

The Early History of West Long Branch New Jersey



Editors

Charles H. Maps

Robert F. Van Benthuisen

Published by the West Long Branch Historical Society

1977

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West Long Branch Public Library
West Long Branch, NJ

The West Long Branch Historical Society expresses its gratitude to the West Long Branch Borough Council for its generous support which made the publication of this book possible.

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Angelo Valenzano



This book is dedicated to the people of West Long Branch, past and present, who have labored unceasingly to make this Borough a pleasant place in which to live.



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Old First United Methodist Church Museum



Introduction

In compiling this history of the Borough, it has been our intention to make it educational, entertaining, interesting and factual. Many hours were spent in researching records, interviewing residents, pouring over old atlases and histories of Monmouth County, searching for old photographs and checking and crosschecking dates and facts. Each bit of information lead to others or raised additional questions. As our deadline grew closer we realized that it was necessary to say, "we must stop here" even though there are many more items of historical interest we would like to include. As with any book of history some will remark that a particular subject or person was omitted or incompletely covered. The editors accept full responsibility for any omissions.

The editors would appreciate errors or omissions being called to their attention so that corrections may be made in a future edition.



The Early Times

THE BEGINNING

The early settlers of the New Jersey area were the Dutch and the Swedes, the Dutch settling in northern New Jersey near the mouth of the Hudson River, the Swedes in South Jersey along the Delaware River.

By 1655 the Dutch had defeated the Swedes and had suffered heavy losses from Indian reprisals. Their colonization consisted of only two small settlements on the Jersey shore across from the tip of Manhattan. Even though the Dutch were attempting to colonize the Hudson and Delaware rivers, the English retained their claim over the land based on John Cabot's discovery in 1497. Occasional voyages from England reminded the Dutch of England's claim. In 1634 New Jersey was included in the first colonizing grant (boundaries poorly defined but included New York, New Jersey, Long Island, Pennsylvania, Delaware and Maryland) which was given to Sir Edmund Ployden by King Charles I. Ployden's four attempts to colonize ended in law suits and land suits.

Because the Dutch were destroying trading houses, confiscating goods and imprisoning English settlers, New Englanders urged the King to expel the Dutch. At home in England, business interests encouraged the King to send a force to take over the Dutch trade in the New World. King Charles II gave his brother, the Duke of York, power to govern a large grant of land which included New Jersey. The Duke, who was also Lord High Admiral, sent a fleet of four ships and 600 men under the command of Colonel Richard Nicolls. Colonel Nicolls was to serve as Governor and was given broad powers over the territory. Governor Stuyvesant quickly surrendered to the fleet on September 8, 1664.

Complications developed when the Duke of York gave to his friends, Sir George Carteret and Lord John Berkley, full ownership of the territory known as New Jersey. The two proprietors assumed that they also possessed the powers of government.

Colonel Nicolls, unaware of the transfer, had in good faith assigned large tracts of land in New Jersey to the companies of settlers, giving them the right to buy their land from the Indians. Among the grants was an area which included what is now Monmouth, Ocean and parts of Mercer and Middlesex counties, known as the Monmouth Patent, which was granted on April 8, 1665 to William Goulding, Samuel Spicer, Richard Gibbons, James Grover, John Bowne, Richard Stout, John Tilton, Nathaniel Sylvester, William

Reape, Walter Clarke, Nicholas Davis and Obadiah Holmes. This patent required that 100 families settle the land within three years. The property would not be taxed for seven years and the settlers were free to make their own laws and to worship as they wished.

The land was purchased from the Indians with funds raised by settlers from Long Island and from what is now Rhode Island.

There were already small settlements at Shrewsbury and at Middletown. In 1668 Monmouth County was established.

Berkley and Carteret recognized the Monmouth Patent by granting 500 acres to each of the patentees but in 1670 required the land holders to pay yearly "quit rents" on their properties. The patentees refused to pay. The dispute continued until after the American Revolution and even then was never fully resolved.

In 1676 the area was divided into East and West Jersey with Carteret retaining East Jersey. Upon Carteret's death in 1681, East Jersey was sold at auction for 34,000 pounds to William Penn and eleven associates.

Of the twelve Monmouth Patentees only Bowne, Gibbons, Grover and Stout, all from Long Island, settled on the land. The others had sold their property to other settlers.

When the Baptists began to settle around Middletown and the Quakers in Shrewsbury, a vast forest of oak and pine covered the gently rolling land. Walnut, hickory and chestnut trees were abundant and supplied food for the settlers. The Indians had learned to tap maple trees and boil the sap for sugar. The early settlers were impressed with the fine meadows where the grass grew waist high.

Wild animals ranged throughout the woods. Panthers, bears and wolves added to the dangers of the early settlers. Disease took its toll. Where suitable meadowland was unavailable, the ground had to be cleared and plowed, the cattle, sheep and swine protected from wolves. Firewood had to be cut and stored for the winter. Fish and game provided the major source of food for the first settlers. Beaver, mink, racoon and deer were hunted for their skins.

As the settlers moved into the area more farms appeared and small villages began to take shape. By the time of the American Revolution grist mills and saw mills had been built; tradesmen were established who provided the services needed by the settlers. There were smiths, cabinet makers, carpenters, wheelwrights and farriers. Farms grew wheat, barley and vegetables. Cattle, sheep and swine were raised. The cattle supplied milk, cheese, meat and leather; sheep provided wool and meat. Swine fed on acorns and were slaughtered for export to the West Indies. Salt pork was a staple. Chickens, ducks and geese provided eggs and were killed for food.

Horses were bred and exported to the West Indies (1685). Oxen were used to clear the fields and to transport produce.

Shrewsbury Township, incorporated in 1798, included a large area, part of which is now Monmouth County and part of present day Ocean County.

In 1849, the Township of Ocean was separated from Shrewsbury Township.

On April 11, 1867, Long Branch Sanitary and Improvement Commission was incorporated. The commissioners were appointed annually by the New Jersey Supreme Court.

In 1873 Eatontown Township was separated from Ocean Township. Eatontown Township included the present Eatontown, Oceanport, and West Long Branch.

The people of West Long Branch became discontented with paying taxes to Eatontown Township, believing they did not get a fair return for their money. At that time there were a large number of estates in West Long Branch and therefore they were paying a considerable amount of taxes. In 1906 an unsuccessful attempt was made to separate from Eatontown Township. In 1908 a group of men, led by Monroe V. Poole, requested that West Long Branch be separated from Eatontown Township.

On March 11, 1908, the Eatontown Council passed the following resolution: "Resolved that the Township Committee, of the Township of Eatontown, do earnestly protest against the incorporation of the proposed borough of West Long Branch as imperious to the township in seriously reducing its already small territory and cutting off a valuable portion of its assessed valuation in which but a small portion of its permanent population resides."

An election was held on May 5, 1908 and the minutes of Eatontown Council state, "On June 16th, 1908 the Township was separated in two sections, Eatontown and Oceanport remaining in Eatontown Township and West Long Branch as The Borough of West Long Branch."

The Advertiser, an Eatontown newspaper, ran an item on May 8, 1908 on the events of election day.

"... An election was held in the limits of the proposed borough on Tuesday to determine if a majority of voters and taxpayers wanted it. The result proved that a large majority did want it. There were 225 registered voters, and of this number 163 cast their votes for the borough and 73 against it, giving a majority of 90. (sic.)

