life that had resulted from previous presidential favor.

Of course, the crowds came. They lined Ocean Avenue or came as close as they could to Shadow Lawn for a glimpse of the President. But Wilson was not playing Grant's role of national hero, and the resort did not have enough to carry it on its own momentum as it had had in the days of Hayes, Garfield and Arthur. It required a special occasion for a really large throng. The most spectacular of these was September 1, 1916, "Notification Day," when Wilson was officially informed of his re-nomination for the presidency. Most of the leading Democratic statesmen and politicians assembled at Shadow Lawn where Senator Ollie James of Kentucky delivered the principal address.

The Long Branch Chamber of Commerce exploited the presence of Wilson for all that it was worth to their community. It issued approximately twenty-five thousand Summer White House souvenir stamps, distributed in envelopes containing a picture of the President and a little publication on the attractions of Long Branch. The showmanship took a superstitious turn with a written statement on the announcing, "This envelope contains 13 Summer White House Stamps. Shadow Lawn was built 13 years ago. Thirteen is President Wilson's lucky number." The authority of this latter claim remains undisclosed after the most exhaustive research.

After the official notification, Wilson conducted his fight for re-election from Shadow Lawn. It was the old-fashioned type of front-porch campaign in which the public came to the candidate. Actually it was a front-lawn campaign, for most of the meetings were held on the vast greensward before Shadow Lawn. According

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to the Long Branch *Record*, "The President stood on a raised platform and talked in a quiet conversational way to his audience." Throughout October special days were designated for states from which supporters came on chartered trains to hear the President. More than three thousand Pennsylvanians made the pilgrimage and delegations visited from states as far west as Ohio and Missouri.

Shadow Lawn's lovely gardens and tree-lined walks provided Wilson with a pleasant retreat from the ardors of official life. His well-known preference for strolling alone when he was composing a speech or state paper gave his guards many anxious moments. Wilson constantly fought against any kind of protection. "One morning at breakfast," states the Long Branch *Record*, "he noticed iron bars had been placed at the windows. He resented it, saying, 'No one intends to shoot at me. Take them down.'"

In addition to the presidential campaign he faced the grave problem of American neutrality during the World War. It was while Wilson was at Long Branch that Theodore Roosevelt wrote the bitter poem *The Shadows of Shadow Lawn*, a thrust at the President's conciliatory policy toward Germany's submarine activities. And it was to Shadow Lawn that reporters often hurried to interview a foreign diplomat after his conference with the President. No history-making statements issued from Long Branch, however, for the ambassadors generally followed the policy of Jules Jusserand, French ambassador, who in reply to a question on the possibility of protest over U-boat raids, simply stated, "It is a subject which must be studied. I can say nothing more at this time."

As the leaves were changing color during the first week of October, President and Mrs. Wilson arrived to stay at Shadow Lawn through the shore's beautiful Indian summer. On election day they motored to Princeton to vote and then returned to Long Branch to await the results. The news that Hughes' election had been conceded by the New York *World* was phoned to Wilson at Shadow Lawn that night by his secretary at Asbury Park. "Well, Tumulty," half chuckled the President, "it begins to look as if we had been badly licked."

It was in his bathroom at Shadow Lawn, next morning, while he was shaving, that Wilson learned from his daughter Margaret

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that his defeat had been as unreal as a bad dream. At first incredulous, then jubilant, when a call to New York confirmed her report that he had carried California and defeated Hughes, the President left immediately for the White House.

Although Wilson never returned to Shadow Lawn, his visit revived the old dream of making Long Branch the permanent summer capital. In January, 1917 wealthy shore residents subscribed \$25,000 toward the \$150,000 needed to purchase the \$10,000,000 mansion. The sponsors proposed to present the estate to the government on condition that it be accepted as the regular summer White House. Congressman Thomas J. Scully, of Deal, introduced such a bill into Congress, but the scheme died there. The following year the mansion was sold to Hubert Templeton Parsons, then president of F. W. Woolworth Company for \$800,000.

In a spectacular fire on January 7, 1927 Shadow Lawn burned to the ground. A strong guard was placed around the estate to prevent looting of the \$100,000 in melted gold and silver and costly gems covered by the wreckage. Parsons immediately built another Shadow Lawn, even more magnificent than the first. The plainly-designed Italian marble palace has been called the most completely equipped summer estate in the country. The new 128-room Shadow Lawn has an elaborate penthouse, a private theatre for talking pictures, tapestry-hung drawing rooms, a baronial tap room, an indoor swimming pool encased in gold mirrors, solarium, conservatories and terraced roof gardens. And once again Shadow Lawn sports gold fittings in marble and tile bathrooms.

When Parsons lost the house, foreclosure proceedings forced the sale of the estate to clear up a \$756,000 mortgage. To protect its \$151,000 tax claim the borough of West Long Branch acquired the real estate. In November 1939 the house was put up at public auction. After an intensive advertising campaign, including large notices in metropolitan papers, the house had to be purchased by the borough for \$100. Among the many discouragements to bidders was the newspaper statement that it required 90 tons of coal a month to heat the house. The borough has not decided upon its disposition.

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In Long Branch, as in other cities throughout the nation, coal, gas, meat, bread and sugar were scarce during the World War. The old Casino Annex was used as a Red Cross workroom, and in 1919 became a recreational center for invalided soldiers.

There was no separate army company made up of Long Branch men. Most of the enlisted and drafted men were included in the 311th Infantry, 78th Division and trained at Camp Dix. George Thurston Wolcott, killed in France on September 26, 1918, was the first Long Branch soldier to die in action. The *Asbury Park Press* of April 1, 1934 lists the following Long Branch veterans as recipients of the military Order of the Purple Heart: "Joseph Belmont, Dominick Scullanti, Raymond Brazo, James Dagman, Lewis Mazza and Fred Wardell."

During the war Long Branch looked back to the man whose presence and death had meant so much in her history. On the 25th anniversary of President Garfield's death in September, 1906, a memorial had been proposed at a meeting of citizens in the Elberon Casino. A year later the cornerstone for a Garfield monument had been laid in Ocean Park. On September 2, 1918, 25,000 people gathered in Long Branch for the unveiling of a bronze statue of the martyred president. Ex-United States Senator Theodore E. Burton, a lifelong friend of the Garfield family, represented Ohio at the ceremony and delivered the principal address. Two of Garfield's children, Dr. Harry A. Garfield and Mrs. J. Stanley Brown, attended the dedication. Senator Burton gracefully thanked the people of Long Branch and New Jersey for the statue and then devoted the remainder of his speech to Garfield as a symbolic inspiration for national unity "in this time of transcendent trial." A banquet that evening at the Hollywood at which Rabbi Silverman, former United States Senator Dick, James M. Beck, and Governor Walter E. Edge were the speakers, concluded the ceremonies. The inscription on the statue reads:

Dedicated September 2, 1918

JAMES ABRAHAM GARFIELD

20th President of the United States.

Born at Mentor, Ohio, November 19, 1831

Died at Long Branch, September 19, 1881

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The "Breakers," a modern estate

"Aladdin's Palace," typical specimen of Victorian resort splendor



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CHAPTER VIII

The Last Twenty Years

IN THE YEARS immediately following the World War Long Branch was occupied with three main problems: the enlargement of its industrial activity, the strengthening of its school system, and the improvement of its vacation facilities. Efforts to achieve progress along these lines have been the concern of private citizens and civic groups as well as of the municipal government. In several instances, notably the improvement of the beach, changes have been the result of official action based on private study of a public problem.

The principal additions to the Long Branch industrial scene have been clothing factories. The oldest now in operation is the Monmouth Manufacturing Company, 20 Seventh Avenue, which employs approximately one hundred and twenty-five workers making ladies' garments. It moved to Long Branch from New York in 1910. Another pre-war firm was that of A. Hollander and Son, 500 Broadway. Established in 1917, the plant employed about five hundred people in dressing and dyeing furs until it closed early in 1938. Two years later the company reopened the plant on a considerably reduced scale.

Two of the most important firms in the city were established in 1919. The Samuel Rothstein Clothing Company, which covered a block of ground on West and Willow Avenues, moved here from New York. Approximately one hundred workers manufactured men's, boys' and children's wearing apparel that was sold throughout the country. In 1938 the company failed and later reopened as the Consolidated Trouser and Sportswear Company. The American Silk Mills, 804 Broadway, is a branch of a \$2,000,000 corporation with factories in several states. Although actually in

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West Long Branch, it draws most of its four hundred workers from Long Branch. They are employed all year in the manufacture of silk textiles, ladies' underwear, pajamas, coat and suit linings, mufflers and shirts. The modern brick building is in a sharp contrast to the original small plant on Division Street that employed fewer than fifty workers. The American Silk Mills is the largest industry in Long Branch.

After the arrival of these concerns, there was a lull until 1925, when the Monmouth Paint and Varnish Company, 255 Willow Avenue, was opened. The plant grinds, mixes and manufactures a full line of paints; employment varies with seasonal demands. The following year, 1926, the Pacific Overall Company moved to Long Branch from the Highlands. It now employs seventy-five year-round workers.

The next sizable increase in the number of factories occurred in 1935, when three firms moved to Long Branch from other communities. From Newark came the United Sheeplined Clothing Company, 273 Branchport Avenue, which employs about one hundred and seventy-five people in making sheeplined garments. George Silberstein, 17 Second Avenue, had a staff of seventy-five workers who assembled and fashioned ladies' suits, but the firm recently moved to another community. At 20 Third Avenue is the Long Branch Dress Company, which came from Connecticut. The firm employs fifty girls. Two years before these companies established themselves, the Kay Dunhill Frocks, Inc. opened at 108 North Broadway. It gives employment to nearly four hundred people throughout the year, and manufactures cotton and rayon house dresses. The plant is now situated at 199 Westwood Avenue.

In 1936 three more clothing factories were opened. Both the Trojan Garment Company, 353 Broadway, and the Rose Novelty Company, 663 Broadway, came from New York. The Trojan Company assembles street and house dresses and bathrobes, and the Rose Novelty manufactures ladies' blouses; they employ about fifty employees during the year. The Branch Manufacturing Company, 422 Morris Avenue, employs sixty workers in making slacks, ski suits and other women's sportswear.

In addition to the garment firms there are several smaller in-

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dustries, the most important of which is the Italian bakery, Baldanza Bros., Inc., which delivers to stores along the Jersey shore line.

This industrial growth brought with it complex problems of employer-employee relationship. For several years previous to the arrival of factories, building trades workers in Long Branch had been organized by the American Federation of Labor with membership in the Monmouth County Central Labor Union in Asbury Park. When the Congress of Industrial Organizations launched its Nation-wide drive for membership in 1937, repercussions were felt in the local garment factories. The outstanding achievement has been the organizing of the Monmouth Manufacturing Company by the International Ladies' Garment Workers Union.

Attempts to unionize other factories, notably the American Silk Mills, situated in West Long Branch, have so far met with little success. On the one hand labor leaders attribute this to the city's reputation as a refuge for runaway shops and to the ease with which injunctions are issued at the request of the employer. The government, however, categorically denies both charges and points to strikes settled by official mediation as proof of its neutral attitude. The administration feels that most local labor controversy results from unrest in the main plants of firms which have Long Branch divisions.

Since 1900 the city's immigrant population had been increasing and with the growth of industry it became a genuinely significant factor in the community. According to the 1930 census, foreign-born whites totalled 3,137, or 17 per cent of the population. Of these, Jews and Italians constituted the greater number, possibly more than half. Native white of foreign or mixed parentage were listed at 5,806. Next to the Italians, Russians, Germans, Irish and English constitute the largest number of Europeans. The Negro population was 1,609 or 8.7 per cent of the total.

While industry was advancing, the city officials attacked the major resort problem—the erosion of the shorefront. Back in the 1890's and early 1900's it was customary for the mayor to take up a subscription after a storm had washed over Ocean Avenue. At first bulkheads were thrown up to protect the land, but later

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jetties were tried. The first one that was erected at Sea View Avenue was extended in March, 1916 and reconstructed in 1922. Between Chelsea and South Bath Avenues four jetties were built from 1929 to 1931. Victor Gelineau, chief engineer of the New Jersey Board of Commerce and Navigation has explained the action of the sea as follows: "Considering the many forces involved and their great magnitude, beaches are relatively stable in position. Nevertheless, over the years there is almost everywhere a tendency for beaches not adequately protected to be beaten back by the onset of waves—waves which are propagated in deep water, unless checked gradually by a sloping foreshore, crash with terrific force when they are abruptly halted. . . ."

The sea's greatest havoc has been wrought on Ocean Avenue, which was the road on the bluff in the old days. The present Ocean Avenue is the third to have been built since 1862, each one having been moved farther inland as the ocean continued to encroach. In 1833 there was a half mile of land east of the Bluff Drive, as it was then called. By 1862 this had shrunk to 1,000 feet; it was 600 feet in 1883. Today Ocean Avenue takes a sharp detour inland from North Long Branch to Sea View Avenue.

The most recent improvement has been the construction of thirteen steel and rock jetties from Cottage Place to the Deal line, by the Public Works Administration. The success of these jetties may influence the adoption of the so-called Boulevard Campaign, a major plank of which was the building of new beaches by jetty construction. The plan also called for a one hundred-foot wide new street or boulevard from the city's northern boundary North Long Branch to Brighton Avenue in West End, running parallel to Ocean Avenue between it and Second Avenue. This would open up a new business section and allow the full width of Ocean Avenue to be converted into a boardwalk, which would surpass Atlantic City's in width. It is believed that large hotels and apartments could be built on the solid land west of the boardwalk more easily and economically than on the soft sands of any other large Jersey resort.

The proposed new boulevard is expected to increase local retail trade. In 1930, Otis R. Seaman, then city engineer, pointed out in

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support of the Boulevard Campaign that Ocean Avenue had become merely a through highway for general shore traffic. Limited to hotels, boarding houses and a section of refreshment and amusement stands, the street has little to recommend it as a shopping or casual buying district. On the new highway, however, there would be ninety-six corner sites available for business establishments.

The Boulevard Campaign originated among private citizens in 1928, and the following year \$2,000,000 for the construction of the boulevard was voted by the city commission. When the plan was presented at the general election in November, 1931, it was defeated. Objection stemmed partly from the expense involved and partly from the fact that the improvements would benefit particular organizations and individuals. Interest in the proposal, however, persists, and it is entirely possible that it will again be presented to the voters for ratification.

The necessity for keeping the resort in the public eye led Long Branch to welcome the establishment of a training camp for prize-fighters by Jimmy DeForest on the third floor of the old Broadway Theatre shortly before the World War. Jack Dempsey was at the headquarters at 245 Atlantic Avenue for his fight with Jess Willard in 1919 and again in 1927 for his bout with Jack Sharkey. Luis Angel Firpo, "The Wild Bull of the Pampas," trained for a short time at Ocean Park in 1923, and Max Baer spent the summer of 1934 at the Ocean Avenue home of P. Hal Sims, the bridge expert. The following year, a few days before he lost his heavy-weight championship title to James J. Braddock, he was given a testimonial dinner at the West End Casino attended by Governor Harold Hoffman, the mayor of Long Branch and other dignitaries. Tommy Farr, the English heavyweight, was the most recent bigtime boxer to train at Long Branch. In 1937 he prepared for his fight with Joe Louis in the city-owned Speedway. Two champions who fought as preliminary boys in local arenas were Primo Carnera and Gene Tunney, who willingly used to leave his post as lifeguard at Keansburg for a \$50 fight in Long Branch.

The fanfare that attended each championship challenger was decidedly welcome to Long Branch, especially in the years directly

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after the World War. At that time the resort seemed to have no particular attractions that it could publicize. Its summer clientele had become more rigidly stratified than at any previous time in its history. Along Ocean Avenue and back through Elberon and West End a number of wealthy residents still maintained their large homes. In Long Branch proper the hotels and boarding houses were receiving almost exclusively family groups from the middle class, largely Italian and Jewish. In addition there was still a large miscellaneous week-end clientele that came in search of only an inexpensive room on a Saturday night and a long Sunday on the beach.

The rich continued to provide occasional amusement or astonishment for the rest of the resort. One such instance was the will of Washington Wilson, a wealthy Elberon resident. He was so fond of his home that he ordered it torn down immediately after his death. His wife sorrowfully complied and stored much of the furniture in a barn that is still standing on the deserted estate to the southeast of the Elberon station.

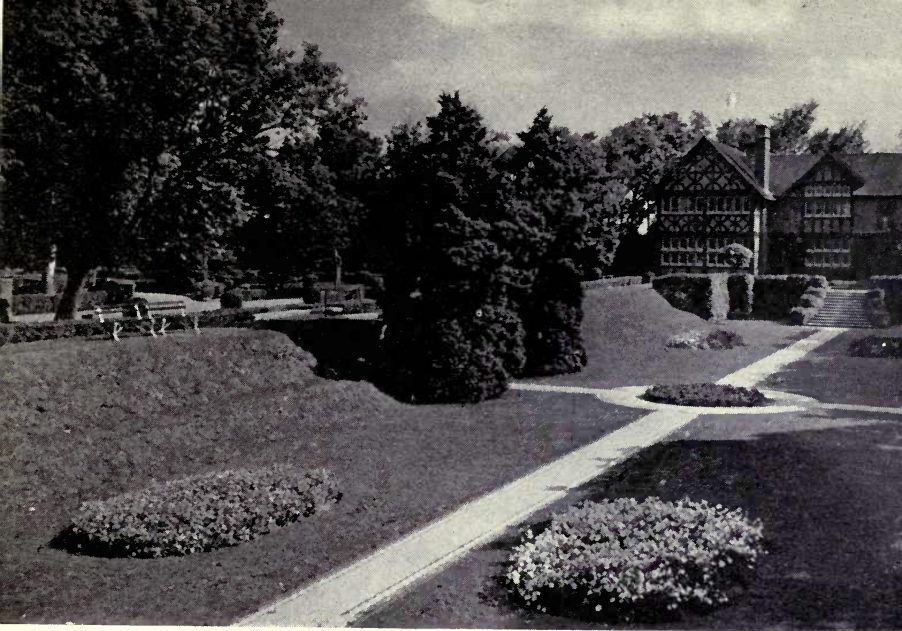
A far more amazing and disturbing eccentricity was the rising strength in the early twenties of the local society of the Klu Klux Klan. The organization became wealthy enough to purchase Elkwood Park for its meetings, and on July 2, 1924 a tri-state Konklave was held at the Park, terminating on Independence Day with a huge parade of hooded marchers that took four hours to pass a given spot.

There could have been no better index to the character of the summer clientele than the reaction that followed the mass meeting. The meeting had demonstrated principally against the presidential candidacy of Al Smith, but the effect on Long Branch business was disastrous. The Jewish summer residents departed from the town the next day practically *en masse*, leaving a deserted city of ruined shopkeepers and empty hotels and boarding houses. The Negro population locked its doors tight and refused to emerge on the streets for several days. Similarly, Catholics, for whose benefit several fiery crosses had been burned, either left the community or took steps to protect themselves.

A group of three nuns associated with the Star of the Sea

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The James Hearn Estate, now a public park

Hulks of Patten Line steamboats on Pleasure Bay



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Academy saw the parade, and as one robed and hooded figure passed, the trio exclaimed as they saw his feet, "The iceman." That individual received no more orders from either the academy or its neighboring Catholic institutions. Several weeks later a sheepish iceman confirmed their guess when he called to inquire whether they had stopped taking ice "just because I was in that parade."

Although there was no organized opposition to the Klan in Long Branch, the hasty departure of the summer visitors in 1924 served much the same purpose. When they realized how thoroughly the Klan was wrecking their business, local participants withdrew from it. The revulsion toward the Klan was so strong that it soon lost Elkwood Park and ceased to be a factor of any importance. A small group of Klansmen are said still to hold secret meetings in the woods back of the town, but there has been no public evidence of such activity.

The elimination of the threat of the Klan ushered in a decade of quiet progress. As the old Victorian and Edwardian hotels burned down or were battered to pieces by storms, new or remodeled structures took their place. On the ruins of John Hoey's Hollywood in West End a new Hollywood rose in 1926. At about the same time the New Atlantic replaced the old Atlantic, destroyed in a spectacular fire at the height of the 1925 season. One of the oldest names among Long Branch hostelrys returned when the New Howland was opened, and the erection of the Vendome-Plaza brought a continental addition to the native nomenclature. The Scarboro, which had been in operation since 1882, was remodeled to present a handsome white surface to the boardwalk. The majority of the clientele at all these hotels has been Jewish for almost the last two decades.

In 1926 the one hundred-room Garfield-Grant Hotel, the largest year-round hotel in town, was built at a cost of \$450,000. It is the headquarters for the leading service organizations of the city. At present there are about thirty hotels in Long Branch; aside from the resort places mentioned, they are mostly small family houses.

Racing came back to Long Branch suddenly and spectacularly in 1934, when the State Racing Commission granted the Long

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Branch Kennel Club a license to operate a dog racing track from July 10 to October 10. It was the first time since 1893 that gambling was permitted on any kind of racing, and Long Branch confidently expected a quick return to "the good old days" of forty years ago. The Kennel Club leased Ocean Park for five years, had the grounds landscaped, erected a grandstand and kennels and reopened the old Ocean Club as a clubhouse. A small part of Elkwod Park was cleared of the growth of years and used to exercise and train the greyhounds and whippets while Ocean Park was being readied. The races were operated by the Ocean Park Race-track Association, a subsidiary of the Long Branch Kennel Club, and were supervised by Meyer Goldberg, head of a syndicate to promote dog racing in the United States.

The most significant change from the previous racing at Long Branch was the decision to hold the races at night, a plan to capture as much as possible of the commuter trade. The track was illuminated by three hundred high-powered electric lights with improved reflectors, spaced at sixteen-foot intervals. The program consisted of ten races nightly, except Sunday; there were preliminary contests of from 3/16ths to 5/16ths of a mile for dogs of different ages, and one feature race for champions.

The first race was held July 21, before a large and enthusiastic crowd. If the promoters had been unable to win back to Long Branch the patronage of "society," they had at least succeeded in attracting a large number of notables from the sporting world and public life. Dancing in the clubhouse followed the races, and the town looked forward to its most successful season in a generation.

The races, popular and well-attended, continued through the summer, until September 11, when the law permitting pari-mutuel betting at the track was declared unconstitutional. Several employees were arrested, but the Kennel Club obtained an injunction that permitted it to continue to the end of the stipulated season. Little hope was held for a victory in the courts, but the track opened in 1935. It operated for only about fifteen days when the State Supreme Court upheld the previous ruling on the unconstitutionality of the pari-mutuel law. The brief whirl was over. The

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track remained dark the rest of the season, and the crowds dwindled. Exhilarated, then deflated, Long Branch took its loss with good grace and turned its attention to less evanescent attractions. In 1937 and 1938 midget auto races were held at the Ocean Park Speedway, as the erstwhile dog track had been renamed.

The cessation of the dog races had struck Long Branch at a particularly hard time. The resort had only just begun to emerge from the effects of the depression. The summer season of 1931 was an extremely poor one, and business failed to improve in the fall. The low point was reached in December when three local banks, including the Citizens' National Bank and the New Jersey Trust Company closed their doors within two days. All but the Citizens' National were permitted to reopen.

The resort's loss proved to be the town's gain, during the depression. Hard times caused many summer visitors to move permanently to Long Branch, where living was less expensive than in the large cities. They bought or rented small bungalows that had been erected on the sites of Victorian mansions. The influx helped real estate and retail trade to some extent.

It was not, however, until 1935 that Long Branch began to show positive signs of recovering from the economic collapse of 1929. In that year the Bureau of the Census reported that "business in Long Branch among its 318 establishments showed more than \$1,000,000 increase over the mark set in 1933 by but 259 establishments. Employment likewise was on the upturn, with more than 200 additional persons being given employment in the city's business houses."

The business upswing was reflected in 1934-35 by a successful drive to induce residents to improve and repair already existing real estate through the aid of the Federal Housing Administration. In 1936 there were one hundred and seventy building permits issued in Long Branch, and the value of building projects was \$237,696. The C. W. Jones building, opened in 1938 for West Motors, Inc., is the largest private structure built in the city since the erection of the Garfield-Grant hotel.

Like any older community Long Branch welcomed the opportunity offered by the United States Housing Authority to replace

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some of its dilapidated, uninhabitable dwellings with a modern development to cost \$606,000. In September 1939 construction was started on Garfield Court, 11 buildings at Central and Rockwell Avenues, designed to accommodate 127 families. Four of the buildings will be reserved for Negroes.

When in June, 1939, voters of New Jersey approved of a constitutional amendment legalizing pari-mutuel betting on horse racing, the old hope of a racetrack in Long Branch promptly revived; not at Monmouth Park, site of the resort's greatest glory, but at Elkwood Park, where the iron fence lies rusted and smashed in at several places. From Pleasure Bay to Elberon old-timers promptly polished up their best racing stories to lend a flavor of the past to the excitement of the present. Although no charters have been issued, a newly-formed Monmouth Park Racing Association stands ready to invest large sums in the creation of an attractive racetrack. Once again hotel proprietors and merchants, hack drivers and chambermaids see Long Branch coming back into what they fondly call "its own."

If the spirit of the gilded age should return, it would be to a vastly different Long Branch. Instead of being a community of less than two thousand people, the city now has a population of 18,399. Instead of depending almost solely upon the profits of the summer season, the town has learned from lean years the lesson of building up local all-year industries. Instead of looking forward to next season exclusively in terms of providing amusement for the summer guest, the community thinks of next year in terms of all its citizens. Public schools, well-paved streets, police protection, library service are recognized as far more important than the conditioning of a racetrack or the repair of an amusement pier.

This tradition of municipal service, established in years when racing was no more than a memory in Long Branch, is firmly rooted. The cheering and frenzy of a new racetrack era will hardly be able to drown out the steady voice that ever calls for more and more civic progress. Rather, should racing return to the Branch, it will have to be harmonized with the civic pattern that has developed in its absence. That pattern combines the town with the resort into a mutually beneficial whole.

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Sun and trees work a lovely pattern on Bath Avenue

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CHAPTER IX

How the City is Governed

SINCE THE DAYS when the five original settlers founded Long Branch, it has been administered under four kinds of local government. Down to 1849 it was a part of the colonial tract known as Shrewsbury Township. Until 1867 it was included within the boundaries of Ocean Township, but was governed by its own three township committeemen. Between 1867 and 1904 Long Branch was a borough, its affairs directed by the Long Branch Police, Sanitary and Improvement Commission. When it was granted a city charter in 1904, it elected a mayor and council form of government. Since 1912 it has operated under a board of five commissioners.

The only form of city government that Long Branch has not tried is the city manager plan. And some citizens feel that the experiments with different types of local government should be made complete. Under the leadership of Michael A. Viracola petitions have been circulated urging the voters to adopt the city manager form. There is also some sentiment for a return to the councilmanic plan, which, its partisans claim, would effect an annual saving to the city of \$25,000.

Long Branch is governed at present by five commissioners elected every four years. From their own number the commissioners elect a mayor who also serves as director of public affairs. The other four departments are revenue and finance, public safety, public works, and parks and public property. The Board of Commissioners meets every Tuesday at three in the afternoon in the three-story brick City Hall at 344 Broadway, erected in 1891. The growth of municipal responsibilities since then taxes the facilities of the building and will soon make a new one imperative.

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DEPARTMENT OF PUBLIC AFFAIRS

The mayor represents the commission to the citizenry and Long Branch to the rest of the state. He presides over city commission meetings and handles all public relations. Through the offices of city clerk and deputy city clerk the department is responsible for the records of all city business, such as leases, contracts, insurance, bonds and ordinances. The city clerk attends all commissioners' meetings and does all the official typing and his deputy keeps the minutes of these meetings. Both serve a one-year term.

The legal division is headed by the city solicitor, who is in charge of the city's legal affairs and gives advice on the law to the city officials. The city physician makes health examinations and prescribes for families on relief. He personally cares for all persons brought into court on charges of drunkenness and those who have been injured in accidents. The overseer of the poor investigates relief cases and distributes funds or clothing to the needy.

Public Library

Also under the mayor's jurisdiction is the public library. This institution originated as a private venture in October, 1878, when a group of women formed the East Long Branch Reading Room and Library Association at the home of Mrs. Jennie L. Morris. Within a month a reading room, donated by Mrs. Jordan Woolley, was opened on the second floor of Washington Hall, 206 Broadway. Books were contributed by many wealthy residents, including George W. Childs, Anthony Drexel and Mrs. Hugh Hastings.

The next year the Association rented an adjoining room and started a circulating library service. In January, 1880 it acquired the old "Jimmity Jones" school, which it sold to raise money for a library building. Mrs. Morris mortgaged her home and loaned the proceeds to the Association. By May a two-story frame structure, known as Library Hall, was completed and occupied. To help finance the venture a stationery store was operated downstairs and the upstairs hall was rented for social functions. The library remained here until 1916, when the building was sold at a profit, and the institution, which now had five thousand volumes, was moved to the Slocum homestead.

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In the same year the Association deeded the new building and the land to the city to facilitate its transition to a tax-supported public library. The city was thus able to receive a \$30,000 grant from the Carnegie Corporation for a new building that cost Long Branch only one-third of a mill on all taxable property for maintenance. Long Branch was the last city to receive such a grant from the Carnegie Corporation. Mayor Marshall Woolley appointed the city's first free library trustees, five in number, and a public library in Long Branch was a reality.

Since November, 1920 the library has been housed in a red-brick one-story classic building on the tree-covered lawn of the old Woolley home. The basement is used by the Long Branch Woman's Club. The building was designed by Edward L. Tilton. At present the library has an annual appropriation of \$6,400, employs a staff of four, and has fifteen thousand volumes on its shelves.

DEPARTMENT OF REVENUE AND FINANCE

The director of revenue and finance is responsible for the collection and disbursement of the municipal funds. He serves as city treasurer, comptroller, collector of taxes and collector of mercantile licenses. He also directs the work of municipal tax searchers. The issuance of municipal bonds and the payment of the city's debts are handled by this office.

The staff includes an assessor, who sets valuations on all taxable property, a license inspector, who issues all mercantile licenses, and an office force of five.

On January 1, 1939 Long Branch reported a gross debt of \$2,997,468, less deductions amounting to \$1,509,864. The net municipal debt, including a school indebtedness of \$924,500, was \$1,487,604. The tax rate in 1938 was \$5.84 per \$100, an increase of 13 points over 1937 and 22 points over 1936. From surveys made in 1938, the total valuation of assessed property, including real estate, personal property and second class railroad property was \$18,005,025.

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DEPARTMENT OF PUBLIC SAFETY

In addition to the important functions of police and fire protection, the commissioner of public safety supervises the work of the building and plumbing inspector, the bureau of health, the police court, and the city recorder, a police magistrate who passes sentence in municipal cases.

Police Department

It was not until Long Branch became a busy resort that policing the streets was considered necessary. In 1868 Cornelius Van Derveer was appointed the first police marshall. Shortly afterward, two more marshalls were added, and in 1870 Henry Green was appointed chief marshall, or police chief, at a salary of \$350 a year. He and two marshalls constituted the first organized police department in the city. Its first order from the governing body was to remove an offending pig sty.

Duties soon became more exacting. The small force dealt with drunkenness, arson, assault, burglary, and rarely, murder. Early offenders were placed in two small cells in the basement of Washington Hall, 206 Broadway. For a short time police headquarters were at the southwest corner of Second Avenue and Broadway. Since 1891 they have been located in the City Hall, at the rear of which are a police court and a jailhouse.

So many citizens carried clubs for protection against dogs and footpads that early in its history members of the department were ordered to wear ribbon badges around their hats to distinguish them. After the city received its charter in 1904, police protection was organized into a regular department of the municipal government with the appointment of twenty-four patrolmen. In 1906 the Long Branch Local No. 10 of the Patrolmen's Benevolent Association was formed. The organization takes care of the ill and needy in its membership and carries on much charitable work outside its own ranks. A police pension system has been in operation since 1913.

Major crimes have been rare in Long Branch. Catching dangerous runaway horses, surprising bootleggers during Prohibition or trapping confidence men have been the most spectacular

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The City Hall, erected 1891

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exploits of the department in recent years. Nevertheless, the general law-abiding spirit that has prevailed in Long Branch for many decades is perhaps a far more significant tribute to the efficiency of the department than screaming headlines in metropolitan tabloids.

In 1931 the department provided a sensation that rocked Long Branch for days. As the Long Branch *Daily Record* put it, "Like a bolt from the blue came the announcement by Commissioner of Public Safety Charles E. Brown that he had appointed Mrs. Cornelia Woolley Hopkins head of the police department . . ." The article continued by quoting Brown's statement that the appointment was "a matter of courtesy . . . merely honorary" and then expressed wonder as to why it was "necessary to honor, or show particular courtesy, to Mrs. Hopkins."

Not only was the socially-prominent Mrs. Hopkins the first woman police commissioner in Long Branch but she also enjoyed the distinction of being the first of her sex to serve in that post anywhere in the state. Moreover she was actually the first police commissioner in Long Branch, for previously the operation of the department had been administered directly by the commissioner of public safety. An the *Daily Record* observed, rather archly, ". . . Mrs. Hopkins will . . . look to Commissioner Brown for her instructions. Chief McGarvey, on the other hand, will answer to Mrs. Hopkins for the conduct of the department."

No sooner had the appointment been made public than a lively controversy began. Some citizens objected to an extra office on the public payroll; others suspected that Mrs. Hopkins was merely serving as a front for Magistrate Joseph F. Rosen's attempt to control the department; still others, and by far the majority, opposed her appointment on the simple grounds that she was a woman. The city solicitor, William L. Edwards, landed feet first into the melee with an opinion that the appointment was illegal and that unless Brown rescinded it, he himself would be obliged to resign.

Headlines in the *Record* best describe the confusion and excitement. On May 30: "MRS HOPKINS MAY RESIGN"; June 1: "MRS. HOPKINS MAY QUIT TOMORROW"; June 2: "MRS. HOPKINS' RESIGNATION HAS APPARENTLY VANISHED

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OVERNIGHT"; June 2: "MRS. HOPKINS SAYS SHE IS STILL POLICE HEAD BUT WON'T BE ACTIVE." To this last ran a subhead informing the avid readers that Mrs. Hopkins had had two lawyers investigate her right to the position and that she was standing by their favorable decision. The uproar subsided, and Mrs. Hopkins served out her term to its conclusion in 1935. Her activity, however, was negligible.

The police department today has thirty-eight men—and no women. A two-way radio system keeps headquarters constantly in touch with six radio-equipped cars. Since 1930 a motor patrol has cruised the city nightly. During the summer there is also a motorcycle patrol to enforce speed and traffic regulations. A modern filing system and bureau of identification aid the chief, detective lieutenant, desk lieutenant, sergeants, police clerk, patrolmen and summer chancemen in maintaining an almost complete absence of major crimes.

During 1938 there were 764 arrests in Long Branch, the greatest number of single offenses being 112 for violation of police regulations.

Fire Department

Fire protection in Long Branch is actually only a quasi-governmental function. The department still retains many of the features of the volunteer fire system from which it developed. Firefighting is in charge of a fire chief who is responsible to the commissioner of public safety for the efficiency of the department. The nine local companies, however, are manned by nearly five hundred and fifty volunteer firemen.

The town emerged from the bucket brigade method of combating fires in 1866 when Charles Antonides built a hook and ladder, the first fire wagon in Monmouth County. The following year Charles Stetson, proprietor of the Stetson House, demonstrated a fire engine that was strapped to the back of the operator and sprayed an extinguishing liquid on the fire. Stetson purchased six of these at about \$50 each. Shortly afterward city officials considered buying a steam fire engine to pump water from the cisterns. The Long Branch *News* triumphantly reported its rejection with the lofty comment, "Property owners don't want such worth-

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less things as fire engines around here. Ashes bring a good price." Three years later a fire engine came to stay. The Oceanic Fire House, in which Antonides' hook and ladder was also housed, was built for it. Around these two pieces of fine equipment was formed the Oceanic Fire Engine Company, No. 1, the city's oldest volunteer company.