The chief promoters of the borough were out early and worked hard to get votes. No voter, unless he was known to be strongly against the borough, was neglected until after he had voted. Several prominent citizens of Eatontown went over early in the day in an automobile and stayed all day. Their object was to give what encouragement they could to those who were opposing the borough by bringing in voters from the suburbs in the automobile. But unfortunately the automobile broke down in front of the polling place soon after its arrival and it was not till near the time of closing the polls that the damage was repaired. The accident was regarded as bad medicine and this, with the fact that the West Long Branchers seemed to look upon them as interlopers and meddlers, discouraged all further action and the most prominent of the prominent citizens from Eatontown spent the rest of the day in an exasperating discussion of the constitutionality of the school law with several of the Branchers who knew the law and what was constitutional when they saw it."

On June 22, 1908, Monroe V. Poole, Edward M. Beach, Frank S. Brand, Thomas W. Cooper, Charles A. Poole, Thadeus Schenk and John H. Sutphen met for the "first regular meeting" of the council. Thomas W. Cooper was selected President of the Council, Fred A. Beale appointed Assessor; George L. Gibbs, Collector; George A. Hulick, Superintendent of Highways; and Arthur D. Van Note, Borough Clerk.

The borough was recognized as having three sections: Kensington Park, north of Broadway near Oakwood Avenue; Wall Street section, Wall Street in the vicinity of present day Oakwood Avenue; and West Long Branch, centered at Cedar Avenue, Locust Avenue and Monmouth Road.

One of the first actions taken by the new council was to authorize the appointment of three marshals; one for each of the sections. The marshals were to be equipped with a cap, badge, belt, stick and handcuffs. The speed limit was set at 12 mph. Nicholas V. White



Mayor and Council, 1908. Front row, Thomas W. Cooper, Sr., Monroe V. Poole, Dr. Edward M. Beach and Frank S. Brand. Back Row, Thaddeus Schenck, Charles A. Poole and John H. Sutphen.

was appointed as constable to serve the West Long Branch section; R. Hayes Cubberly, marshal for the Kensington Park section and Charles Stricklin, marshal to serve the Wall Street section.

A beer bottling plant near the corner of Oceanport Road and the Eatontown Boulevard (Oceanport Avenue and Broadway) had been a nuisance to the residents. At the second meeting of the council, the plant was declared "a public nuisance and illegally conducted". The prosecutor was requested to take action to revoke the license.

J. Wesley Seaman was appointed city engineer to make profiles of streets and sidewalks. Other actions indicate how the residents felt they had been neglected by the Borough of Eatontown. In rapid succession the council requested the Board of Freeholders to build a stone road on Cedar Avenue and on Monmouth Road, installed lights on Wall Street and Monmouth Road; initiated action to widen "Locust Avenue . . . from Southerly Borough limits to intersection of Wall Street." (Monmouth Road from Cedar Avenue south was then part of Locust Avenue).

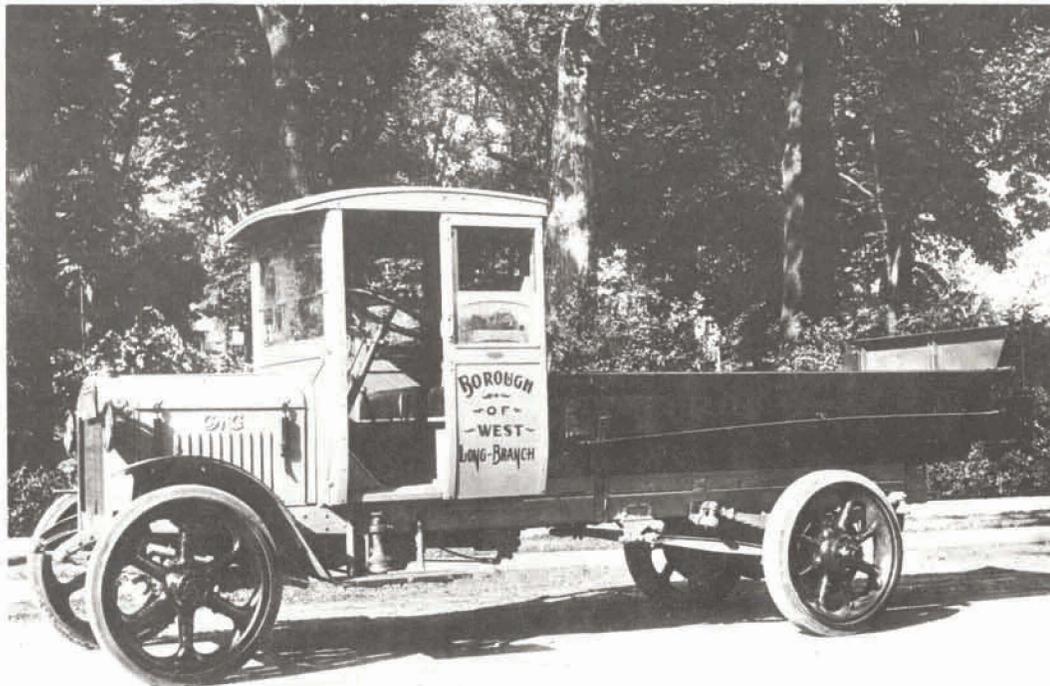
In order to keep down the dust with water, the council made arrangements with the county "to sprinkle the Eatontown and Long Branch Boulevard from Turtle Mill Bridge to Long Branch City line and our half of Norwood Avenue from Lane's Corner to borough line at Potpie Bridge for the sum of \$40.00 per wagon per month."

Succeeding councils continued the work started by Monroe V. Poole, Edward M. Beach, Frank S. Brand, Thomas W. Cooper, Charles A. Poole, Thadeus Schenk and John H. Sutphen and have made the Borough of West Long Branch the pleasant place it is today.

Charles Maps



Courtesy Frances Townsend
Early Street Dept. water wagon used to keep down the dust on the unpaved roads.



Courtesy Frances Townsend
Early Street Dept. dump truck.

INDIANS IN THE WEST LONG BRANCH AREA

The Indians who inhabited the Monmouth County area were Algonquins of the Delaware Nation. These were known as the Lenni-Lenape, in Indian tongue, and they claimed to be the most ancient of all aboriginal nations. It is known that at least as early as the first century the Unami clan had developed trails to the ocean from their principal home areas along the Delaware Valley.

One branch of their pathways crossed the southern part of present day Eatontown through the areas now called West Long Branch and Long Branch to the shore. These visits to the ocean were usually in the summer season following Spring planting, and were presumably made for obtaining oysters, clams, sea-fish and fowl, also for shells to make wampum, and just to enjoy the surf and sand as we do today.

However, a very small group called the "Nevisans" (Navesinks) settled permanently in the area. They were wealthy with goods for trade with the Dutch and English settlers.

Many communities cannot boast of the presence of Indians in their histories. However, a backyard discovery of skeletons and artifacts by Mr. and Mrs. Wallace Markert in the early 1930's was good proof that West Long Branch can make this claim. This led to an archeological "dig" by the Indian Museum of New York and subsequent findings in the whole vicinity of Dennis Place and Halsey Street, Franklin Lake, and Shore Regional High School. It would be quite natural to assume that Broadway was once the eastern end of a trail which passed by high ground and a stream (now Franklin Lake) necessary for suitable living conditions.