When a fire department was created as part of the city government in November, 1878, the borough was divided into six fire districts with six fire companies, three of which are in operation today. They are the Oceanic, the Neptune Hose Company No. 1, which was organized in 1877 as a revival of the Neptune Hook and Ladder Company, No. 1, founded without a charter in 1866 and disbanded in 1872, and the Atlantic Fire Engine and Truck Company, chartered in 1874. The Neptune's five-year lapse, and the fact that it was originally unchartered, ranks it third in seniority among the departments.

Until the World War the chartered fire companies were like popular clubs with active social programs. There were long waiting lists for membership; initiations were conducted with elaborate horseplay; and the annual firemen's parade and the gala ball that followed were highlights of the social season. Ladies' auxiliaries helped to raise funds by running bazaars, May Day breakfasts and harvest suppers.

The oldest companies had been outgrowths of local need for fire protection. But in the eighties and nineties vacationers furnished a large measure of the support of the additional companies. In 1885, only a year after the West End Engine Company No. 3 had been founded, wealthy summer cottagers donated the money for a firehouse on the northeast corner of Brighton and Second Avenues. Two years later, when a barn burned because fire horses were not immediately available, the summer residents again came forward with funds for a team of black horses.

When a group of young men decided to form another company in 1886, they were canny enough to approach Phil Daly, the proprietor of the resort's most successful gambling establishment, for the use of his name for their organization. Daly hesitated at first, fearing that such a move would cloud the company's respect-

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ability. Eventually he was persuaded, and he contributed several hundred dollars, as did many of his patrons. The Phil Daly Hose Company No. 2 quickly became one of the most fashionable in town. Its trim appearance was in demand at parades and contests throughout the state, for its spirited three-horse hitch and gleaming truck with Daly's portrait in oil was circus enough for anyone.

Less munificent was the aid given the Elberon Engine Company No. 4, by Lewis B. Brown, hotel proprietor and realtor. When the company was founded in 1890, he presented it with five hundred feet of cotton hose from his Elberon Hotel. Within a year a hose wagon was purchased and a team was rented from James Fay. In the same year that the Elberon Company was organized, Oliver Byron, the popular actor who lived in North Long Branch, built a firehouse for a troop that gratefully designated itself the Oliver Byron Hose Company No. 3. In 1898 the company was reorganized as the Oliver Byron Engine Company No. 5.

After Branchport was incorporated in Greater Long Branch in 1904, the Branchport Hose Company No. 3, organized in 1903, was admitted to the Long Branch Fire Department. For many years this company held the distinction of being the only local outfit with a sleigh for use in the winter. The youngest of the city's fire units is the Independent Engine and Truck Company No. 2, founded in 1910 as an offshoot of the Atlantic Fire Engine and Truck Company. In its second year the company set a world's record for horse-drawn apparatus that has not yet been surpassed. The crew "rolled" one quarter of a mile and raised a twenty-two-foot ladder in 47.4 seconds.

These are the companies that have fought the fires of Long Branch for the past seventy years. The town has suffered the many serious fires to be expected in a wind-swept community of large wooden summer hotels and cottages. The worst fires in recent years were the burning of Steinbach's Department Store on January 2, 1905, and the West End fire in July, 1909. Damages in the Steinbach catastrophe reached \$200,000. Help from Asbury Park was required to extinguish the fire. The West End fire, starting from an overheated bakery oven, consumed everything on the south side of Brighton Avenue from the ocean to the old Coulter House prop-

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The firefighters of Long Branch

Radio cars are an important part of police protection



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erty. Reinforcements were called from Asbury Park, Sea Bright, Red Bank and Monmouth Beach to fight the blaze, which destroyed thirty-two buildings.

Such fires, of course, brought forth every volunteer in Long Branch. But lesser blazes were often an opportunity for a display of the rivalry between the companies—not always to the advantage of the person whose building was ablaze. It is said that when fire hydrants were first introduced, if two companies were called to the same fire, the first one to arrive would put a barrel over the hydrant and place their strongest man on it, daring the rival outfit to attach its hose—while the flames roared. Almost every fire called for a fist fight afterward to determine to whom belonged the glory.

The introduction of automobiles heightened these natural rivalries. When Louis Huhn of the West End Engine Company was the first chief to have a car in 1919, the horsemen used to cross the wires so that it would not start. One night when Huhn was in a rush to get to a fire he dashed off without inspecting his car. As he turned from Third Avenue into Broadway, the motor fell out. Later on the tables were turned. The Branchport and Neptune companies were the last to acquire motor-driven apparatus, and rival outfits would step on the gas whenever an opportunity presented itself to make fun of the horse-drawn vehicles.

As in other communities, smart-alecks in Long Branch perennially plagued the department by asking what would happen if a fire broke out during a firemen's parade. They had their answer on August 18, 1929. When the streets were crowded with people and blocked with cars watching the procession, the fire alarm suddenly sounded. The Long Branch companies were down the line of march out of earshot, but visiting firemen smartly rose to the occasion. The Belford and Atlantic Highlands companies broke ranks and were soon fighting the fire, while the parade continued on its way, affording the populace two shows for the price of one.

Although the nine companies are under the jurisdiction of the department of public safety, they run their own affairs. Each company elects its own officers. A fire chief is chosen from the membership of the volunteers, as are his first and second assistants who

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automatically rise to the position of chief. These three constitute the Chiefs' Organization. On New Year's Eve the retiring chief goes at midnight to the fire box nearest his own fire house and pulls one tap for each number in the last digit of the departing year. His successor then adds a tap for the coming year and badges are exchanged.

The size of each company is now restricted to one hundred members for a combination fire engine and truck company, sixty for an engine company and forty for a hose company. Each volunteer must attend sixty per cent of the fires answered by his company to keep in good standing.

Most of the trucks and all equipment are furnished by the city. Eight drivers for the eleven trucks as well as a relief driver are also paid by the city. The relief man rotates his services with the other eight. The city now has nearly three hundred fire hydrants, and it has been figured that if the hose carried by each company were laid end to end it would reach from Broadway to beyond Brighton Avenue in West End.

The fire alarm system is a far cry from the old rims of locomotive wheels that were struck with a sledge hammer. After using hand-rung bells and a compressed air horn, the city adopted the modern alarm box system, which includes seventy boxes. All of these can be rung from City Hall.

The Firemen's Relief Association collects dues from its membership to care for indigent firemen and the widows and orphans of deceased members. An outgrowth of this organization is the Exempt Firemen's Association, which affords its members a death benefit of \$300, exempts them from a certain percentage of municipal taxes and permits them to operate business enterprises without a mercantile license.

The most recent division of the department is the First Aid and Safety Squad, organized in March, 1929. It has forty members, who must be firemen in good standing and pass a Red Cross first-aid test every three years. A crew of four is on twenty-four-hour duty for a two-week period, as the ambulance must be at all fires and accidents.

The extra-curricular activities of the fire companies are not

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as widespread and varied as in the days when the social life of Long Branch revolved around them. The West End Company supports a football team; the Oliver Byrons are especially active table tennis players, as are the Independents, who also play a good deal of baseball. Ladies' auxiliaries help to support the companies by suppers and card parties.

The present membership and location of the companies follow:

<i>Name</i>	<i>Address</i>	<i>Membership</i>
Oceanic Fire Engine Company No. 1	29 Norwood Ave.	78
Atlantic Fire Engine and Truck Company	353 Broadway	100
Neptune Hose Company No. 1	30 Branchport Ave.	34
West End Engine Company No. 3	595 Second Ave.	60
Phil Daly Hose Company No. 2	10 Second Ave.	37
Elberon Engine Company No. 4	173 Lincoln Ave.	60
Oliver Byron Engine Company No. 5	46 Atlantic Ave.	60
Branchport Hose Company No. 3	241 Branchport Ave.	31
Independent Engine and Truck Company No. 2	19 Third Ave.	96

Bureau of Health and Hospitals

This bureau has jurisdiction over all health affairs in Long Branch, including the Long Branch Public Welfare Society, the Long Branch Public Health Nursing Association and two privately-owned hospitals. There is no city hospital in the community.

A health department was founded in 1874 with a board of three men and Dr. I. O. Green as health inspector. The board was increased to six men in 1886 and to seven in 1902. Ten years later the board was abolished, and the city commissioners took over its work. It was reorganized in 1913 with a health officer who instituted milk regulations, established laboratories and introduced modern health practices. In 1928 the board was again abolished and set up as a bureau in the department of public safety.

Through the installation of modern milk-testing equipment the infant mortality rate was reduced from 151 per 1,000 in 1913

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to 25 per 1,000 in 1934. The department reported 219 births and 207 deaths in 1938. In the same year there were reported 1,167 cases of communicable diseases.

The director of the bureau of health investigates all contagious cases reported by private physicians. He also issues quarantine notices and inspects stores, factories, lunchrooms, dairies, schools and swimming pools.

The Monmouth Memorial Hospital, the center section of which is the old Central Hotel on Third Avenue, was founded by twelve citizens in 1887. Additions made by private individuals and the Board of Freeholders have increased the capacity to two hundred beds. Its equipment includes two of the six Drinker respirators in the state. It is controlled by a self-perpetuating board of thirty-three governors, with Otis N. Auer as director. Its services are available to all, except those suffering from contagious and mental diseases. Since 1896 it has maintained a school of nursing.

The Dr. E. C. Hazard Hospital, Washington and Dewey Streets, can accommodate nearly one hundred patients and has an outpatient clinic, a school of nursing, a social service bureau and a cancer clinic.

DEPARTMENT OF PUBLIC WORKS

The director of this department is mainly concerned with the maintenance and improvement of the city's one hundred and forty miles of streets. He supervises their upkeep, cleaning, grading and lighting. Working in conjunction with him is the city engineer, who surveys city streets and oversees Works Progress Administration activities that are city projects.

Long Branch has progressed from oil street lamps through gas lights to its present admirable electrical equipment. The magazine, *The American City*, in November, 1930 cited local street lights as a model of "good engineering, sound judgment and good economics."

Thirty miles of the city streets are improved. The city is rigidly zoned, according to laws passed in March, 1931 and then amended in November, 1936. Industrial districts mainly follow the railroad

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View on Lake Takanassee

The Colony Surf Club



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tracks from Myrtle Avenue to Seventh Avenue, from behind Branchport Avenue southwesterly toward Westwood Avenue and at the bend of the track in North Long Branch. The business district follows South Broadway, Broadway and its adjoining blocks.

The residential zones are divided into three types; restricted areas where the distance in from the street line and the space between houses is strictly regulated; sections with less space restrictions upon detached private houses; zones where houses may adjoin each other and where multiple dwellings are allowed.

DEPARTMENT OF PARKS AND PUBLIC PROPERTY

This department is in charge of most of the real property owned by the city, which includes the city parks, the two city-owned beaches, two miles of boardwalk, and all public buildings, including the City Hall, a warehouse with a capacity of 15,000 square feet, nine firehouses, all fire equipment, the Casino and other buildings in Ocean Park and on the beach front. This is naturally the most heterogeneous of the city's payrolls, embracing a custodian at City Hall, laborers, beach workers and lifeguards.

The finest parks in Long Branch are its beaches. In fact, its municipally-owned beaches may be said to be the forerunner of the long-proposed ocean front State Park. One beach is three and one-half miles long, extending from Sea View Avenue southward to Lake Takanassee. The other stretches one and one-half miles from Atlantic Avenue in North Long Branch parallel to New Ocean Avenue to Sea View Avenue. A stone jetty separates the two beaches. The boardwalk of Oregon lumber laid diagonally on a foundation of concrete piling extends along the larger beach.

If it were not for a plot of ground six feet square in Montclair, Long Branch would probably have at the junction of Norwood Avenue and Broadway the smallest park in the world. An ordinance of May, 1899 designated an area six feet by two feet as a park for the erection of a Memorial Fountain to Dr. Thomas Chattle. The grounds adjoining the City Hall and Public Library have been called both City Hall Park and Library Park. Other small parks are the Branchport Dock Park and a brookside park at Second and Pavilion Avenues.

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One of the first improvements of the Shade Tree Commission, organized in 1934, was the planting of two hundred Japanese cherry trees around Lake Takanassee, purchased by public subscription. They did not thrive, however, and were removed in 1939. The Commission has charge of parks, shade trees and shrubbery on public highways. Cooperating with this body is the City Planning Board, organized in 1936. In 1938 it opened three new parks: a playground for younger children at Brighton and Ocean Avenues, the site of Phil Daly's famous Pennsylvania Club; a combination park and playground along the west side of Third Avenue from the railroad station to Bath Avenue; and the Hearn estate at South Bath and Second Avenues. The last-named is by far the most elaborate of the new parks with sunken gardens and groves of rare trees enclosed by a heavy wall. The mansions and large recreational lodge, considered splendid specimens of old English buildings, will be used as a community center. In 1939 the Board opened four additional playgrounds.

CITY OFFICIALS

Officials of the municipal government as of January 1, 1940, are:

Mayor and Director of Public Affairs.	ALTON V. EVANS
Director of Revenue and Finance...	WALTON SHERMAN
Director of Public Safety.....	FRANK A. BRAZO
Director of Public Works.....	PAUL NASTASIO, JR.
Director of Parks and Public Property.	J. WILLIAM JONES
City Clerk.....	J. ARTHUR WOODING
Deputy City Clerk.....	MAUDE F. FINN
Secretary to Mayor.....	A. LAWRENCE PLAGER
City Solicitor.....	LEO J. WARWICK
Assessor.....	B. DRUMMOND WOOLLEY
Tax Collector.....	WALTON SHERMAN
Recorder.....	ELDON C. PRESLEY
City Engineer.....	O. WOLCOTT MORRIS
Chief of Police.....	FRED A. WARDELL
Chief of Fire Department.....	MICHAEL DELISA

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Overseer of the Poor.....CHARLES E. MORRIS
 Director of Health Bureau.....R. CLIFFORD ERRICKSON
 City Physician.....SYDNEY L. NEIDERHOFFER
 License Inspector.....DONALD E. BOWIE
 Building and Plumbing Inspector.... GEORGE H. NORTHAM

BOARD OF EDUCATION

R. KEARNEY REID.....*President*
 DR. C. BYRON BLAISDE.....*Vice-President*
 HAROLD N. WEST.....*Secretary*
 WILLIAM M. SMITH.....*Supt. of Schools*
 REV. MORTON A. BARNES, E. T. M. CARR,
 LEROY THROCKMORTON

CITY PLANNING BOARD

LOUIS B. TIM, *chairman*

DORMAN MCFADDIN	PHILIP H. MEYER
WILLIAM I. ROSENFELD	MORREL BARBOUR
R. EMMETT MULHOLLAND	GEORGE H. NORTHAM
O. W. MORRIS, <i>Engineer</i>	

POLITICAL DIVISIONS

For administrative and political purposes Long Branch, embracing North Long Branch, East Long Branch, Pleasure Bay, Branchport, West End and Elberon, is divided into six wards and nineteen election districts.

Ward No. 1, with two districts, is bounded by North Broadway and Broadway, Ocean Avenue, Chelsea Avenue and Fourth Avenue.

Ward No. 2, which has four districts, extends from Chelsea Avenue to the Deal line and from Ocean Avenue to an irregular line following Division Street to Willow Avenue, to Westwood Avenue, to West End Avenue, to Norwood Avenue, south to the Deal line.

Ward No. 3, having three districts, starts at the city limits in the northwest and then follows the railroad track to Grand Ave-

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nue, across to Broadway, down to Willow Avenue, along to Westwood Avenue, out to West End Avenue, up to Norwood Avenue, north to Wall, out to Oakwood, thence northwest to the railroad tracks.

Ward No. 4, with four districts, starts at the corner of Grand Avenue and the railroad tracks, runs east to Liberty Street, south to Broadway, north to Fourth Avenue, south to Chelsea Avenue, west to Morris Avenue, to Division, down to Willow Avenue, northwest to Broadway, west to Grand Avenue and then north to the railroad tracks.

Ward No. 5 has three districts. Its boundaries are the Shrewsbury River, Liberty Street, the railroad tracks, and the junction of Myrtle Avenue and Branchport Creek.

Ward No. 6, divided into three districts, is bounded by the Shrewsbury River and city line, the Atlantic Ocean, North Broadway, and Liberty Street.

ACTIVITIES OF THE FEDERAL GOVERNMENT

Post Office

The original Long Branch Village Post Office was established May 28, 1834 and designated as "private" by the department in Washington. This meant that mail was carried there by private individuals from the nearest public post office.

Prior to that date all mail had been handled by the Shrewsbury post office four miles away. In 1834, however, Long Branch residents, headed by William R. Maps, petitioned Washington to carry mail at their own expense to and from the newly-established Eatontown post office and to open a private post office in Long Branch. This was granted and Maps carried the mail from Eatontown by wagon or sleigh until April 19, 1838.

William W. Croxson was the first postmaster of Long Branch Village, serving from 1834 to 1846. The post office was in his small store on Broadway opposite Branchport Avenue. Maps' diary for March 1, 1839, reveals an amusing incident. "W. W. Croxson removed the Long Branch post office to Mechanicsville (Israel Williams' store) on the 25th Feby. last without knowledge or

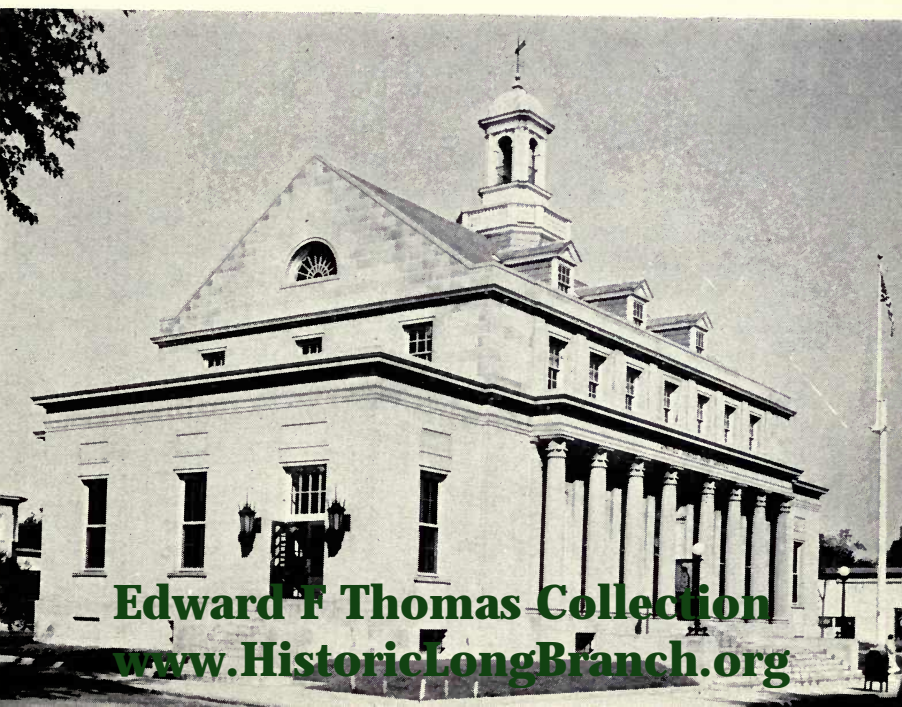
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The Public Library, surrounded by some of the city's finest trees

The United States Post Office, erected 1914



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consent of the people who are very indignant at his conduct and will not submit to the same. Said office returned this evening (four days later). Mr. Croxson very much mortified in consequence."

On March 1, 1861 there was great rejoicing when the new railroad brought the first mails from New York in three hours. The Lower Village had become sufficiently important by then to have a post office of its own, which was opened in the railroad station with the company agent, James P. Allaire, being paid \$10 a year as postmaster. The post office was called "Branch Shore" until 1876 when it became "East Long Branch." Although there was only one mile between the post offices of the upper and lower villages, a letter from one addressed to the other had to go first to New York. The *Long Branch News* of February 4, 1869 complained that a letter to Eatontown, Red Bank or elsewhere in New Jersey also had to go to New York first. A Keyport correspondent in the same issue wrote that a business letter mailed in Long Branch on Thursday arrived—too late—the following Monday.

It took short-tempered President Grant to correct these conditions. Enraged that mail he expected at the East Long Branch (shorefront) post office was sent to the Long Branch City (Upper Village) post office, he is said to have altered the entire local mail system overnight, causing all mail to be sent first to the Long Branch City post office. He also obtained a \$1,000 appropriation during the summer months for the extra work this entailed.

In 1874, the North Long Branch post office was opened with George Hoyt as postmaster. In 1901 it was consolidated as a sub-station of Long Branch. The post office in West End was established in September, 1881 with D. M. Hildreth as postmaster. Six Presidents received their mail at the West End post office, which was consolidated with Long Branch on July 1, 1917.

On August 1, 1898 a free delivery system was instituted in Lower Long Branch. Edward Rogers was the first mail carrier delivering mail from a small woven straw market basket hung on his arm. Four carriers covered the community, and two more were added during the summer months. Free delivery was established in North Long Branch and upper Long Branch on June 2, 1902, in West End on July 1, 1917, and in Elberon on July 7, 1919.

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The present \$100,000 post office on Third Avenue, opposite Garfield Avenue, was dedicated June 25, 1914 with the same ceremony used when George Washington laid the cornerstone of the Capitol in Washington on September 18, 1793. The ceremonies, following a civic parade, were in charge of the Grand Lodge of New Jersey Masons with Most Worshipful Grand Master Charles P. Russ of Elizabeth presiding.

The Long Branch post office, rated as first-class since 1907, now has three branch offices and one sub-station. There are more than one hundred street letter boxes and a rural free delivery route of three hundred and fifty boxes. The personnel includes nineteen carriers with three substitutes, and seventeen clerks with four substitutes. John W. Guire has been postmaster since April, 1937.

United States Weather Bureau

In 1907 a Weather Bureau under the Department of Agriculture was brought to Long Branch in the hope that the official New Jersey Climatological Reports would create wide free advertising for the resort. William D. Martin was the first to record weather statistics for the Federal Government from 593 Irving Place. Later the weather tower was erected at 59 North Broadway just west of Ocean Avenue. Upon Martin's death, his son, W. Doyle Martin, the present recorder, continued the work.

Observations are taken at half-past seven in the morning and evening. They are telegraphed to the Washington and New York headquarters for the bureaus in this vicinity. The bureau supplies information to the local coast guard stations and posts weather warnings for ships at sea. A white light above a red light means a northwest storm; white below red, a southwest storm; two red lights, a northeaster, and one red light, a southeast storm. Red and white flags give the same warnings by day.

Records are kept of all daily weather conditions as well as the predictions given for that date. These are used for future observations and the possible settlement of disputes, legal and loquacious.

CHAPTER X

The Progress of Education

THE CRY of "better schools for our children" resounds through the last century of the history of Long Branch. At times it has been the lone voice of a single champion howling against the waves of reaction or indifference. Again it has been a sullen roar from an aroused population demanding an increase in the size and scope of public education. Today it represents a steady chant in praise of the city's three fighting superintendents, Dr. Thomas G. Chattle, Christopher Gregory and Charles T. Stone. The veneration of these men appears to guarantee the heritage which they so largely created.

Both Chattle and Gregory have been memorialized by names of local schools, a distinct tribute from a community which had so many nationally-known names with local associations to choose from. Although Stone's achievements are of too recent origin for such an honor, it is not likely that the people of Long Branch will forget. Chattle, pioneer in extending free schooling to the greatest possible number of students; Gregory, conservator of the public support won by Chattle and founder of the system's tradition of academic excellence; and Stone, modernizer of the old ways of teaching and builder of new structures of learning; taken together, the careers of these three men, brilliant and tireless champions of education, tell the story of the Long Branch school, from the three "R's" to "progressive education."

Like worship, formal schooling in the community originated in West Long Branch. In 1780, a decade before there was a local church, a schoolhouse was built on the property of Elisha West on Cedar Avenue. It is to be assumed that prior to this time Long Branch children received their education either at home or in

Middletown or Shrewsbury. By 1812, however, the Upper Village was large enough to warrant its own schoolhouse. Benjamin Wardell circulated a petition calling for the erection of a building on the present site of Primary School No. 1, and when 24 citizens had subscribed \$1,680 the school was opened. John Wood, who had been conducting classes privately in a large house on upper Broadway, was engaged as the schoolmaster.

This single small building proved adequate for the educational needs of the community for almost thirty years. But, as population began to spread and grow, it was necessary in 1840 to replace it with a larger structure. Then, four years later, a second public school was erected in the Lower Village at the southeast corner of Broadway and Academy Alley, the latter street being named for its academic association. The school officially bore the dignified name of Primary School No. 2, but when the name of its first teacher, Timothy Jones was corrupted into "Jimmity Jones," a tradition in Long Branch education was promptly established. The school was nicknamed the "Jimmity Jones," and as late as 1881 there was a "Jimmity Jones" school in the city.

Its surroundings would be heartily approved by students of today. In front of the building was the village pump, suitable for juvenile hazing and across the street was the Commons of the Lower Village, a made-to-order playground, and the liberty pole, a splendid base for hide-and-go-seek and a standing invitation of shinnying. Consisting as it did of the inseparable three "R's," Bible study, and a smattering of history and geography, the curriculum would have been no less popular. On one count, however, the modern students would have balked; discipline was maintained neither by reason nor persuasion, but by the swish of a lash or the rap of a ferule.

Public education, however, had not yet overcome the snobbish objections of the aristocratic and the wealthy. As soon as their numbers warranted it, they founded private schools, where their children would be assured a less democratic, if, at times, more thorough schooling. On Deal Turnpike (Norwood Avenue) at the corner of Brighton Avenue George Northam conducted a small school in a building erected in 1840. It was known as the Buck-

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town School, deriving its name from that of the section, where Joseph Brown, an early settler, had once shot a buck. A dozen years later the wealthy Troutman family built their own school between North Broadway and Sea View Avenue to serve the other end of the village. More expensive than Northam's institution, which charged \$2 per quarter, this school was conducted by a tutor from Virginia.

Although education in Ocean Township had progressed by 1855 to the point of appointing Richard Poole superintendent of schools, development in Long Branch itself was slow. When Dr. Thomas G. Chattle succeeded Poole in 1857, he began his long fight for educational reform by insisting that teachers be licensed only after passing examinations. If such a move caused protest, it is somewhat remarkable that \$1,000 was voted for the erection of a schoolhouse in East Long Branch in 1859 over the bitterest kind of opposition.

Chattle made an investigation of the township schools, which he printed at his own expense. It indicated that new buildings were not necessarily accompanied by capable pedagogues. It stated in part:

"As poor as was the equipment in regard to furniture, the equipment of teachers was still poorer. In one school, the teacher was a paralytic, he could scarcely read, he could not write or even hold a book in his hand. He was a gentleman born in Ireland and very innocent of the rules of pronunciation of the American tongue. In another school a gentleman who was a cripple was employed. In another, one who was then over 80 years old and whose only recommendation was that 60 years before persons could remember he was a first-class clap-master, because he used to whip his scholars so hard. Such was the character of the teachers. All had been employed because they could be obtained more cheaply than anyone else."

In the winter of 1859-60 the superintendent delivered a series of lectures on the need for improved educational facilities. By now the opponents of his campaign were clearly recognizable; they were the large taxpayers who were quite willing to support private schools for their own children, but were uncompromisingly against spending public money for mass schooling. Under this patronage

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private schools continued to flourish. In 1860 Mrs. James B. Morris, wife of the editor of the *Long Branch News*, opened a school on Union Avenue, followed shortly afterward by Miss E. Bergen's Select School for Girls and a small Latin School for Boys where the Rev. J. B. Wilson taught. For higher education the paying students at this time went to the Ocean Institute in Eatontown Township.

By 1869 the situation in the public school system had become intolerable. Although the population of the town had been steadily increasing since 1844, only one small school had been built since that date. Children were jammed into small quarters; far too few teachers were employed; and Chattle's efforts to raise the scholarship level had been wrecked on the rocks of economy. His propagandizing had, however, awakened citizens to a realization of their needs, and presently the smouldering revolt flared violently in the columns of the *Long Branch News*.

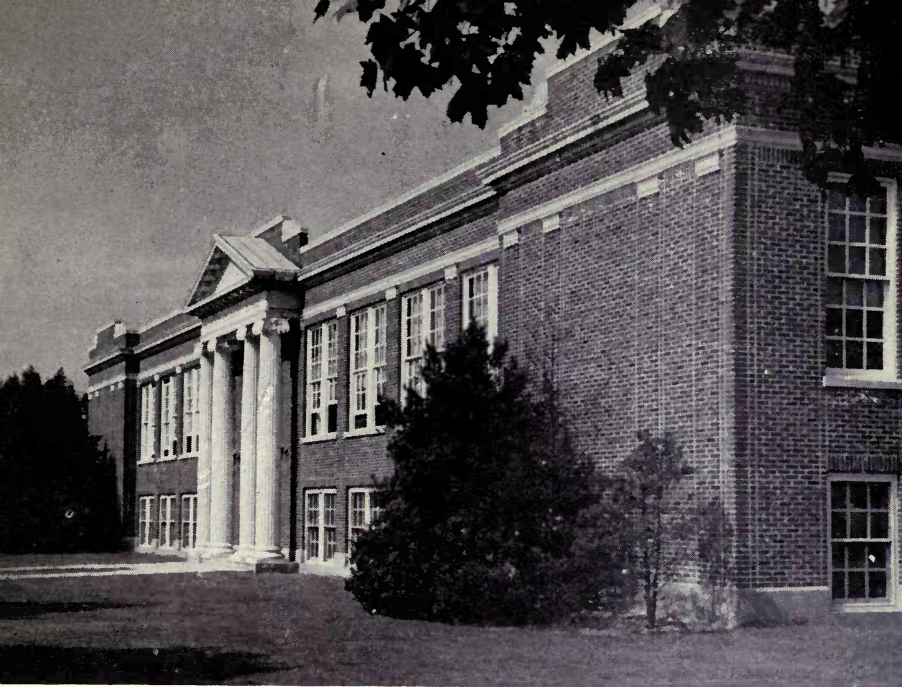
One letter to the editor stated bluntly, "we can better afford to pay for new schools than for jails," to which another replied that "only young squirts desired to spend the taxpayer's money for schools—a schoolhouse good enough for our grandfathers is good enough for our grandchildren." It remained, however, for a correspondent, who signed himself "Growler," to point out in the issue of March 18, 1869 the most damaging piece of evidence—that two buildings, the larger of which measured 18 x 20 feet and was only 8 feet high, housed 225 children. He then stated the case for a school building program with elaborate and telling satire:

Now if, we have an aisle 2 feet wide through the center, there is room for desks 8 feet long on either side, and allowing 2 feet width for each desk and seat, gives 10 desks to a side 8 feet long or 20 desks altogether. As all the children do not use desks, only 5 are put on a side, and the other space filled up with small benches for the little children. By squeezing a trifle 6 children could be placed at each desk, and 125 children could be accommodated.

Now there are only 225 children in the district, so that accommodating 120 here there are only 105 left for the other schoolhouse which, being smaller, cannot take so many. Now in my computing the space of the room, I have deducted nothing for the teacher, or his desk, or the stove, or the water pails, or the woodbox; for these being only articles of luxury

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The Gregory Primary School, named for a leading local educator

The Star of the Sea Academy, conducted by the Catholic Church



and not matters of necessity, can easily be left out of doors or left at home.

The idea that some put forth that 8 feet is enough ceiling height is ridiculous; nobody ever heard a child being injured from breathing foul air in our schoolhouse, such a thing is simply impossible; for in a few places the plastering is off the walls and ceiling, allowing the bad air to escape that way, and a few weatherboards are off and the door is cut full of holes, and the boys very considerably, as boys will, now and then break a pane of glass or two from the windows to let in the air, which may compel some of the children that the wind blows on, to take cold; but that is nothing for they take cold anyhow. And if the wind blow hard, there are good strong shutters which can be closed, as it is not necessary for children to have much light as they do not have to study anyway.

Some say, too, that we cannot get good teachers for such a schoolhouse as this. There is no use in having any better teachers than we have had. We all know that when one gets one of these high learnt teachers, we always have the most trouble in the scholars, for they always have an idea that children should not do as they please in a school. And if a child happens to get up on a teacher's desk and whistle or pound his feet, or talk out loud, or sing, or go out and shut the shutters, or throw things into the room, the teacher thinks right away they must whip the child for it, and then mothers have to go to the schoolhouse to take the children's part.

The combination of such protest and Chattle's leadership (he continued to fight for better schools after he had resigned as Township Superintendent of Education in 1864) produced results. In 1870 the present Primary School No. 1 was erected at a cost of \$48,500 to supersede the building on that site since 1844, and the same year the Garfield School was erected on Garfield Avenue, a recognition of the greater need of the Lower Village. The city now had four schools, for the old Primary School No. 1 building was moved to 624 McClellan Avenue to serve there as the Branchport school.

Next on the list of new benefits was a local high school. Dr. Chattle had almost succeeded in obtaining one in the winter of 1866. He planned to buy the old Methodist Church for \$3,000 as a private high school and industriously raised a subscription list of

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\$2,500. As the goal was neared, many subscribers realizing that they would have to make good their pledges, began to find reasons for breaking their promises. Their chief objection was the additional expense needed to convert the church into a school building. Just when feeling was running high on both sides, Captain George W. Brown, who was to build the new church for the Methodists, settled the whole affair by taking the old building in payment for the new one.

The fate of the high school was decided by the State Legislature's creation in 1871 of four school districts under the corporate title of Long Branch, District No. 85. With increased funds from an enlarged area, it was then possible to plan for the town's first graded and high school building. In 1873 a board of education was set up, with Dr. Chattle as secretary, and a bond issue was floated for the new high school. The following year the board voted to accept a site on Prospect Street and to adapt the plans of the Trenton Normal School, reducing each floor from six rooms to four. The building was dedicated in July 1876 with Dr. James A. Green as principal.

Dr. Green had been Township Superintendent since 1871. When a full-fledged public school system on a local basis was established in 1880, he headed the new administrative set-up. Behind him throughout his term of office was the powerful and insatiable figure of Dr. Chattle. Just when most citizens had felt that enough progress in education had been achieved to satisfy the most severe critics, the veteran campaigner demanded still better teachers and larger buildings.

Under the sting of his attack incompetent teachers were forced into retirement and replaced by younger instructors. In the decade that followed the publication of the report, three new schools were erected: one for Negro children in 1884 on Brook Street, another on Brighton Avenue in West End, and the North Long Branch School on Church Street in 1891. Five years before the Garfield School had been enlarged to accommodate the further concentration of population in the area which is now the city's business district.

It had been the dream of the crusaders in the 1870's to erect a

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building exclusively devoted to secondary schooling. Not until 1899 was this realized by the opening of a building on Morris Avenue, which cost \$78,000. For Long Branch the event meant far more than a new school building, for the high school was to be called the Chattle High School, after the man to whom the entire city felt indebted almost for its proficiency in reading and writing.

Meanwhile, another important personality had arisen from the school system. In 1889 Christopher Gregory left a position in a New York City school to assume the superintendentship in Long Branch. He brought with him an insistence upon high scholarship standards and a generally progressive approach toward education. Throughout his term of thirty-two years he introduced, among other innovations, kindergartens and domestic science, manual training and commercial courses. Gregory was the first man to lead education in Long Branch with due regard for policies and practices elsewhere in the State; Chattle's struggle for improved local conditions had won him recognition over the state, but it was Gregory, a trained educator, who strove to bring the Long Branch schools up to the best level of New Jersey.

Three years after the turn of the century Gregory was able to continue the building program, started by the erection of the high school. Under his leadership Primary School No. 1 on Broadway was enlarged and the Liberty Street School was built at a cost of \$76,000. Nine years later the Intermedial Building was erected alongside the Chattle School, at an expenditure of \$137,000, nearly twice as much as the Chattle had cost only thirteen years before. Clearly Long Branch had come a long way from the days of "Growler."

When the superintendent retired in 1921 he left Long Branch a smooth-running educational machine that was generally considered one of the strongest in the state. His successor, Charles T. Stone, a former principal of the Chattle School, was soon faced with the necessity of increasing the physical plant. In 1924 a primary school, affectionately called the Gregory, was opened at Seventh and Joline Avenues, and new auditoria and additional classrooms were obtained for the North Long Branch, Broadway and Garfield Schools.