We have a proud tradition that our State alone among the 13 colonies paid cash or its equivalent for every inch of land taken over from the Indians. Although it must be recorded that a few "fast deals" do seem to have crept into the transactions. One slight twist in the tradition came about in the present-day greater Long Branch area, involving a noteworthy wrestling match back in 1688 between an Indian and a settler on the beach. Colonists to the north had been eyeing the Long Branch area with an idea of spreading out. After preliminary dickerings, the Indians invited the whites to a feast. As entertainment, the Delawares staged wrestling matches, and their champion named Vow-a-Vapon, easily defeated all comers of the tribe.

Then, when it was time for business, the two groups disagreed on a term indicating land measure. It was settled by staging a wrestling match between Vow-a-Vapon and a giant named John Slocum. It was agreed that the terms would be settled by which side won the contest.

Vow-a-Vapon had a secret weapon in the form of goose grease smeared on his whole body so Slocum could not get a grip. Being no fool, Slocum used handfuls of beach sand to make a gritty surface, and two hours later emerged the winner. By arrangement, the next day Slocum "walked off" one day's worth which covered a considerable amount of ground — Long Branch through Sea Bright, Little Silver through Eatontown, through West Long Branch to Oakhurst. Four English pounds was paid for the property. Not much later, the Indians of Monmouth County passed into the annals of the past.

Thomas Cameron

EARLY SETTLERS

The earliest known grave in West Long Branch is that of Elizabeth Cook, wife of Ather Cook. The grave is located in the cemetery of the Old United First Methodist Church. Elizabeth died November 2, 1773, at the age of 37. Crossed bones are cut into the head stone. Nearby are the graves of William Green (died 1802) and Henry Green (died 1810) and their wives. William Green's wife, Ann, died in 1788. These and some other graves predate the Church, which was built in 1809. It appears that the rear part of the present cemetery was an early burying ground.



Oldest known headstone in West Long Branch. Located in Old First United Methodist Cemetery.

The earliest known grave in the Old Free Church cemetery on Monmouth Road is that of John Slocum who died in 1791 at the age of 70 years. William Brinley, who owned the mill at Whale Pond Brook and who donated the land for this cemetery, was buried there in 1840 at the age of 90.

Among the early settlers in West Long Branch was George Smith, who owned a large farm. To obtain help on his farm he acquired the services of Jurgh Michael Meps, an immigrant from Rotterdam. In return for payment of his passage from Rotterdam, Meps was indentured to George Smith for a period of 7 years. During this period Meps was to work for Smith, who would provide him with food and shelter. The agreement was signed in December, 1754. Meps later married the daughter of George Smith and built a home on the Smith land. His name became corrupted by his English neighbors, pronouncing it as Maps, and was spelled that way on his grave stone in the Old Free Church cemetery.

Michael Maps became well known in the area as a chairmaker. Some chairs attributed to him are owned by collectors and his descendents. William H. MacDonald, in his book "Central New Jersey Chairmaking of the Nineteenth Century", states that the Michael Maps homestead was noted as the house in which was held the first Methodist Conference in New Jersey. He also states that the house was photographed for display at the Centennial Exhibition in Philadelphia (1876) as a typical Monmouth County farm house. Michael Maps lived there until his death in 1802. His son, Frederick, who fought in the Revolution, continued chair making in this same house. Zenas, son of Frederick, continued the tradition of chair making.



Courtesy Francis Palmer

Palmer Home was located on the southern side of Palmer Avenue. Built in 1886, burned several years ago. The barn is still standing.

Another family was the Howland family who's house still stands on Cedar Avenue. The original part of the house was built in 1711. Howland owned a large tract as was usual with the very early settlers. The house is now occupied by Mr. and Mrs. Aldo Barberi.

George Mount came here in the early 1800's and was the father of Mayor James Mount and Lavenia Mount. Lavenia was born at "Sandy Oaks", 9 Jeffrey Lane, in 1859.

Alexander McGregor came here about 1800, opened several stores in the area and donated property for the Methodist Church and the school house. He suddenly left the area in 1834 to return to Scotland. His daughter married a Hopper, another early family of West Long Branch.

Some of the names that appear frequently on old maps are Lane, Woolley, Sherman, Maps, Tallman, Dennis, Lippincott, Edwards, Pool (Poole), Slocum, Chasey, Mount, Metzger, Antonides, Hulick, Conroe, Smith, Van Note, Levy and Brower.

Charles Maps



Courtesy Francis Palmer

George Fulton farm house. Located on east side of Monmouth Road near Fulton Avenue. Photograph circa 1890.



Courtesy Dot Dangler

View looking south along Monmouth Road from vicinity of Cedar Avenue. Fulton farm on left. Date unknown.

EARLY BUSINESSES

This area slowly grew more populous. A few farms appeared, and as the need arose, grist mills and saw mills were built. Two of the grist mills were located adjacent to present West Long Branch; the Brinley Mill on present Monmouth Road at Whale Pond Brook, and Turtle Mill located on present Broadway just west of Route 36.

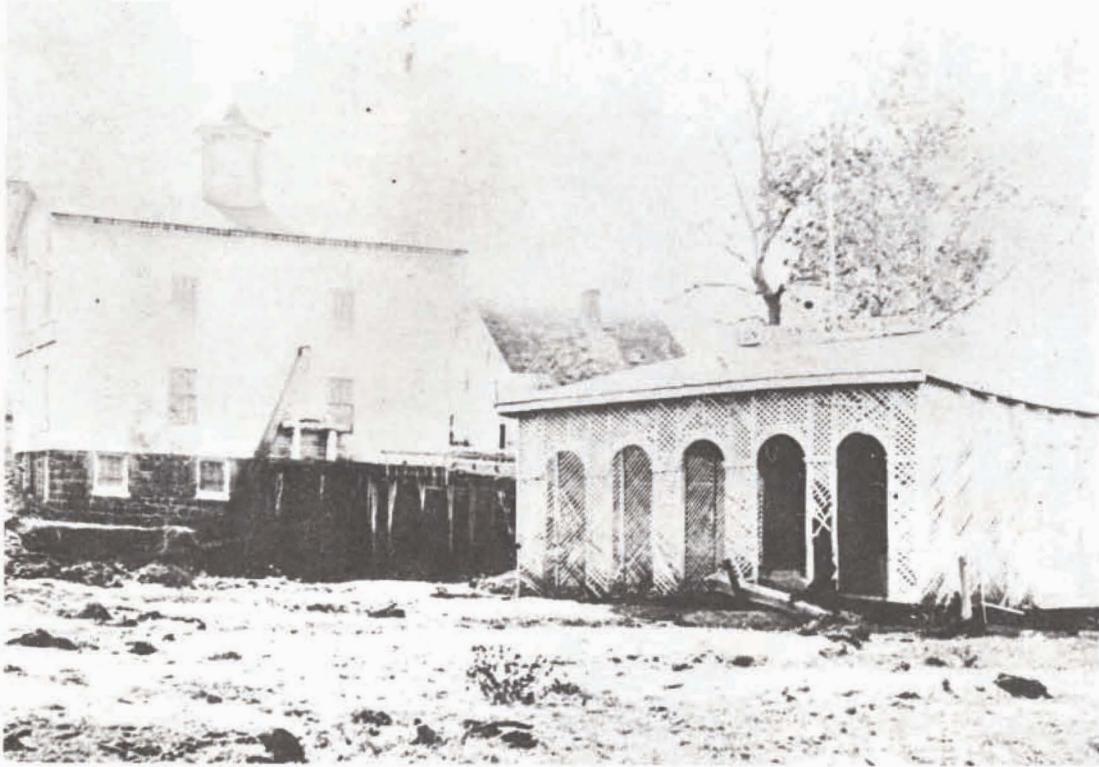


Photo from J. H. Schenck, 1868.