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Although this building cost \$145,000 there had been comparatively little opposition to it. But when Stone carried his program to its logical conclusion and asked that a new high school be erected, he precipitated a city-wide controversy that made the friends of education wonder whether the citizens had moved very far indeed from the days of Dr. Chattle's battles.

Stone proved a worthy successor on the firing line to the illustrious crusader. For five embattled years he stood firmly against the argument that "a schoolhouse good enough for my father is good enough for my grandchildren." He carried his arguments to the local press, dramatized the benefits of education and tirelessly repeated his reasons for considering the old high school inadequate. Finally, in the fall of 1926 his tenacity won out. The cornerstone was laid for the impressive \$683,000 building of red brick and simplified white classic decorations. It was opened in 1927, offering general, commercial and college preparatory courses.

In addition to the Long Branch Senior High School, the public school system, under the direction of William M. Smith, who continues the work of his predecessors, now consists of a junior high school (the Chattle and the Intermedial buildings) and seven elementary schools. The latter have been supervised for the past 12 years by Miss Dorothy Bergen. The per capita cost of education in 1938-39 was \$123.31. Three years earlier on the same basis of comparison the Educational Research Service ranked the city ninth among comparable cities in the country and first among cities of the same population group in the state.

The high school on Westwood Avenue is the apex of the educational system today. While the late W. E. Cate was principal a three-year course of domestic science and homemaking for girls and a like course of training in the manual arts for boys were instituted. The curriculum was generally reorganized, and the individual and his particular needs were stressed in contrast to the older principles of mass teaching. This system won the compliment in 1935 of being the object of study by a representative of the Washington, D. C. high schools.

A modern athletic field adjoins the high school which has football, basketball, baseball, track, soccer and golf teams. Known

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as "The Branchers," these teams have won championships in track, football and basketball. The gridiron clash with Asbury Park on Thanksgiving Day is the major sport event of the school year. Interest in the fortunes of the teams runs high among townspeople as the success of the Green and White Association attests. Founded in 1935 by delegates from civic organizations to consolidate support for the school's athletic program, it quickly became a membership group which last year had 400 members. For \$1.00 citizens promise to display the Long Branch colors, to attend all local games and to root for the Long Branch teams, win, loose or draw. Keys are presented to graduating members of the various varsity teams at an annual dinner. John McGuire is president and Francis Schneider, vice-president.

Supplementing the public schools are two night schools conducted in the high school building. The Monmouth County Junior College, opened in 1933, operated for three years on funds from the WPA. Since 1936 it has charged a tuition fee of \$100 a year for courses in liberal arts, business and engineering. The curriculum prepares the student to enter other colleges as a junior. There is a faculty of seven under Dean Edward G. Schlaefer and a student body of more than one hundred and fifty.

The other night school is operated for adults by the WPA. About two hundred and fifty students receive instruction in commercial courses, Italian, French, Spanish, English, reading and hygiene. These night schools, serving largely the foreign population, have answered a need that has long been felt locally by both adults and younger people, natives and foreign-born.

The Catholic Church conducts two parochial schools in Long Branch. St. Mary's Our Lady Star of the Sea Lyceum offers free grammar school instruction to three hundred pupils. St. Mary's Our Lady Star of the Sea Academy has a tuition fee for its primary, grammar and high school courses. The primary and grammar school building, opened in 1885, was the home of Dan Doherty of Philadelphia, known as another "Silver Tongued Orator." The high school was built on the grounds to the east of the mansion in 1928. The combined schools have an attendance of about one hundred and fifty pupils, of whom twenty are boarders. Sister Alicia

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Maria supervises the Academy which is accredited by the Middle States Association of Colleges and High Schools.

These two institutions represent the survival of the once-dominant private schools in Long Branch. The triumph of the public school was the triumph of a democratic conception of education, fostered by leaders like Dr. Chattle and citizens like "Growler." Within the memory of most people in the community today education was once a luxury which only continued agitation could convert into a necessity. Like other cities, whose school systems have been created by a victory over indifference and short-sighted parsimony, Long Branch justly prides itself on its educational achievement—in its own way a vindication of the American way.



Long Branch Senior High School, erected in 1927

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CHAPTER XI

Churches

LONG BRANCH was more than a century old before it erected a church of its own. When the Methodist Protestants built a house of worship in 1791 in West Long Branch, they shared it with Methodist Episcopalians and Presbyterians. This arrangement lasted until 1809, when the original church was retained by so-called "Independent Methodists," and the Methodist Episcopal Society erected the present Old First Methodist Episcopal Church in West Long Branch.

Despite the preponderance of Methodists, many other denominations preceded them in the region that is now Long Branch. The Dutch Reformed Church opened the first church building in Long Branch proper in 1849, and was quickly followed three years later by the Catholics. The Episcopalians were next in 1854, and in 1860 the Methodist Episcopalians dedicated their own building.

In a sense the Presbyterians represent the oldest established group, for, although a church was not organized until 1849, a church society began meeting informally for services in 1840.

The development of Long Branch as a resort profoundly altered the local church situation. Making a characteristic distinction between the resort and the village, summer residents soon began to sponsor their own churches and erected buildings along the ocean front that became extremely fashionable houses of worship. Attendance by Presidents Grant, Garfield, Hayes, Arthur and Harrison made many of the small churches points of historic interest, and, in the case of at least one, the Church of the Presidents, a national shrine.

It was to these churches that wealthy parishioners like George W. Childs, Anthony Drexel and Norman L. Munro made hand-

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some contributions in the form of cash, church equipment or memorial windows. After Long Branch ceased to be a society resort, several of the summer churches were forced to close for lack of support. Vacationers were thus obliged to attend those in the village, which in many cases benefited greatly from the increased membership.

Following the Civil War new denominations were added to the religious roster, including Baptists, Jews and Christian Scientists. New buildings replaced the old ones of the sects earlier established, and the newly-arrived groups quickly erected permanent structures. Thus, the largest part of church architecture in Long Branch reflects the style and taste of the period 1880-1900. In many instances there is much evidence that the extravagance and elaborateness that was characteristic of the mansions being built at this time strongly influenced church building. Instead of conventional spires, mediaeval battlements adorned simple frame structures; fretwork became almost obligatory; and simple panes of window glass vanished in a plethora of stained glass.

From their beginning, the churches in Long Branch played their accustomed role as the center of social activity in a small town. No amount of competition from the pleasures at the waterfront ever seriously threatened the church activities in the village. The more wordly the resort became, the more, it seemed the churches thrived, until at last in the 1890's they were able to play a decisive role in the elimination of gambling and, subsequently, racing at Monmouth Park.

Since that crusade, the churches, on the whole, have refrained from taking part in public affairs. Occasionally, as in 1904, ministers denounced lawlessness, but for the most part they have concerned themselves with ecclesiastical matters. Since 1915 six Protestant churches have united several of their activities in the Long Branch Ministers' Association. The group sponsors petitions and protests on the moral and religious aspects of public affairs and conducts joint services on special occasions. The Reverend Alfred Duncombe is president. The participating churches are the Simpson Memorial, the Asbury Methodist Episcopal, the First Presbyterian, the First Baptist, the Dutch Reformed and St. Luke's.

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St. Luke's Methodist Episcopal Church

This is the lineal descendant of the Methodist Protestant Church founded in West Long Branch in 1791. Long Branch members of the Old First Methodist Episcopal Church in West Long Branch withdrew in 1850 and founded the Centenary Methodist Episcopal Church in March, 1860. Nine years later a new building at the corner of Broadway and Washington Street was dedicated in the presence of President Grant.

Some time later Grant was expected to attend the church for a Sunday service. His pew was elaborately decorated with flags, and William Russell Maps, then an usher, was instructed to admit no one but Grant to that pew. Grant drove himself to the church and entered, unnoticed by the nervous usher. He started down the aisle for the decorated pew, but Maps pursued him, vigorously protesting until recognition of the President suddenly humbled him.

When the original church burned in 1893, the present building was erected. The cautious Maps confided to his diary, "I am afraid we have built the new church too costly. So far the cost for building, refurnishing and organ is \$50,000. It will be a credit to our place if it can be paid for." The present building was dedicated in 1894.

The rough squared brownstone building has a square open belfry in the southwest corner, which is the main entrance. The massive tower, ninety-eight feet high, contains a Meneely bell weighing more than a ton. Giant fans change the air in all parts of the building every fifteen minutes. The building is designed in the romanesque revival style.

On the east wall is the Peace Window presented by George W. Childs in memory of President Grant. It shows Grant surrounded by figures of Peace, Victory and Mourning, and contains the inscription, "Let us have peace," the general's benediction at the peace of Appomattox. The south rose window is a memorial to the eighteenth century pioneer, Michael Maps, given by his son, William Russell Maps. Other memorial windows include several to members of the Maps family and one to Norman L. Munro, publisher of the Fireside Library. The membership is estimated at nine hundred.

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The following pastors served the church:

Rev. Joseph Chattle	1860-61	Rev. Henry R. Robinson	1895-96
Joseph Atwood	1861-62	W. P. C. Strickland	1897-98
John S. Heisler	1863-64	Edmund Hewitt	1899-1900
Chas. W. Heisley	1864-65	John Handley	1901-06
Robt. M. Stratton	1865-67	Joseph G. Reed	1907-09
Jacob V. Graw	1868-70	George H. Neal	1909-11
Joseph R. Dobbins	1871-72	John Y. Dobbins	1912-13
Henry M. Brown	1872-74	Frederick B. Harris	1914-18
C. S. Van Cleve	1875-76	Lambert E. Lennox	1918-19
George C. Maddock	1876-77	John Handley	1920-21
Chas. R. Hartranft	1878-79	(second pastorate)	
John R. Wilson	1879-80	W. Elwell Lake	1922-29
James Moore	1880-82	H. M. Lawrence	1929-31
Richard Thorn	1883-84	Carlton R. Van Hook	1932-33
Ananias Lawrence	1885-86	Neal Dow Kelley	1933-37
George Reed	1886-90	James Wagner	1937-
John R. Westwood	1891-94		

Affiliated societies include the Epworth League, Ladies' Aid Society, Ladies' Foreign Mission, Girl Scouts, and the Semper Fidelis Society.

Asbury Methodist Episcopal Church

Memorializing by its name the powerful evangelistic work of Bishop Francis Asbury, this organization, now numbering four hundred members, developed from services held in an old school-house at Fresh Pond (North Long Branch), with Michael Maps as class leader. The present building on the northeast corner of Atlantic Avenue and Church Street is opposite the site of the first structure, erected 1872.

Dating from 1894, the Asbury church is a low rambling building of brownstone blocks with rough surfaces. Inside are memorial windows to the Epworth League, the Mizpah Endeavor Circle and the Reverend Charles H. McAnney.

The following served as pastors:

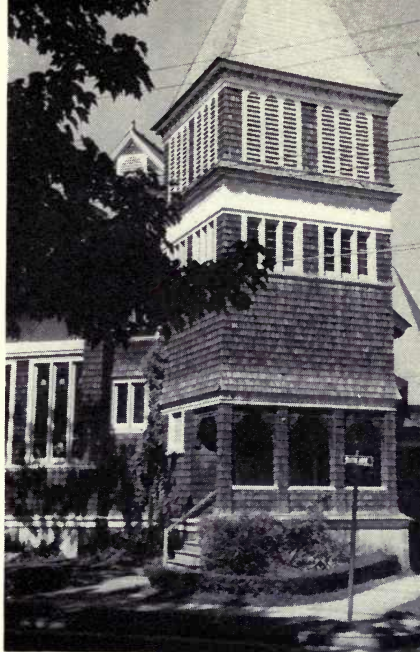
Rev. S. T. Horner	1872-73	Rev. S. S. Weatherby	1884-86
John Harris	1873-75	Phillip Cline	1886-88
W. P. C. Strickland	1875-78	Chas. McAnney	1888-89
E. C. Hancock	1878-79	A. M. North	1889-91
S. Wesley Lake	1879-82	W. S. Zane	1891-93
S. F. Wheeler	1882-84	G. S. Messeroll	1893-96

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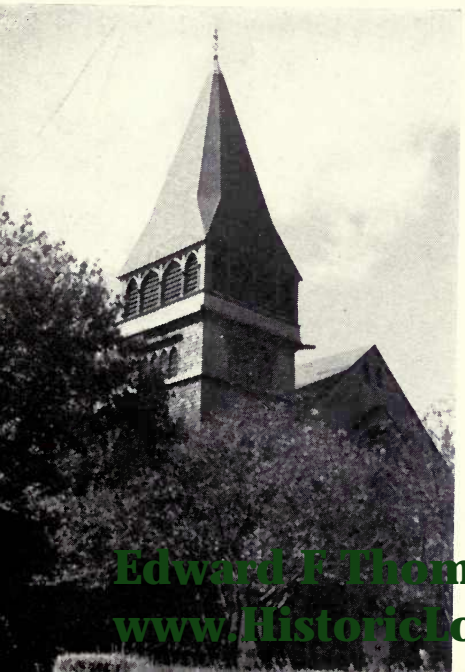
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Simpson Memorial M. E. Church



First Baptist Church



Elberon Memorial Church



St. Luke's M. E. Church

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Rev. J. H. Payra	1896-97	Rev. L. L. Hand	1916-19
W. R. Wedderspoon	1897-99	G. W. Hanners	1919-22
T. S. Hammond	1899-1903	DeWitt C. Cobb	1922-26
J. R. Thompson	1903-04	Chas. S. Fees	1926-30
J. G. Edwards	1904-07	Marvin R. Guice	1930-36
A. H. Eberhardt	1907-13	George S. Johnson	1936-38
R. D. Stephenson	1913-16	John C. Hayward	1938-

Church organizations include the Ladies' Aid Society, Woman's Home Missionary Society, Woman's Foreign Missionary Society, and the Epworth League.

Simpson Memorial Methodist Episcopal Church

Like the Asbury church, this organization also grew out of Bible classes conducted by Michael Maps prior to 1882 in the Sea District School (Broadway and Academy Alley). In 1881 the group requested from the bishop of the New Jersey conference an unmarried pastor at a yearly salary of not more than \$400. Although the conference sent a minister who was married and received \$600 a year, the church prospered and within two years had erected its own building.

This was replaced in 1900 by the present square red brick structure with shingled gables and corner tower entrance below a shuttered belfry. The older building is used as a Sunday School. Three windows, each in a larger gable, are dedicated to Matthias Woolley, Mr. and Mrs. Augustus Chandler and Bishop Matthew Simpson, to whom the church is a memorial. The membership is four hundred and fifty.

The following served as pastors:

Rev. J. A. Jones	1881-83	Rev. F. A. DeMaris	1908-10
A. H. Eberhardt	1883-86	Alphonso Dare	1910-14
N. A. McNichol	1886-89	W. I. Reed	1914-16
J. A. Dilks	1889-90	J. B. J. Rhodes	1916-19
J. W. Gamble	1890-93	J. M. Hunt	1919-21
N. J. Wright	1893-96	W. R. Blackman	1921-33
J. F. Heileman	1896-98	A. L. Banse	1933-37
J. F. Shaw	1898-1903	H. E. Garrison	1937-38
H. J. Zelley	1903-05	H. W. Rash	1938-39
S. L. Dobbins	1905-08	C. H. Witt	1939-

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Church organizations include the Ladies' Aid Society, Methodist Brotherhood, Queen Esther Circle, Pastor's Aid, Boy Scout Troop No. 21, Berean Bible Class and the King's Heralds.

Trinity Methodist Episcopal Church

Founded in 1873 as the First African Methodist Episcopal Church on Clark Street (now Belmont Avenue), this church was reorganized by the Reverend Alfred Garrison as a mission for Negroes in 1880. The present building at 66 Liberty Street was erected in 1905. It is a plain rectangular structure of stucco on wood with wide wooden steps, and has been reconditioned since a fire in December, 1936.

The following served as pastors:

Rev. Alfred Garrison	1880-83	Rev. J. F. Vanderhorst	1922-24
F. R. Martin	1883-89	Henry H. Thomas	1924-29
George Johnson	1889-1900	Chas. G. Collins	1929-32
Joseph W. Rose	1900-14	Chas. Crumidy	1932-33
Daniel Franklin	1909-14	Harry Ivey	1933-34
Benj. F. Watkins	1914-15	Burton Highgate	1934-35
Joseph Ashley	1915-19	John H. Dunn	1935-36
Harry Cummings	1919-22	James Calvin Choice	1936-40
Rev. James O. Vick		1940-	

Church organization: Ladies' Aid Society.

Reformed Dutch Church

In the fall of 1847 several Long Branch families who were members of Reformed Churches elsewhere obtained Nathaniel Conklin, a student at New Brunswick Seminary, for services in the village schoolhouse. Within two years a church was dedicated on land at Broadway and Jackson Street donated by J. A. Morford. Twenty months later the church was formally organized with nine members and fifteen families. The Reverend James Wilson became the pastor and remained for twenty-eight years.

In 1878 a Second Reformed Church was organized with thirty members. The organization continued to meet in the Seaside Chapel until it disbanded early in the 1890's. Meanwhile, the election of a new pastor for the First Reformed Church in 1887 split the congregation and led to the formation of the Congregational Church, which functioned for about fifteen years.

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The present congregation is housed in a plain shingled building with white trim, arched windows in the romanesque style and a large open belfry, on the site of the first church, and completely rebuilt in 1902. On the east and north walls are large memorial windows to President William McKinley and Vice-President Garrett A. Hobart.

The following served as pastors:

Rev. James Wilson	1851-79	Rev. Eugene H. Keator, then a student filled in for several months.
Chas. J. Young	1879-87	
Edward Cornet	1887-	
(not installed)		John Froschl 1906-08
James Campbell	1887-90	Frederick K. Shields 1908-11
A. B. Herman	1890-97	V. J. Blekkink 1912-14
Bergen B. Staats	1897-1905	Alfred Duncombe 1915-39
		Herbert Van Wyk 1939-

The church organizations include the Dorcas Helping Hand Society, the Christian Endeavor Society, the Social Club, and the Ladies' Missionary Society. Boy Scout Troop No. 39 has rooms in the church, although some of its members are from other churches.