Mineral Spring. Building at right is the Spring House shown after a flood had moved it from its foundation. To the left is the Brinley Mill located on Monmouth Road at Whale Pond Brook. The mineral spring was first discovered about 1830. The water was used for health purposes.

In the early days, our area was referred to as long branch, after the long branch of the Shrewsbury River. The area included present uptown Long Branch and part of what is now West Long Branch. An 1823 deed for the home of Mr. and Mrs. J. C. Hermann at 1060 Broadway refers to the house as being "at long branch" (spelled without capital letters).

Around 1785, there were enough Methodists in the vicinity to bring Bishop Asbury here to preach. Bishop Asbury traveled through New Jersey preaching wherever Methodists gathered. In 1791, he referred to present West Long Branch as "at" Long Branch, and again in 1809, when he is believed to have preached at the present Methodist Church, he referred to preaching "at" Long Branch.

The first church in this area was erected on land donated in 1791 by William Brinley. The church was located on the west side of Monmouth Road near West Palmer Avenue. Land adjacent to it was used as a cemetery. After the church ceased to serve as a house of worship, the building was moved across the street and used as a barn.

City of
New-York, } ff.

This Indenture witnesseth,

THAT *George Smith* in consideration
of his *long* service from *Rotterdam* being paid
By *George Smith*

as also for other good Causes *he* the
said *George Smith* hath bound and put
himself and by these Presents doth bind and put *himself*
Servant to the said *George Smith* to serve *him*
his Executors and Assigns, from the Day of the Date hereof, for and
during the full Term of *Seven Years* - thence next ensuing.
All which Term, the said Servant *his* said *Master*
his Executors or Assigns, faithfully shall serve, and that
honestly and obediently in all Things, as a good and dutiful Servant ought to
do. And the said *Master* *his* Executors
and Assigns, during the said Term, shall find and provide for the said
servant sufficient Meat, Drink, Apparel,

Washing and Lodging. *At the Expiration of said*
Term shall give unto *him* one *hundred*
Shillings of *Money* & *Twenty* *Shillings* *Current*
Money

AND for the true Performance hereof, both the said Parties bind themselves
firmly unto each other by these Presents. In Witness whereof they have hereunto
interchangeably set their Hands and Seals. Dated the *Sixteenth*
Day of *Decem^r* in the *28th* Year of his Majesty's
Reign, Annoque Domini, 1754.

Scaled and Delivered
in the Presence of

George Smith
Edward Mayor

Courtesy Mrs. Gerry Wesch
Original indenture of Michael Maps to George Smith dated December 28, 1754.

One of the early craftsmen in this area was Michael Maps, who came to West Long Branch in 1754. His chairs are now prized antiques.

The first store at long branch was opened in 1812 by Michael Maps, grandson of the chairmaker, and Richard Wyckoff on the corner of Locust Avenue and Broadway. Three years later it was sold to Elisha Lippincott, who conducted business there for over fifty years. This intersection came to be known as Lippincott's Corner. A second store was built in 1826 at Liberty Pole (uptown Long Branch) by Alexander McGregor, whose home was located on the south-east corner of Monmouth Road and Cedar Avenue. He sold this home to John Hopper in 1815. The name of Hoppertown came into common use around that time. An 1851 map identifies the intersection of Monmouth Road and Cedar Avenue as Mechanicsville and shows J. Hopper's store on the north-east corner of Locust and Cedar Avenues.



Courtesy the Maps family

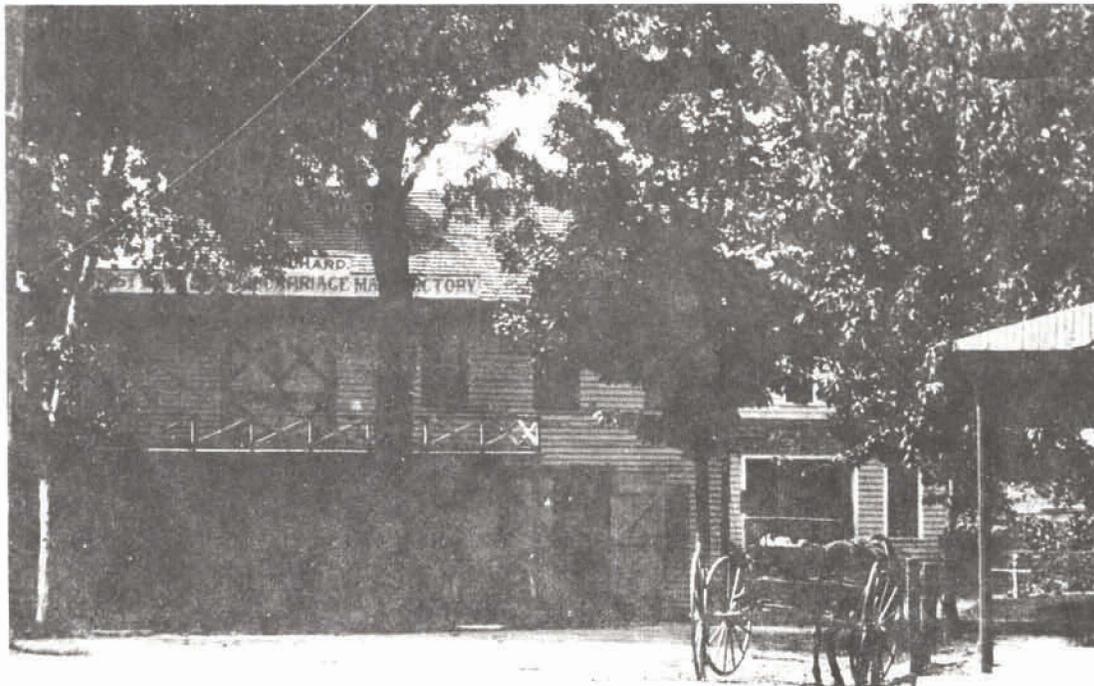
Michael Maps homestead. Here chairs were made by Michael and his son Frederick. Photo probably before 1900.

A map of 1873 identifies the intersection as Branchburg and an 1889 map identifies the intersection as West Long Branch Post Office. Also on the same map, the West Long Branch School District No. 86 includes what is now the Borough of West Long Branch.

An early store which is still in use is on the corner between Locust Avenues and Monmouth Road. It is now Gallo's Luncheonette and Minnie's Beauty Salon. Will Golden sold groceries and dry goods in this store. Dot Dangler, who has lived in West Long Branch since 1890, recalls the wagon scales located in the road at the intersection of Cedar Avenue and Monmouth Road. Della Golden, Will's daughter, would run across the street from the store to weigh loaded wagons so that the farmer would know the weight of hay, grain or whatever he was delivering. The weighing was done by a balance located near what is now College Park Cleaners. Several times the post office was located in Golden's store and also at times located in the building now occupied by the College Park Cleaners.



Courtesy Old First United Methodist Church Museum
Intersection of Monmouth Road and Cedar Avenue looking west from Cedar Avenue. Store on right is Will Golden's now occupied by Gallo's and Minnie's Beauty Salon, Building at center is "West Long Branch Carriage Manufactory". A small building beyond the buggy is Frank Sherman's horse shoeing shop. Photo circa 1890.



Detail of above photograph.

Two mills were located nearby. Turtle mill was built before the Revolution and was located on the north side of Broadway near the brook just west of Route 36. One of the several owners of the mill was killed when he became entangled in the machinery. The Brinley mill was located on Monmouth Road south of Whale Pond Brook. This mill was later sold to Hopper as shown on an 1851 map.



Courtesy Long Branch Public Library

Turtle Mill - Turtle Mill Pond at the right. Looking east on Broadway near entrance to Electronic Associates. Photo taken 1868. From "Album of Long Branch, a series of Photographic Views", J. H. Schenck.

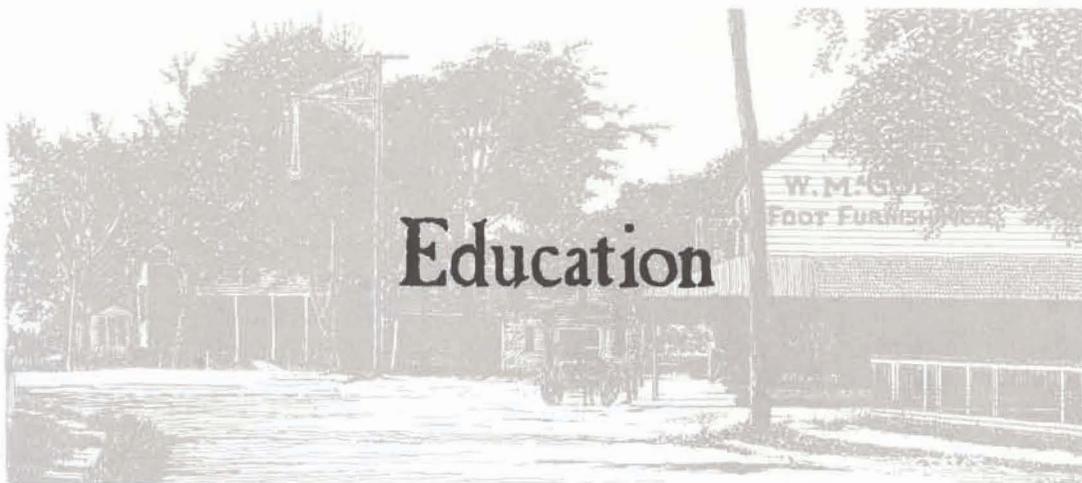
An early carriage factory was located at the present site of the Amoco service station (College Boro Service Center) at Monmouth Road and Cedar Avenue. In 1873, Charles Antonides was building carriages for use throughout New Jersey. In the early 1900's the building was a gas station operated by John Short, then for many years it was Cooper's gas station. It was torn down in 1972 to make way for a modern service station.

Other early businesses included a beer bottling plant near Oceanport Avenue and Broadway; Will Malchow's stone cutting place located on the north-east corner of Wall Street and Locust Avenue; Frank Dennis' ice house at Franklin Park Lake; the silk mill at Broadway and Oakwood Avenue which was originally an automobile agency and garage.

Frank Dennis was also known as the watercress king for the watercress he grew here and in the South. His ice house was located on the north side of the lake and men were hired in the winter to cut ice from the lake and store it under sawdust in the ice house for use in the summer. The ice house burned in the early 1920's, but part of the foundation can still be seen beside the lake.

It is not surprising that a stone cutter has been in this borough throughout the years since we have six cemeteries here.

Charles Maps



THE GROWTH AND DEVELOPMENT OF THE EDUCATIONAL SYSTEM

The educational history of the early West Long Branch schools had its beginning in 1780, when the first house was occupied for school purposes on land owned by Elisha West on Cedar Avenue, one mile east of Branchburg. Branchburg then was a village in the southeast part of Eatontown Township. This school was used until 1812.

One of the early settlers in the Branchburg area was Alexander McGregor who in about 1807 purchased a small tract of land and erected a dwelling in part of which he opened a store. He also donated a lot for school and church purposes, and a school house was built in 1810. Francis Martin was an early teacher in this school.

McGregor's house was owned by Mrs. Harriet Wilkeson for over forty years. Following Mrs. Wilkeson's death the house was sold to the Borough; the building was deemed unsafe and was demolished in 1957. The house was located on the present site of Woolley Park. McGregor kept his store at Branchburg until 1834 when he sold to John Hopper and the place became known as Hoppertown. Over the years a few homes were built around the store, church and school and approximately fifty years after Hopper acquired the property the area became known as Mechanicsville.

In 1869-70 fifty yards northeast of the school house, on the northwest corner of Wall Street and Locust Avenue, a two-storied frame building was constructed for school purposes. Heat was furnished by pot bellied stoves tended by the older boys. This school was under the supervision of Eatontown Township.

Two of our present day local residents attended this school, Miss Dorothy Dangler and Mrs. Louis Huhn. At one time funds were not available to keep the school open so Eatontown closed its doors. A local resident visited the homes of the pupils and offered to reopen the school and teach the children at a rate of fifty cents per pupil. It was not too long before funds became available and Eatontown Township resumed the responsibility for running the school.

In 1904 the Board of Education voted to have a census taken in the Kensington Park area. The result of the census found forty-one students would attend a school if erected. Construction started in August 1905 and the school opened its doors in October 1905. Miss Bessie Dennis was appointed to teach in the Kensington Park School at a salary of \$50.00 a month.



Photo by William H. Wilson, circa 1900.

Courtesy Dot Dangler

Group of school children in front of the old Wall Street School. Back row (as identified by Dot Dangler) Lelia Chinery, Jesse Golden, Florence Poole, Eva Norton, Dot Dangler, Helen Bailey, Ida Chinery, Della Golden, Jennie Sherman, George Van Huel, Bowman, not known; front row, not known, Oliver Norton, Bowman, not known, not known (face hidden), Louie Palmer, William Woolley, Earl Hopper, next four girls not known, Lillian (or Florence) Palmer. In the doorway, on the right, Ann Sherman.

The Wall Street School was built in 1904. It consisted of two rooms. After its erection the school house on the northwest corner of Wall Street and Locust Avenue was closed. According to the minutes of July 8, 1908 the County Superintendent of Schools, John Enright, appointed to the Board of Education Robert Reid, president; Monroe Poole, district clerk; George Gibbs, custodian of school monies. Other members appointed were William Morris, George Waters, Austin Hurley, George McKellip, James Heyer and Richard Hughes.

Miss Mona Denise was hired to teach music in the Wall Street and Kensington Park Schools at a salary of \$200.00 a year. Two pianos were purchased from James Durnell, a Long Branch piano merchant, at a cost of \$250.00 each. Mr. George Nelson was appointed principal at a salary of \$1,000.00 a year and substitute teachers were paid \$2.50 a week.

In 1914 to accommodate the borough's expanding population the Wall Street School was enlarged. The Kensington Park School was closed the following year and the children from that area were transported to the Wall Street School by horse and wagon; in the snowy weather sleighs were used. These daily trips were enjoyed by two present-day residents, Herbert Van Note, Sr. and Basil Slocum. The former Kensington Park School building still stands today on Oceanport Avenue and is a private residence.