St. Mary's Our Lady Star of the Sea

Catholic services were first held in Long Branch about 1848, when Bishop Hughes of New York visited the shore and said mass in the dining room of the old Cooper House. The first Catholic church was erected in 1852 on the south side of Chelsea Avenue east of the Seaside Railroad tracks. Not until 1855 was a regular service established. In July, 1876, Father John Salaun, who had cared for this mission from Red Bank, was transferred to Long Branch as the first resident pastor. He replaced the old structure with a new church, on the present site, which burned in 1926.

Under Father James A. McFaul, later Bishop of Trenton, the Sisters of Charity from Madison, New Jersey, founded a girl's school, the Star of the Sea Academy, and St. Michael's Church was opened as a mission in West End. His successor, William P. Cantwell, built the Star of the Sea Lyceum parochial school and auditorium.

In 1928 the parish erected the present Gothic building of rough granite in irregular blocks. It has a low square belfry and three

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deeply recessed entrances above low, wide steps. The nave is flanked by five Gothic arches on both sides, each with a hanging lantern of mediaeval design. Behind the marble altar is a blue rose window radiating from a Virgin and Child in its center. The church membership fluctuates from twenty-five hundred in winter to five thousand during the summer season.

The following served as pastors:

Rev. John Salaun	1876-77	Rev. W. P. Cantwell	1898-1915
James A. Walsh	1877-90	M. C. McCorriston	1915-31
James A. McFaul	1890-98	W. J. McConnell	1932-35
	Rev. Leo M. Cox	1935-	

The church organizations include the Holy Name Society, Holy Rosary, Knights of Columbus, Catholic Daughters and Columbus Cadets.

St. Michael's Roman Catholic Church

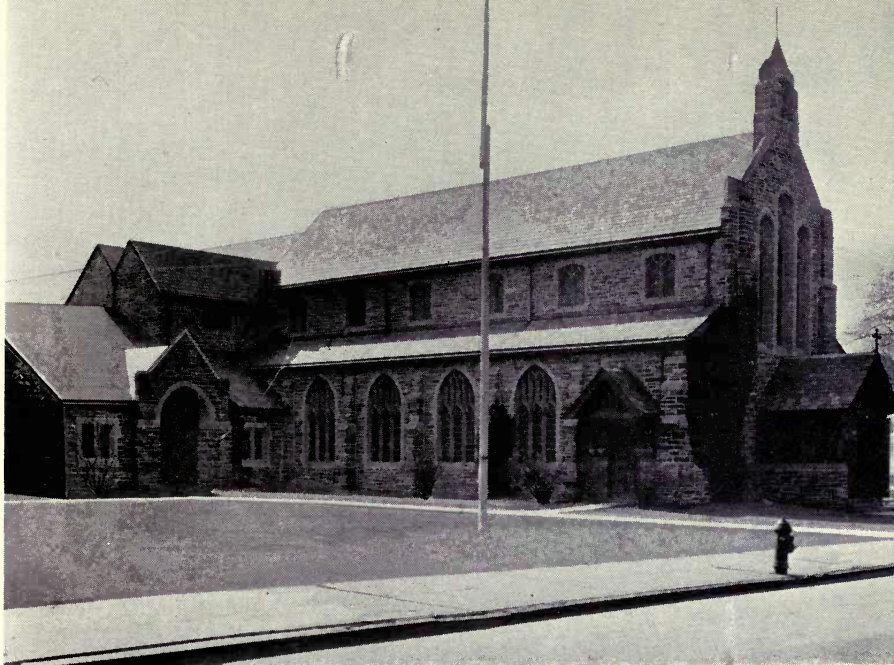
For years Catholics had four or five masses each Sunday in Long Branch, but when this did not suffice, St. Michael's Church was erected at 800 Ocean Avenue in West End and dedicated on August 9, 1891 as a summer church. It is a long narrow Victorian Gothic building with an Italian interior. The Rt. Reverend James A. McFaul, of St. Mary's, attended masses until 1892, when the first resident pastor was appointed. St. Michael's supplied the missions for Deal and Allenhurst until 1904, when they became separate parishes.

In 1907 the private casino and theatre on the estate of Mrs. Norman Munro was given the parish. It was moved across Norwood Avenue from the estate to become St. Michael's Annex, the summer mission of Norwood, conducted from the mother church for fifteen years. The winter membership of five hundred swells to two thousand during the summer months.

The resident pastors:

Rev. Richard Cream 1892-1928
Mgr. John J. Sweeney 1928-

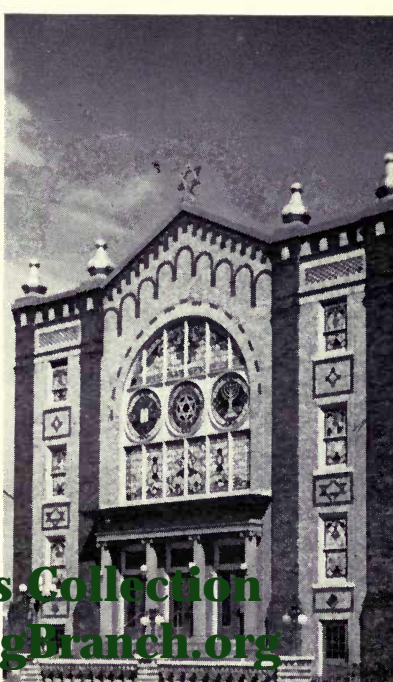
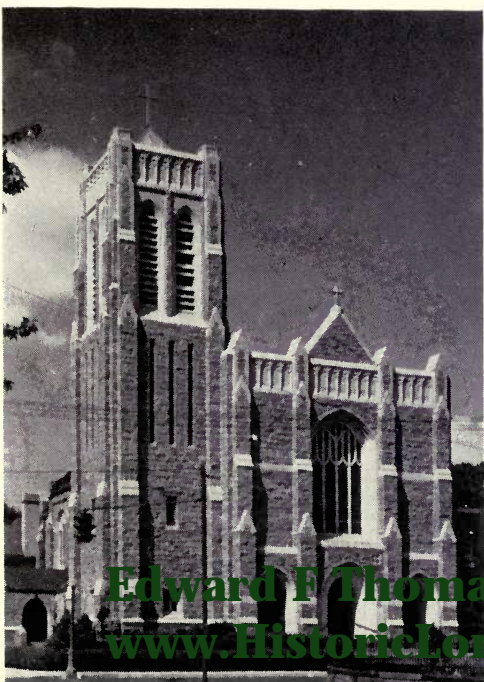
The church organizations include the Holy Name and Holy Rosary Societies.



St. James' Episcopal Church

St. Mary's Our Lady Star of the Sea

Brothers of Israel Synagogue



Holy Trinity Roman Catholic Church

Catholic services for Italians in Long Branch were begun by visiting Italian priests who were invited at stated intervals to preach in their native tongue. Later Italian-speaking priests served as assistants in St. Mary's, Star of the Sea.

When the Holy Trinity Roman Catholic Church was organized in 1902, mass was held in the Star of the Sea Lyceum auditorium. In 1904 Mrs. Cronin donated property at the corner of Prospect Street and Exchange Place for a church that was completed in 1916. It is a plain brick building with arched romanesque windows in stained glass on both sides.

The first resident priest (1921-1938) was Father Gerardo Christiani. Earlier services were held by Father Cortesi (1902-06), Giovanni Prosseda (1906-10), Father Petrone (1910-12), and Father Fisher (1912-21). The present incumbent is Father Emilio Cardelia.

It is about five years since any gala Saint's Day celebration has taken place in the Italian parish. The celebrations used to occur on July 16, the feast day of Our Lady of Mt. Carmel; on August 15, the feast day of the Assumption of the Blessed Virgin Mary; and on September 8, the feast day of the Nativity of the Blessed Virgin Mary.

Lights were hung along Prospect Street from Bath to Morris Avenues. Street stands of holy articles and refreshments dotted the block. The Saint's shrine and a bandstand were bright with tinsel and paper flowers. A three-day celebration of processions and band concerts ended on the feast day when a statue of the Blessed Virgin Mary covered with a white veil was carried through the area. Anyone wanting a particular favor would pin a small token or coin on the veil. Elaborate fireworks closed the celebration.

St. James' Church

This church had its beginnings as an outpost of Christ Church, Shrewsbury, the early font of Episcopalianism in this district. After at least ten years of services in private homes and hotel parlors, the church was incorporated in February, 1854 and the cornerstone for a building was laid on the Broadway site of the Paramount theatre.

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Presidents Garfield, Grant, Hayes and Arthur attended services in the long, low brick building that served the congregation for many years. Garfield's last public worship was in this church.

According to Vestryman Albert A. Hackman, on this occasion Charles Guiteau visited the church intending to shoot the President. He sat on the usher's seat in the rear and questioned Hackman about the President. Instead of going out the gate, he walked around the church to the rear. When Garfield was shot within a week, Hackman immediately identified Guiteau as the man who had accosted him during the service. Guiteau is said to have confessed later that he went to the church to kill Garfield. He planned to shoot through a window opposite the President's pew, but two ladies blocked his view.

The cornerstone of the present building at Broadway and Slocum Place was laid in 1912. This new English Gothic structure of grey stone has an impressive interior of stone arches, an altar of Italian marble and a crossbeam above the chancel carved with the cross and angels. President Wilson's final visit in late October, 1916 was the last time a chief executive worshipped in Long Branch. The pew, six rows from the front on the left aisle, is marked to commemorate the visit.

The parish has a membership of about eleven hundred.

The following pastors served the church:

Rev. Harry Finch	1854-61	Rev. H. H. P. Roche	1896-02
Robert A. Poole	1861-73	Elliott White	1903-06
Elliott Tomkins	1874-96	E. Briggs Nash	1906-13
Rev. Morton A. Barnes		1914-	

Church organizations include the Parish Guild, Woman's Club, Young Men's Club, Woman's Auxiliary, Choir and Altar Guilds, and Boy Scout Troop.

St. James' Chapel (Church of the Presidents)

This small summer church, once called Elberon Chapel and officially registered as St. James' Chapel, is widely known as the Church of the Presidents. The tiny wooden auditorium, open only a few months each year, and always without a resident pastor, is noted for the fabulous wealth of its old-time congregations and the

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long list of presidents who have made it a national shrine.

The religious practices of the congregations of the eighties and nineties were not limited to one creed. Staunch Presbyterians, like John Sloane, also kept pews in this chapel. President Grant, a Methodist, worshipped here for many years with his devoted friend, George W. Childs, who later gave St. Luke's M. E. Church the memorial window in honor of Grant.

In 1886 a local newspaper man found \$120,000,000 represented by his neighboring pew-holders. Often wealth in excess of \$250,000,000, and the fashionable world of all America, were crowded into this same wooden chapel. It is unaltered in appearance except for the grey paint that has replaced the original red. Despite its large square center tower, it resembles a cottage of pseudo-Tudor design of the 1880's.

Brass wall tablets are dedicated to Presidents Hayes, Grant, Garfield, Arthur, Harrison, McKinley and Wilson, each of whom worshipped here while chief executive of the United States. There are also memorial tablets to George W. Childs and Anthony Drexel. The greatest treasure of the church is the flag placed over President Garfield's casket during the memorial services conducted by the Long Branch Masonic Lodge.

Opened in 1881 as a branch chapel of St. James, this Episcopal church on Ocean Avenue in the southern end of Elberon has been supplied with a summer pastor by the Bishop of the diocese. No record was kept of these pastors. A women's club and church committees are the only active organizations. The present membership is about forty.

First Presbyterian Church

Although the First Presbyterian Church was not organized until December 28, 1883, the first organized church society in Long Branch was Presbyterian. That society was formed about 1840 as an outgrowth of meetings held in Long Branch Village homes by the minister of the Shrewsbury Presbyterian Church.

In 1846 a lot was purchased in Long Branch, and a building was completed and dedicated on July 29, 1849. Six years later the society dissolved and sold the property to the Methodists.

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Presbyterian services were not resumed until 1883, when services were conducted in old Library Hall on Broadway, and then in a chapel on the southeast corner of Chelsea and Second Avenues. The present building at the southeast corner of Chelsea and Third Avenues was dedicated on March 16, 1894. It has weathered shingles with white trim and Georgian mouldings following long wide gables. The membership is now about three hundred.

The following served as pastors:

Rev. Maitland Alexander	1892-97	Rev. A. J. Muyskens	1921-24
R. M. Blackburn	1897-1901	D. Rhea Coffman	1926-36
John G. Lovell	1902-19	Ronald Brooks	1938-39
B. Frank White	1919-20	Wayne Walker	1939-

Church organizations include the Missionary Society, and the Church and Community Club Social Union.

Elberon Memorial Church

The dark stained shingle building is built as a Victorian version of an English Tudor cottage church. It was erected in 1886-87 on the south side of Park Avenue, west of Ocean Avenue in accordance with the will of Moses Taylor, who also supplied a legacy for its upkeep. Commonly called the "Moses Taylor Memorial," this Presbyterian church is open only for summer services.

No record has been kept of the visiting ministers.

First Baptist Church

Prior to 1886 Long Branch Baptists worshipped at Eatontown. It is said one had to be there before the first bell was rung to be assured of a seat, so large was the congregation of that now deserted old church.

As early as 1873 the Eatontown minister reported to the missionary committee of the Trenton Baptist Association that a church was needed in Long Branch Village. He suggested that certain desirable lots be bought in anticipation of building a meeting house. The committee borrowed \$200 for the purchase, and in 1881 services started in a tent on that land, the present site, at Emmons Street and Bath Avenue. A chapel replaced the tent in 1883 and the Eatontown pastor did missionary work to this congregation.

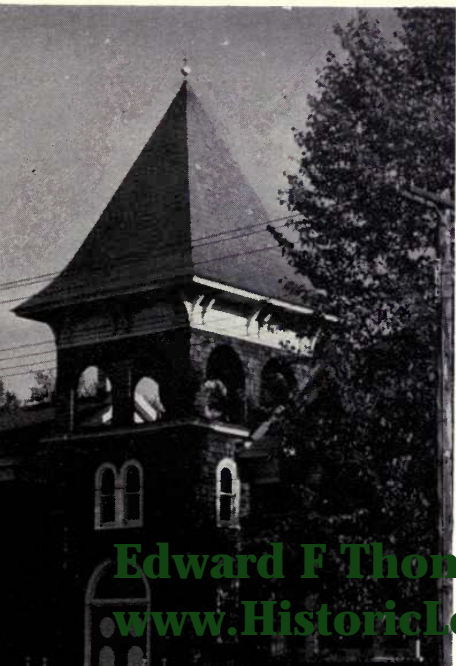
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Church of the Presidents, a national shrine

Dutch Reformed Church



St. Michael's R. C. Church



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On February 10, 1886 a group of thirteen Baptists of Long Branch met and organized the First Baptist Church. In April of that year the church body was recognized and financially aided by the Trenton Association. The church remained in the fellowship of the Trenton Association until the Monmouth Association was created in 1898.

The church building was badly damaged by fire in March, 1892. For several weeks services were held in the Y.M.C.A. Then the old armory building on Norwood Avenue was rented. On August 12, 1894 the present shingle building was completed and dedicated. The southeast corner has a square tower and the southwest corner a low rounded turret. The present membership numbers two hundred and fifty.

The church was served by the following pastors:

Rev. William G. Russell	1886-91	Rev. Thomas B. Hughes	1910-11
C. T. P. Fox	1891-93	(Mrs. Hughes also filled	
George B. Lawson	1894-95	the pulpit on many oc-	
George Williams	1896-99	casions)	
W. H. Marshall	1899-1903	H. A. Buzzell	1913
Frank Johnson	1903-10	Charles F. McKoy	1913-19
	Herbert J. Lane	1920-38	
	Benjamin B. Abbitt	1938-	

The church organizations include the Ladies' Auxiliary, Phila-thea Society, Friendship Circle, Christian Endeavor Alumnae and World Wide Guild.

Second Baptist Church

For many years after Reverend Bloodsoe organized a colored Baptist mission in 1887 meetings were held in Layden's Hall on Mill Street near Second Avenue. The present cement block church set high above a basement floor at 93 Liberty Street was built in 1905. The single entrance has a rose window in its framing arch and is flanked by two windows in the romanesque style. There are two hundred and fifty members.

No records have been kept of past ministers, but a partial list includes the Reverends Bloodsoe, Jones, Jeffries, Smallwood, Elliott, Conway, Flowers, Grayson and Williams. The Reverend L. E. Jackson is the present incumbent.

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Brothers of Israel Synagogue

This congregation is the only orthodox Jewish synagogue in Long Branch. Founded in 1898, meetings were held on Jeffrey Street until 1918, when the present building at 81 Second Avenue was dedicated. It is a large square temple of terra cotta brick trimmed with red brick in pilasters and inserted patterns of the Star of David. Four Ionic columns divide the three double glass doors.

There are two hundred and fifty members and sixty children in the Hebrew school. The synagogue also supports a Boy Scout troop.

Dr. Niel Rosenberg served as rabbi from 1898 to 1930, and was followed by David Sokol. In 1939 Meyer Hirschman succeeded him in the pulpit.

Beth Miriam Synagogue

The summer synagogue of Reformed Judaism, Beth Miriam is the oldest synagogue at any resort on the Atlantic coast. The congregation was formed in 1888, and in the same year the present dark stained shingled building on North Avenue between Ocean and Second Avenues was erected. Elaborate details of wooden sunbursts and recessed scallops of wood following the gabled roofline link it firmly to the period in which it was built. Services for approximately three hundred and fifty families are held from June 15 to September 15.

Rabbi Benjamin Morris officiated from 1888 to 1912, and B. A. Elzas from that date until 1936. Since then there has been no resident leader.

Free Brothers of Israel Synagogue

Free Brothers of Israel is a reformed synagogue organized in 1919. The membership consisting of thirty families, worships on the second floor of the Trilling Building, 120 North Broadway. There is no permanent rabbi, the last one having been Rabbi Sevolowitz (1923-26).