The borough continued to grow and in 1927 the Wall Street School was expanded to its present size. At that time when students graduated they went on to Chattle High

School in Long Branch and later to the present Long Branch High School building on Westwood Avenue.

West Long Branch, as today, continued to be an attractive community and the population continued to grow. The baby boom that followed World War II brought about a demand for additional classroom space and the Locust Avenue School was erected in 1951. In 1955 the Federal Government appropriated almost \$1,000,000 to build four and one-half additional rooms to the structure. In 1958 the Board of Education announced the addition of 12 classrooms, one all-purpose room, a nurses' room, one teachers' room, three administrative offices, store rooms, a small kitchen and boys' and girls' shower rooms. One of the highlights of the borough's fiftieth anniversary in 1958 was the dedication of the School as the Frank Antonides School to honor a civic minded man who spent forty-six years on the Board of Education. At the present time the elementary school population is approximately 900 pupils and 60 teachers.

The Superintendent of the West Long Branch Public School System is Peter C. Sandilos who was appointed in 1961. Assisting Mr. Sandilos are Miss Betty McElmon, principal of the Wall Street School and Ernest A. Melofchik, principal of the Frank Antonides School. Serving on the Board of Education in 1977 are: Peter S. Falvo, Jr., president, Mrs. Marylou Renzo, vice president, and James Gallagher, Jr., Dr. Edwin T. Hunter, Mrs. Wendy Paskin, Mrs. Angela Sgro, F. Donald Squillante, Mrs. Lynn R. Steneck, and Albert Wagner. Robert Tarantolo is the capable Secretary to the Board.



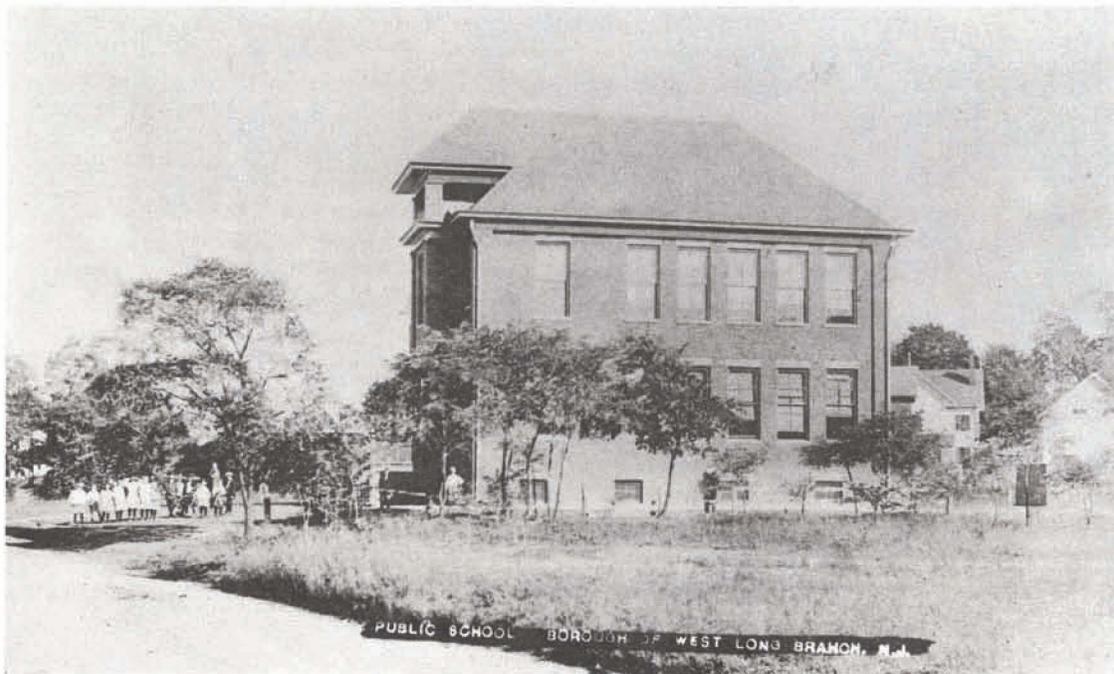
Courtesy Dot Dangler

School house at left is on the northwest corner of Locust Avenue and Wall Street. Photograph was taken looking west on Wall Street. Will Malchow's stone works at right. Circa 1900.



Courtesy Russell K. Hagerman

Oceanport Avenue School Class. Early 1900's. Teacher Ida Thompson at left.



Courtesy Mildred Gibb

Wall Street School, early 1900's.

SHORE REGIONAL HIGH SCHOOL

In the late 1950's the Long Branch Board of Education notified several of its sending districts that it no longer would be possible to continue accepting high school students. West Long Branch, along with Oceanport, Sea Bright, and Monmouth Beach began immediately to plan for a regional high school. One of the important decisions was the location of the school. After an extensive search an attractive site was selected in West Long Branch. The school was to be called Shore Regional High School. Ground was broken in September of 1961 and the dedication and opening was in September 1962. The school is a one-story sprawling structure located on the shore of Franklin Lake. At this writing approximately 1,175 students attend the school and they are taught by 81 faculty members.

The Borough has four representatives on the Shore Regional High School Board of Education. Representing the Borough in 1977 were James P. Delehanty, Jr., James M. Ronan, Anthony M. Manzo, and John S. Jones. Mr. Donald W. Cahill was the Superintendent of the District and Mr. Thomas W. Garland, Jr., was the Secretary to the Board.

Mildred Gibb
Gladys Brower

PARENT-TEACHERS ASSOCIATION

Like many organizations involved with the welfare of children, the group we know as "P.T.A." developed out of the impulse to work for children, with a basic motivating dependence on God.

The winter of 1897 had seen a remarkable gathering of women in Washington, D.C. in response to a summons to the "Motherhood of the Nation." Mrs. Edwin Grice, one of the first women ever elected to a board of education back in 1895, worked to make a New Jersey branch of the new National Congress of Mothers which was spreading through the country. Years later Mrs. Grice, the first president of the New Jersey Parent Teachers Association reflected, "In the spirit of absolute dependence on Divine Guidance, was the N.J. Congress of Mothers born."

The New Jersey Congress of Mothers was an aggressive, socially concerned group from the start. For example: legislative works protecting child labor and women was in progress by 1902; a petition was sent to the legislature that women be placed in managerial positions at the state Tuberculosis Sanitorium; home economics courses and "household arts" were requested for elementary schools; a "Good Roads" department was established for safety. As far back as 1918, pre-natal pamphlets in five languages were distributed to foreign-born mothers. The annual physical and dental examinations for all school children were established by P.T.A. Emphasis was placed on hot lunches for students, higher salaries for teachers and the importance of early religious training.

1925 saw the completion of the gradual title transition from "N.J. Congress of Mothers-Parents and Teachers" to "N.J. Congress of Parents and Teachers" in order to conform with national action the year before.

1926 was the year West Long Branch decided to become part of this movement. On December 1st our P.T.A. held its organization meeting in the Grammar School with the late Mrs. Fred W. Van Note as presiding officer and twenty charter members. By 1948 membership was 157 and this year it is 785.

P.T.A. is among the most democratically structured organizations in America. Any parent or teacher in a given school system may join and have equal "say" with all others. All work and time are volunteered. Committees may be added or dropped as needs change.

When Mrs. S. Green was presiding during 1933-34 the P.T.A. bought material and had drapes made for the Grammar School's second floor auditorium in time for the June graduation.

Before 1940 a P.T.A. staffed cafeteria, complete with printed menu, was in full operation at the Grammar School. One lady was cook and two were asked to serve on a one-week basis. Due to the smaller appetites of younger children, and their overwhelming love for peanut butter, the program was disbanded in the early fifties; when K-2nd grades were returned to the school after a few years at Frank Antonides School.

In the early 1940's P.T.A. sponsored the student insurance plan; and in 1952 a safety patrol was established. During the period 1940-42 Mrs. Bogardus, now Mrs. E. Bradley, held meetings which laid the ground work to institute the "2¢ milk" program, which was then matched by government subsidy. Frequently, after general meetings, there were history quizzes with men versus women. P.T.A. sponsored a cub scout troop with the help of Mr. and Mrs. Bogardus. Many fathers were active in P.T.A. at that time.

The year was 1953: a very successful "Can Can" show was put on by the P.T.A. members to launch a student scholarship fund, according to Mrs. Allen Woolley, Jr., one of the committee women. The first scholarship of \$400.00 was awarded in 1958, Mr. Russell Olivadotti became the first male president in 1955.

Our little kindergarteners have been welcomed with juice and cookies on the day before school begins since 1956. They meet their teachers (then Mrs. Gibb or Mrs. Pruitt, now Mrs. Cameron or Mrs. Pruitt) and their new surroundings. This, too, is accomplished by P.T.A. ladies.

Around 1958 the P.T.A. began providing an annual Teachers' luncheon to encourage communications between parents and teachers. As the population of the borough began to escalate in the early 1970's, P.T.A. introduced a new parent welcoming. In 1972 the association established the Block-Parent Program.

A pre-school handicapped child census was conducted in cooperation with the National P.T.A. For the past two years the P.T.A. has presented Board of Education Candidates Introduction Night.

Among the gifts donated to the schools by the P.T.A. are draperies, a piano, blacktop behind the gym, tape recorders, movie projectors, swings, a portable public address system, numerous library books each year and television sets. The P.T.A. and the Board of Education divided the \$5,000 cost of a system consisting of two television cameras, two monitors and two video tape recorders. Recently, a potter's wheel, an announcement sign and gym equipment were given to the schools.

Association officers for the current year are: Mrs. Helen Gallirio, president; Mrs. Janet Tucci, 1st vice president; Mrs. Syvilla Davies, 2nd vice president; Mrs. Virginia Masterman-Smith, recording secretary; Mrs. Carolyn De Marco, corresponding secretary; and Mrs. Mary Gallagher, treasurer.

Mrs. Thomas Cameron
Mrs. A. Wagner, Jr.

WEST LONG BRANCH PUBLIC LIBRARY

The following is excerpted from a flyer distributed by the West Long Branch Library Association dated 1919: "In the summer of 1917 the ladies of the Borough of West Long Branch formed and incorporated a Library Association. They have made rapid progress since then and now have a collection of over five hundred excellent books. The Library is at present in the auditorium of our public school. It is open as a reading room and for the circulating of books on Tuesday and Friday afternoons from three to four o'clock."

In 1927 a referendum was submitted to and approved by the townspeople to have a Municipal Library and the Borough took over the operation. Until 1957 the Borough Office and the Library had no permanent home. When the Borough arranged with the West Long Branch Community Center to purchase the south wing of the center, provisions were made to house the Library in the renovated structure. Previous to this the Library had been housed in two other locations; most of the records concerning this period of the Library's history have been lost or destroyed. In speaking with former board members it was learned that the Library remained a relatively small operation for many years. One part-time person was in charge and board members offered their assistance as needed. A report for the year 1940 is available and shows that the Library had 243 adult and 166 junior members; the collection consisted of 5,461 volumes.

After the move to the new Municipal Building in 1927, where the Library was housed in one relatively small room, the Library hours were expanded to three afternoons and three evenings per week, a total of 15 hours. During this period the collection was growing; particular emphasis was placed upon strengthening the reference collection. The Library was able to offer a greater variety of services when an agreement was signed in 1959 with the Monmouth County Library. A statistical report for the year 1960 showed 600 borrowers. At the present time 49% of the Borough residents are registered with the Library.

In 1970 the Borough entered into an agreement with the West Long Branch Community Center to purchase the breezeway area of the center. The area was then converted into a modern, handsomely decorated and furnished library facility. Once part of the Norwood Country Club complex, it was a stable for polo ponies in the 1910's. The Library staff consists of the Head Librarian and an assistant, two library clerks and two pages. The hours have been increased to thirty which include four evenings, five afternoons and Saturday morning. Special services include story hours, film programs, pick-up and delivery to shut-ins and a large print collection that includes fiction and non-fiction, the large-type edition of the Reader's Digest and the New York Times Large Type Weekly. The Library circulates over 60 periodicals and is adding regularly to a record collection which at present numbers 700.

Florence L. Alpern

FRANK F. KRUG

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LAWNS RESEEDED, Graded and cared for by the month,
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P. O. Box 76 WEST LONG BRANCH, N. J.

*Advertisements from the 100th Anniversary Booklet
of the Old First Methodist Episcopal Church printed
in 1909.*



Serving Our Borough

THE WEST LONG BRANCH POLICE DEPARTMENT

The West Long Branch Police Department has come a long way since the appointment in 1908 of two marshalls, Nicholas V. White and R. Hayes Cubberly who served at an annual salary of 250 dollars. In the twenties a motorcycle patrolman covered West Long Branch. In the thirties and forties a two-man police force served the Borough and a two-door Oldsmobile coupe replaced the motorcycle in the forties. It was not until 1934 that radio communication was established. As the population of the Borough grew following World War II it became necessary to expand the department. Old timers had fond memories of the motorcycle patrol officers: Joseph Slocum, Fred Slocum, and Robert Hoyt. Earl Hanaway was the first police chief to be appointed; this was in the early thirties. Earl was the father of patrolman Michael Hanaway who joined the force in 1972. Chief Hanaway and Captain Frank Bilotta were the West Long Branch Police Department until 1951 when patrolman Warren Brand was appointed to the force. Chief Hanaway served until 1955 when he retired and Bilotta was then made Chief; he served until 1973, the year of his retirement. Lieutenant Brand retired in 1968 as the result of an injury sustained while serving as a police officer. Our present Chief, Ira E. White and Lieutenant Ralph Yamello joined the Department in 1955. Lieutenant Herbert Van Note followed in 1957, Sergeant Alfred Thorne in 1961 and Sergeant James Maletto in 1965.

The Police Department, along with other Borough departments, moved from Monmouth Road to the present headquarters in the Borough Hall complex located on Poplar Avenue in 1957. Previously the department had been located on the second floor of the fire house used by Fire Company No. 1; this building has since been demolished and replaced by a modern structure. The Police Department was a one-car operation until 1957. Only one man was on duty at a time and the Police Department telephone was manned by Mrs. Pearl Brand who operated from her home. This was a complex means of communication. Mrs. Brand received calls in her home and then called The Monmouth County Police Radio Station in Freehold; they in turn called the police car on duty in West Long Branch by radio. In 1968 the Borough established its own two-way police radio and hired dispatchers who work from a desk in police headquarters. In 1971, under a grant from the New Jersey State Law Enforcement Planning Agency we received funds and installed a complete radio console containing the most up-to-date communications equipment. During the same year a grant from the New Jersey Office of Highway Safety was used to acquire a traffic safety unit which contains the latest radar equipment, traffic car,

breathalyzer and other modern traffic safety equipment. In 1975 a Detective Bureau was established under the direction of Detective John Falduti who joined the department in 1968. Patrolman John Demaree serves as juvenile officer; he joined the force in 1971. Under the capable direction of Chief Ira E. White the Department maintains a high standard of excellence. All members of the Police Department have been trained and are constantly being brought up-to-date on new police techniques.