Christian Science Society

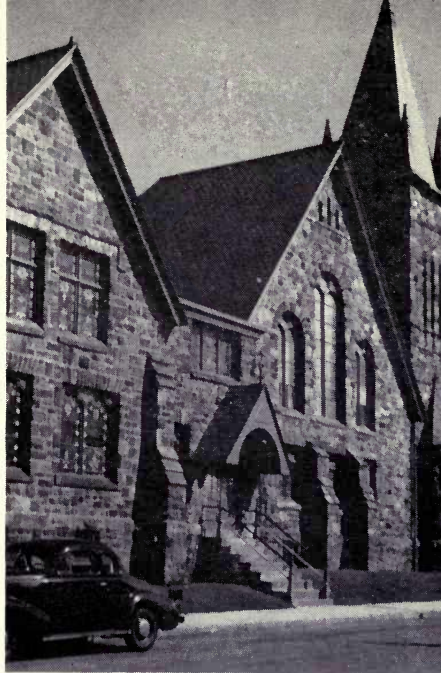
Religious services according to the established rules of the Mother Church in Boston, Massachusetts, were held in Long Branch

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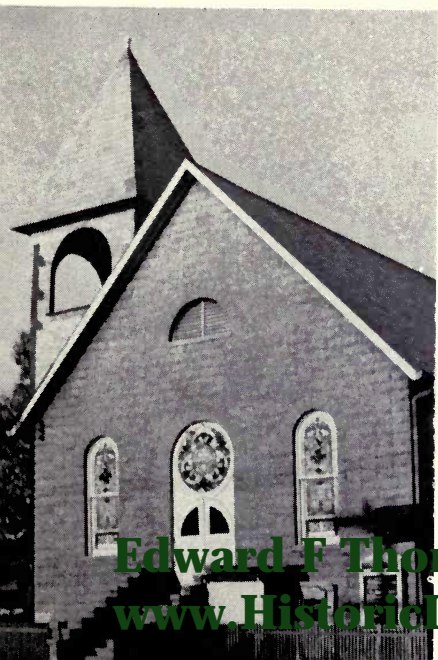


Holy Trinity R. C. Church

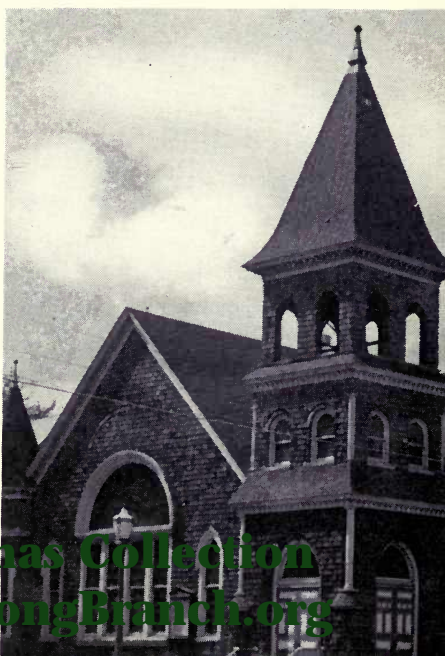


Asbury M. E. Church

Second Baptist Church



First Presbyterian Church



as early as 1893, although no concerted effort to form a local branch church was made until 1925. Mrs. Mabel Farraday, a Christian Science practitioner of Ocean Grove, was asked to organize the church, and services were held in Military Hall, now the home of the Veterans of Foreign Wars.

In 1930 ex-Mayor Clarence H. Houseman donated the present building at 143 Broadway in appreciation of benefits he had derived from the society. It is a small two-story building of light grey stone blocks. No list of previous readers is available. The present First Reader is Mrs. Ada G. Frank; Mrs. Mae F. Kingsland is Second Reader.

Evangelical Lutheran Church of the Reformation

This church was organized as a mission congregation in October, 1931. It is sponsored by the Board of American Missions of the United Lutheran Church in America. A rented hall is used by this group of fifty-four baptized members. Pastors from Asbury Park and students from Hartwick Seminary, Brooklyn conducted services. Howard Alexander Kuhnle was the first full-time pastor. Rev. Walter Cowen took over the congregation in May, 1935 and is still in charge. It is located at 14 Branchport Avenue.

The Church of God in Christ

This church has conducted meetings in a rented hall at 144 Lincoln Place since 1931. It is a Negro church with headquarters in Memphis, Tennessee. Elder Hardie Adams Griffin has been the only minister to serve the congregation of about thirty persons.

First Pentecostal Church

This church holds evangelistic and divine healing meetings on Hampton Avenue under Reverend Andrew Rahner.

The Seventh Church of Psychic Science

This church conducts spiritualistic meetings at 218 Union Avenue under Reverend V. Fleischman.

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CHAPTER XII

Civic and Social Organizations

THE AMERICAN propensity for joining and supporting lodges and clubs is much in evidence in Long Branch. The community has nearly fifty organizations that represent various kinds of activity. Taken together, they constitute Long Branch's accomplishment in self-improvement, community co-operation, recreation and fellowship.

The societies are of several kinds: lodges, service clubs, veterans' organizations, labor groups, charitable orders, women's clubs, athletic associations and foreign-language societies. Many have limited their scope to the welfare of their membership, but several have made contributions to civic betterment. Notable among these is the charitable work of the Long Branch Public Welfare Society, the success of the Long Branch Community Council in petitioning the municipal government for the establishment of a City Planning Board, and the efforts of the Long Branch Garden Club for the beautification of public property.

Lodges

The Independent Order of Odd Fellows, Long Branch Lodge No. 77, organized March 13, 1848, is the oldest lodge in Long Branch. The first minutes book is still a cherished possession. The lodge later divided into Seaview Lodge No. 184 and Empire Lodge No. 174, and in 1925 reunited under its present name. The first Odd Fellows' Hall was at Broadway and Jackson Street. A later meeting place at Pearl Street and Broadway was used shortly before the World War. Nearly forty members meet in the present hall, 179 Broadway, under Noble Grand Fred Applegate and Vice Grand Charles Cook.

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Standard Chapter No. 35, Royal Arch Masons, organized September 13, 1876, was the first Masonic lodge in Long Branch. It was formed by a group of twelve who left Hiram Chapter No. 1 for that purpose. Dr. Thomas G. Chattle was the first High Priest. Among its meeting places were Old Neptune Hall in Church Street, now torn down, Castle Hall opposite City Hall on Broadway, and the third floor of the Steiner and Sons factory on Morris Avenue. The more than two hundred members now meet at the new Masonic Temple, 410 Broadway, completed in 1925. Townely Carr is Most Excellent High Priest and James Warner is Excellent King.

Long Branch Lodge No. 78 of the Free and Accepted Masons also meets at Masonic Temple. Harry Layton is Worshipful Master; Willis A. Woolley, Senior Warden.

Abacus Lodge No. 182 of the Free and Accepted Masons, organized in 1926, meets in the Masonic Temple. Worshipful Master is Arthur Mahn; Senior Warden, Wallace Markert.

The Adah Chapter No. 5, Order of the Eastern Star completed the number of Eastern Star lodges required to create the first Grand Chapter of New Jersey. The original Adah Chapter in Long Branch was formed in 1871, the present one in 1897. There are two hundred and sixty members, including ten life members. Mrs. Russell Bodine is Worthy Matron; William Lackey is Worthy Patron.

Long Branch Chapter No. 273, Order of the Eastern Star, formed in 1931, has nearly fifty charter members. The present Worthy Matron is Mrs. Alice Cyphers; the Worthy Patron is Charles Pietz.

The Masonic Club Auxiliary was founded in 1920. Mrs. William Van Brunt is president and Mrs. Louise Hultz vice-president. The club of one hundred members assists in raising money for the Long Branch Masonic Club.

Monmouth Chapter, Order of De Molay, an organization of ninety boys from fifteen to twenty-one years old, was sponsored in 1922 by Standard Chapter No. 35, Royal Arch Masons. The chapter meets twice monthly in the Masonic Temple, where there is always an attendance prize donated by local merchants. Each

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November the group has a "father and son" banquet. Official "Dad" Charles E. Morris has guided the group since 1924. The present Master Councilor is Charles Griffin; the Senior Councilor is Allan Warwick Sussman.

The Mothers' Circle of the Order of De Molay was established in 1924 to assist the boys' organization whenever called upon. The twenty active members meet twice a month. This circle led in forming the state circle, which meets semi-annually throughout New Jersey. Mrs. C. P. Kingston is president, and Mrs. Walter W. Woolley vice-president.

Long Branch Forest No. 40, Tall Cedars of Lebanon, organized in 1907, now has one hundred and fifty members. Harry Case is Grand Tall Cedar and William Lawley, Senior Deputy. Meetings are held from four to six times a year in Masonic Temple.

Knights of Columbus, Lodge No. 335, has since 1924 owned and operated Columbus Hall, at Morris and Third Avenues, as the lay Catholic center of Long Branch. Organized in 1898, the lodge now has three hundred members. William P. Beatty, is Grand Knight; Frank Quirk, Deputy Grand Knight.

Catholic Daughters of America, No. 736, meets fortnightly in Columbus Hall. This woman's branch of the Knights of Columbus was called Daughters of Isabella until 1921, when this lodge was formed. There are two hundred and fifty members; Mrs. Frank Vincelli is Grand Regent, Miss Helen Burns, Vice-Regent.

Long Branch Lodge No. 742, B.P.O. Elks, was organized in 1901. In 1908 the old Garfield Hotel at 150 Garfield Avenue was taken over, redecorated and opened as the first of the five existing clubhouses in the city. There are three hundred and fifty members; William White is Exalted Ruler, and Martin Rafferty Esteemed Leading Knight. This lodge does much charitable work, especially for crippled children.

The Long Branch Women's Auxiliary, B.P.O.E., began in 1912 and now has forty members. Mrs. P. J. Carroll is president; Mrs. Connie Warwick, first vice-president.

Foresters of America, Court Victor Emanuel II, No. 130 was formed in 1903. Felix Ripandelli is Chief Ranger and Peter La Macchia is Sub Chief Ranger of the fifty members.

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Masonic Temple, where many civic and social organizations meet

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Service Clubs

The Long Branch Rotary Club traces its ancestry to a Traders' Union, formed in 1902 for the mutual protection of merchants. After this short-lived experiment, merchants and professional men formed another association in 1912, but it was not until 1921 that a lasting organization was established. Affiliated with the international organization, the club consists of thirty-six members who meet Fridays at the Garfield-Grant Hotel. William Smith is president.

The Exchange Club of Long Branch, organized in 1927 as a unit of the National Exchange Club, is a group of twenty-three young business and professional men who meet weekly at the Garfield-Grant Hotel. Among other services, every Christmas they collect, repair and redistribute hundreds of toys for under-privileged children. Abraham Vogel is president and Henry A. Stevenson vice-president.

The Chamber of Commerce of Long Branch, formed in 1932, consists of eighty leading merchants who meet monthly in the Garfield-Grant Hotel to discuss general problems and the civic welfare of the community. The president is James Barbour; the first vice-president, Stanley Bouse.

The Long Branch Community Council was organized in 1935. The twenty-three members represent civic, health, educational and welfare organizations. Mayor Alton V. Evans is president and R. Clifford Errickson is vice-president. The first accomplishment of the council has been to secure passage of a city ordinance creating a City Planning Board. It is now engaged in a campaign to eliminate juvenile delinquency.

Religious Organizations

The Long Branch Y.M.C.A., 404 Broadway, was first organized in 1902 in the deserted Congregational Church on Morris Avenue. Through lack of funds and insufficient interest it went out of existence. In 1927 the organization was revived and ten years later it laid a cornerstone under the old residence which now serves as its home. The present membership is about three hundred and fifty.

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Frederick Neaves is the president of the board of thirty directors.

The Y.M.H.A. and Y.W.H.A. of Long Branch, founded in 1911 was not on a permanent footing until it was reorganized in 1928 by A. Lawrence Plager and Isaac Katz. They now have one hundred and twenty-five members and meet at the Brothers of Israel Synagogue, which is known as the Jewish Community Center. Joseph P. Stein is president and Samuel Wolfson vice-president.

Veterans' Organizations

Long Branch Post No. 44 of the American Legion, Department of New Jersey has headquarters at 415 Broadway where the one hundred and thirty members meet twice monthly under Commander George Ziska, and Vice Commander Ferdinand Vaugoin. Since its organization in 1919 it has encouraged youth movements.

The American Legion Auxiliary of Post No. 44 was formed in 1921. At present there are twenty members; Mrs. Joseph Nazza is president; Mrs. Nicholas Trezoglou, first vice-president. Activities have ranged from national broadcasts by the Auxiliary Quartet to the embarrassing night in March, 1930 when a concert pianist attempted to give a recital on a piano the keys of which went down but never came up.

The Disabled American Veterans of the World War, Jersey Shore Chapter No. 13, was chartered in 1932 by an act of Congress. The forty members are part of the only national organization composed entirely of men disabled in line of duty. William H. Sutphin, Representative from the 3rd district, is an honorary member. William V. Faddavis is commander; Louis Walker, vice-commander. Meetings are held in the American Legion Home, 415 Broadway.

The Long Branch Memorial Post No. 2795, Veterans of Foreign Wars has forty members organized in 1933 with headquarters at 619 Broadway. A Ladies' Auxiliary was installed the same year. Six of the men received Purple Heart decorations in April, 1934. The post maintained a food kitchen for the needy during the winter of 1933-34. In 1939 the club disbanded, and its members associated themselves with the Asbury Park post.

The Jewish War Veterans of the United States, Post 125, has a membership of almost one hundred and meets in the Jewish Com-

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munity Center. Founded in 1935 it is a county-wide organization which convenes alternately twice a month in Long Branch and Asbury Park. The commander is Irving Weinstein, the senior vice-commander Irving Hirsch. There is a ladies' auxiliary of which Mrs. Irving Hirsch is president.

United Spanish War Veterans, Colonel Theodore Roosevelt Camp No. 34, organized in 1925, has thirty members who meet in the American Legion Headquarters. Every man, from the oldest, who is seventy-four to the youngest, aged fifty-seven, volunteered for the war with Spain, making this the only organization with such a record. The group has an American flag presented to it by Colonel Theodore Roosevelt. The commander is Edward Oppenlander and the Adjutant, Edward Bunno.

Iroquois Post No. 247 of the American Legion, a Negro veterans' organization founded in 1921, has a clubhouse at 86 Liberty Street. Chester Bass is post commander.

Benevolent Organizations

The Long Branch Council No. 246, Junior Order of United American Mechanics, organized in 1897, has one hundred and fifty members and its own clubhouse, the American Mechanics Hall on Branchport Avenue. Anthony Witek is the councilor and George Greenleaf, vice-councilor. The purposes of the order are to establish a sick and funeral fund and "to maintain and promote the interests of Americans and shield them from foreign competition. To keep sectarian interference from the public school system and uphold the reading of the Bible therein."

Hollywood Council No. 29, Jr. O.U.A.M. was organized in 1882. There are sixty members, with Lindsay J. Clark as councilor and William Wagner as vice-councilor. The Hollywood Council's motto is "Virtue, Liberty and Patriotism."

Charitable Organizations

The Long Branch Public Welfare Society with offices in City Hall was organized in 1910 and incorporated in 1920. In 1910 a group of citizens observed Christmas toys being distributed from

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a truck, as an advertising scheme, to a shouting crowd of poorly-dressed and undernourished waifs. They noticed that the children needed clothing and food more than toys and obtained their names and addresses. Home investigations led to a general meeting at which the Society for the Improvement of the Poor was organized. Later the present name was adopted. Each year a Christmas party for about six hundred children has been given in the Paramount Theatre, donated for the occasion.

The society's activities include child welfare, the general improvement of underprivileged family life, and legal, medical and financial aid to the needy. It collects and distributes clothing and household goods and maintains an employment bureau. In conjunction with the WPA the society sponsors a Municipal Day Nursery.

The estimated budget is \$9,500 yearly, obtained from membership fees, donations, drives and benefits. Mrs. Ernest Linburn is president and Mrs. Lila B. Terhune is executive secretary. The society is the Long Branch representative of the National Travelers' Aid Society, National Desertion Bureau, U. S. Department of Justice, Social Service Bureau, National Committee on Transportation (charity rates), National Family Welfare Association and the Home Service of the local branch of the American Red Cross.

Long Branch Public Health Nursing Association, 65 Fourth Avenue, an outgrowth of the Long Branch Public Welfare Society, was begun in 1912 as the first nursing organization in Monmouth County. This private association of nearly thirty members under Mrs. Bartley Wright, president, and Miss Janet Slocum, first vice-president, has its own Health Center and has maintained a Well Baby Clinic since 1915. Public and private funds are used to carry on the work. Organized by Mrs. J. W. Cunningham with a single nurse, the staff has had as many as five; now the budget allows for only two nurses. Two baby clinics are held weekly at Health Center and one monthly at Monmouth Memorial Hospital.

The association is affiliated with the Monmouth County Medical Society, American Red Cross, Monmouth County Dental Society, New Jersey Tubercular League, Monmouth County Organization for Social Service, New Jersey Organization for Public Health

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Branchport yacht basin

The Sunday beach crowd



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Nursing, Monmouth Memorial Hospital, Monmouth County Nurses Club and the American Nurses' Association.

Long Branch Hebrew Benevolent Society was organized in 1918 by a group of ten women. In 1920 the organization was chartered and incorporated. There are now one hundred members; Mrs. M. Rothstein is president. A budget of \$1,500 supplies non-sectarian aid to many in need of fuel, clothing, food and funds.

The Long Branch Division of the American Red Cross, an affiliate of the Monmouth County Chapter, has offices in City Hall and is directly interested in all the various charity organizations.

The Salvation Army's Seaside Home Memorials in North Long Branch are two fresh air camps for girls from six to fourteen years old. More than two hundred adults and seven hundred children enjoy two-week vacations each season. One building at Ocean and Atlantic Avenues is the Madge Nathan Haas Memorial, given by a wealthy woman whose daughter died in childbirth. The adjoining house is the Margaret Switzer Memorial, near which additional dormitories and playgrounds have been constructed.

Women's Clubs

The Woman's Club of Long Branch was organized in 1920 by a group of women who had done war work together in the Long Branch Community House of 1917-18. Its present two hundred and twenty members meet in the basement of the public library for social, cultural and civic betterment. Committees on public affairs, arts and crafts, literature, drama and music constitute the club's activities. Mrs. A. Leo Blaisdell is president; Mrs. John F. Simpson, vice-president.

The Junior Woman's Club, affiliated with the Woman's Club, was started in 1921 and reorganized in 1925. The fifty members have Miss Marie DePeter as president and Rose Lagrotteria as vice-president. Each year the club's activities are directed toward one charitable objective. The project for 1937 was raising funds for books in Braille.

Confusion resulted when another Long Branch Woman's Club was started in 1923, but this club was reorganized in 1933 as the Regular Democratic Woman's Club of Long Branch. The eighty

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members have headquarters at 209 Broadway. The president is Mrs. A. Purcell; the vice-president, Mrs. John Myenberg. The Club's activities are political, and include welfare work within the party.

The Elberon Woman's Club was started in 1924 by Miss Jenni Hunt, then librarian at the Elberon Library, to foster intellectual and social advancement. At present there are about one hundred members under Mrs. Lloyd Humpt, president, and Mrs. Charles Jamison, vice-president. Meetings are held twice monthly in the Elberon Library, which benefits from the club funds.

Long Branch Garden Club, with headquarters in the Garfield-Grant Hotel, was organized in 1931 as an outgrowth of the Woman's Club of Long Branch. There are now sixty-five members, of whom Mrs. Harvey Slocum is president and Mrs. Harry Davis, vice-president. The monthly meetings consist of garden parties and lectures by recognized authorities. The club co-operates with the city in horticultural shows and the protection of wild flowers and birds.

Long Branch Parent-Teacher Association was established in 1921. There are now units in eight public schools and one parochial school. The program involves child welfare and discussions on co-operation between parent and teacher. All units are affiliated with the county, state and national associations.

Woman's Christian Temperance Union, formed about 1884, has a membership of more than fifty women; Mrs. Jennie May West is president and Mrs. William Jordan, vice-president. On May 30, 1899, this organization dedicated the Chattle Monument and Fountain at the junction of Broadway and Bath and Norwood Avenue. The fountain, erected through popular subscription, was long in constant use.

The Long Branch Section, National Council of Jewish Women was organized in 1921 and now has one hundred members under Mrs. Abraham Vogel president and Mrs. Samuel Zuckman, vice-president. The council takes part in many civic and community activities.

Hadassah, Jersey Shore Chapter, was organized in 1933. The ninety members have Mrs. Irving Weinstein as president and Mrs. Louis Farb as vice-president. The society directs Zionism in Mon-

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mouth County and contributes to medical work in the Near East.

Alpha Sigma Gamma Sorority is a local social group organized in 1923. There are nearly forty active members; Mrs. Mary Campbell is president.

Sports Clubs

South Shrewsbury Ice Boat and Yacht Club, on Atlantic Avenue, was organized in 1896 and is the oldest yacht club in the city. It was formed to promote ice-boating, but during the past ten years has turned to summer sports on the Shrewsbury. There are forty members under Commodore Thomas Farley. Byron Russell is the present 135-cubic inch hydroplane champion. In the early days of ice-boating, club-owned boats at various times held every third-class iceboat championship in America.

Long Branch Ice Boat and Yacht Club, organized in 1901, held the National A Class Championship for many years. The club has one hundred and twenty-five members, the present Commodore being Everett Gillan. Under the club's constitution the President of the United States and Secretary of the Navy are honorary members, as was Sir Thomas Lipton during his later years. The late Elisha W. Price, one of the founders, did not retire as a racing skipper until the age of eighty-two. In 1905 he achieved the then fastest time ever made in any vehicle, one mile in 28.2 seconds.

The Shrewsbury Handicap Sailing Association was started in 1936 to promote sailboat racing on the river. The thirty members have Marshal Van Winkle, Jr. as president. During its first season an average of twenty-five boats sailed in races every Saturday afternoon throughout the summer. The season's cup for winning the most races went to Captain Thomas H. Slack, an eighty-year-old skipper who sailed his own boat.

Foreign Societies

Amerigo Vespucci Society, on Willow Avenue, was organized in 1893 as a local mutual benefit society. The present membership is one hundred and sixty. Felix Ripandelli is president, Francesco Mancuso vice-president.

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Tammany Club, Tammany Auditorium, Morris Avenue, a political organization started in 1926, has six hundred members. The president is Langdon Coles; the first vice-president, John Angerio.

Giordano Bruno Order, Sons of Italy, with a clubhouse at Westwood and Morris Avenues, was organized in 1917. This lodge of the national organization has ninety members; Cecesre Ziska is the commander.



The West End Casino

Regatta on the Shrewsbury River



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CHRONOLOGY

- 1668 Long Branch settled by five associates of the Monmouth Patentees.
1704 Chadwick House deed registered.
1707 Joel Wardell House deed registered.
1754 Michael Maps settles in Long Branch.
1780 First schoolhouse built.
1782 Capt. Philip White, Tory, captured in Wardell house on McClellan St.
1788 Elliston Perot spends summer in Long Branch, regarded as inauguration of the city's resort career.
1791 First church (Methodist) established in West Long Branch.
1792 Herbert & Chandler advertise the Shrewsbury Hotel.
1806 The Shrewsbury becomes Bennett's boarding house.
1812 Primary School No. 1 built.
First general store started by Michael Maps and Richard Wykoff.
1820 William Renshaw's boarding house opened.
1828 First ocean pier built at foot of Bath Avenue.
1830 Steamboat service to New York started.
1834 First post office opened.
1835 Liberty pole erected at Broadway, Bath and Norwood Avenues.
1840 Bucktown School opened.
1844 "Jimmity" Jones School opened.
1846 Allegheny House opened.
1849 Reformed Dutch Church dedicated, first church building in Long Branch proper.
1851 Pavilion Hotel opened by Samuel Morris.
1852 First Catholic church, Star of the Sea, erected.
1854 Wreck of the *New Era*, 240 persons drowned.
St. James' Church erected.
1857 Price's Hotel opened in Pleasure Bay.
Dr. Thomas G. Chattle appointed Township Superintendent of education.
1860 Centenary Methodist Episcopal Church opened.
Long Branch connected with New York by rail.
1861 Long Branch sends one company of volunteers to the Civil War.
Mrs. Abraham Lincoln stays 10 days at the Mansion House.
1864 Spotted fever epidemic.
1865 Widespread speculation during land boom.
1866 Continental Hotel, now accommodating 1,200, is largest in the world.
First local newspaper, *Long Branch News*, founded.

- 1867 Long Branch becomes a borough.
Stetson House opened.
Long Branch Police, Sanitary and Improvement Commission established as governing body.
- 1868 New York & Long Branch Railroad incorporated.
Gas Works opened.
- 1869 President Ulysses S. Grant makes Long Branch the Summer Capital.
- 1870 First organized police department.
Monmouth Park racetrack opened.
Steinbach Brothers, Department Store founded.
- 1872 Long Branch Banking Company organized.
9th Regiment of New York Guards encamps at Long Branch under Col. Jim Fisk.
Oceanic Fire Engine Company No. 1 incorporated, city's first volunteer fire company.
Asbury Methodist Episcopal Church formed.
- 1874 Bureau of Health organized.
- 1876 Elberon Hotel opened by Lewis B. Brown.
First high school organized.
- 1877 Long Branch Reservoir and Water Company organized.
President Rutherford B. Hayes visits Elberon Hotel.
- 1878 First library opened.
- 1879 Ocean Pier built in front of Ocean Hotel.
- 1880 Public school system established.
- 1881 President James A. Garfield dies at Elberon.
New Iron Pier erected at foot of South Broadway.
President Chester A. Arthur at Long Branch.
- 1882 Simpson Memorial Methodist Episcopal Church organized.
Hollywood Hotel opened by John Hoey.
- 1882 First Long Branch telephone exchange established.
Trinity Methodist Episcopal Church founded.
Oscar Wilde visits Long Branch.
Scarboro Hotel opened.
- 1883 First Presbyterian Church organized.
Long Branch Daily *Record* founded.
- 1885 Star of the Sea Academy opened.
Long Branch Electric Light Company incorporated.
- 1886 First Baptist Church organized.
- 1887 Beth Miriam Synagogue chartered.
- 1889 Monmouth Memorial Hospital opened.
- 1890 New Monmouth Park opened.

- 1891 St. Michael's Church dedicated.
Broadway paved.
City Hall built.
New Monmouth Park closed.
- 1892 Cholera epidemic.
Robert Morrison Stults composes "The Sweetest Story Ever Told" in Morford House.
New Monmouth Park reopened.
- 1893 Monmouth County Open Air Horse Show Assn. organized.
- 1894 Race Track Act closes New Monmouth Park permanently.
- 1899 William R. Maps, diarist and city's first informal historian, dies.
Chattle High School built.
Riverside Park at Pleasure Bay opened.
- 1904 Long Branch incorporated as a City, after failure of Greater Long Branch plan.
- 1906 Boardwalk built along Ocean Avenue.
- 1907 U. S. Weather Bureau established at Long Branch.
- 1912 Long Branch Public Welfare Society founded.
Commission form of government adopted.
New Broadway Theatre opened.
- 1914 Post office dedicated.
- 1916 President Woodrow Wilson makes Shadow Lawn summer White House.
- 1918 Monument to President Garfield dedicated in Ocean Park.
- 1919 Jack Dempsey trains here for fight with Jess Willard.
- 1920 Public library opened.
- 1924 Klu Klux Klan holds tri-State Konklave at Elkwood Park.
- 1927 Long Branch Senior High School opened.
- 1932 Long Branch Chamber of Commerce organized.
- 1934 Dog racing held at Ocean Park.
- 1939 Garfield Court, U.S.H.A. housing development, begun.

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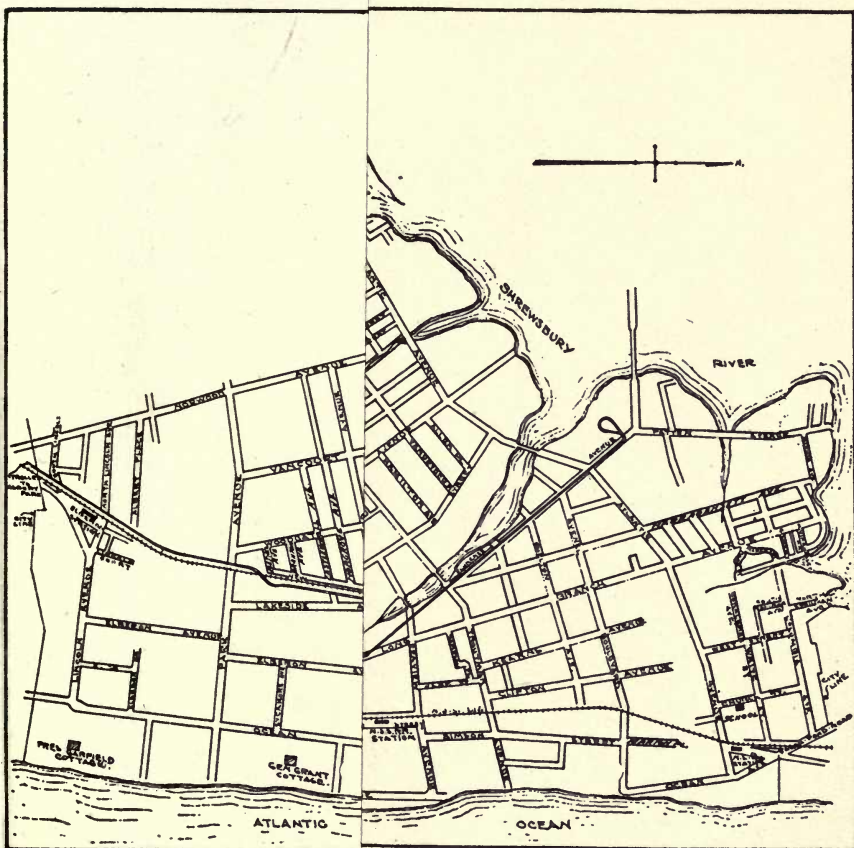
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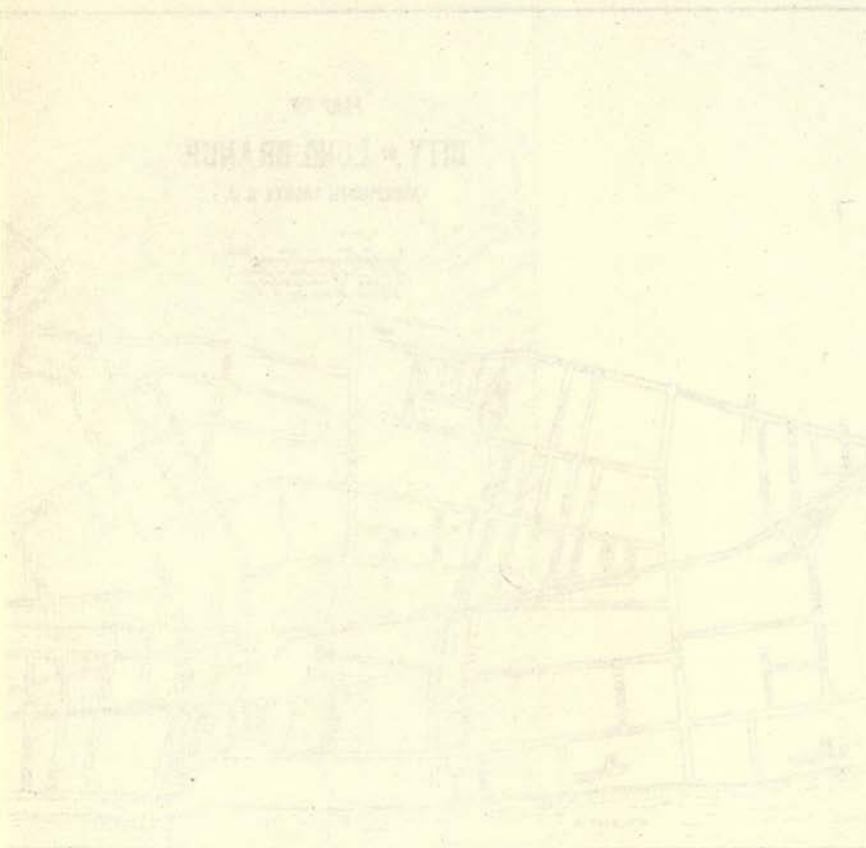
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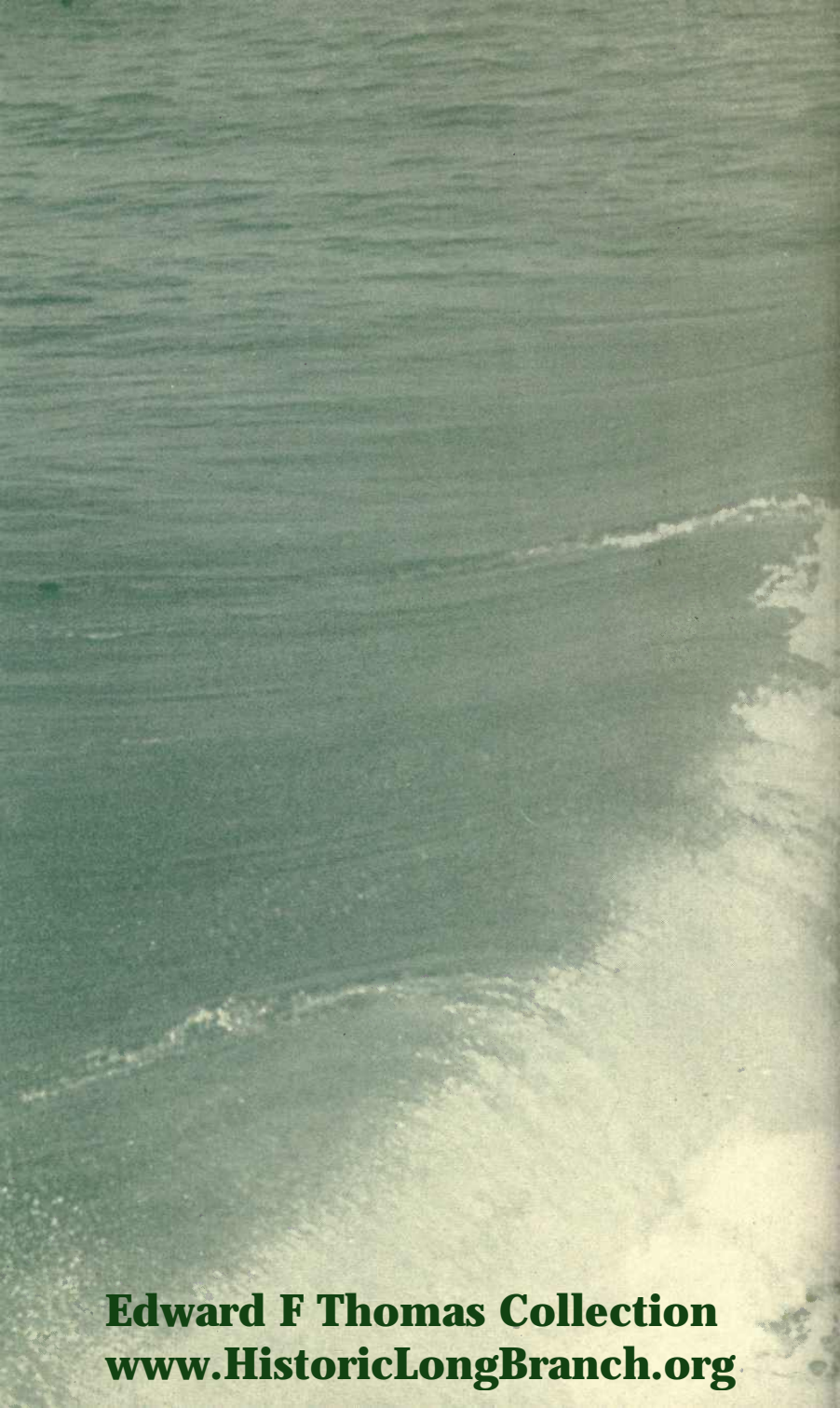
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