The current members of the Department are:

Chief Ira E. White	Ptl. Michael Hanaway
Lt. Ralph N. Yamello	Ptl. Frank Rosano
Lt. Herbert Van Note, Jr.	Ptl. Joseph Hellmers
Sgt. Alfred Thorne	Ptl. Ross Hendrickson
Sgt. James Maletto	Ptl. William Richards
Det. Sgt. John Falduti	Ptl. Francis Maggio
Ptl. Robert Piantanida	Ptl. James C. Tice
Ptl. John Demaree	

Civilian Dispatchers

Ann Samuels
Lloyd Stetler
William Gilman
John Speck
Nilda Elbersen

School Crossing Guards

Herbert Wilderspin
Rae DeFillipo
Dorothy Cooperstein

Special Police

William Eardley
Daniel Aumack
William Rice
Franklin Dennis
Eugene Dente

Lt. Ralph Yamello

WEST LONG BRANCH FIRE DEPARTMENT

The volunteer fire company is a unique American institution. No history of West Long Branch can be written without mentioning the deeds of self-sacrifice performed by the members of our volunteer fire department. They are frequently called upon to get out of bed in the dead of night, sometimes in a blizzard, to make rescues and fight fires at great personal risk to protect somebody else's home or place of business.

FIRE COMPANY NUMBER 1

West Long Branch Fire Company No. 1 had its beginnings in 1902, six years before the official founding of the Borough. At that time what is present-day West Long Branch was a section of Eatontown. The Company was known at the founding as Fire Company No. 3. The organizational meeting to found the company was held in the old Junior O.U.A.M. building that occupied the site of the present Mechanics Hall. The building was destroyed by fire and subsequent meetings took place in a barn of the property of Charles Taylor. Later sessions were held monthly at the homes of the members until enough money was raised by donations to construct a fire house.

The first piece of equipment owned by the company was a steel frame truck equipped with chemical tanks and ladders; this rig was purchased by the Township Committee. At first the firemen supplied the brawn to get the apparatus to a blaze, but permission was granted later by the Committee to commandeer any team of horses that was handy. Also among the first expenditures undertaken by the Company was at the January, 1903, meeting, when a fire gong in the form of a locomotive tire was authorized to be purchased.

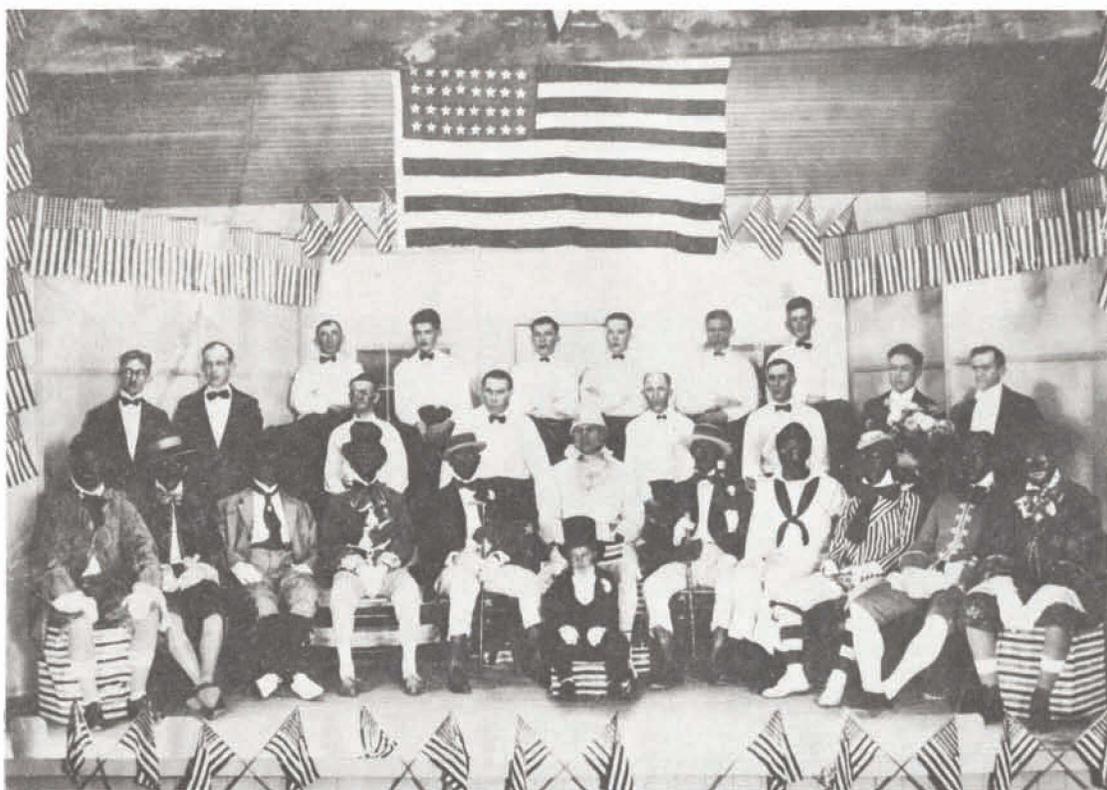


Courtesy W. L. B. Fire Department

Photo taken about 1900. On side of wagon - Harry Smith, Bert White, Frank S. Dennis and Frank Sherman; driver, Freeman Howland; seated on driver's left, Samuel Bowman, Building to left is now occupied by College Park Cleaners.

Among the highlights in the early history of the Company was acquisition of its own fire horses. An earlier chronicler put it this way: "It was in March, 1915, that we reached the highest point in our progress, when the long sought ambition was realized, in the purchase of those faithful old, yet beautiful, black fire horses, Harry and Howard, from the Neptune Fire Company of Asbury Park, through the intercession of Chief Stillwagon, at a total cost of \$350.00 which was paid, by assessment of the members, on a note carried by brother Solomon Sherman."

The next major step in the history of Company No. 1 occurred in 1921 when they acquired a motor driven fire apparatus in the form of a Stutz 500-gallon pumper and a hose truck. This sturdy truck served the Borough for 28 years and was replaced by a 750-gallon pumper in 1949. Another high point in the history of the Company was when they dedicated their new firehouse on Monmouth Road; many members of the Company volunteered their services to construct this modern building.



Courtesy Mrs. Florence Huhn

Minstrel Show sponsored by Fire Company No. 1 in 1927. Front row - Oliver Norton, Thomas Monahan, Charles Stillwagon, Harry Brower, Louis J. Huhn, Arthur D. VanNote, Harry T. Hopper, Stanley Johnson, James Atcheson, Roy Bowman, Reginald F. VanNote. Second row - Allan R. Woolley, Beverly W. Brown, A. Randolph Chinery, Frank Dennis, Walter Sherman, Frank Antonides, J. Russell Woolley, Eugene Magee. Top row - Soloman B. Sherman, Richard F. Cooper, Langdon P. Norton, Norman Poole, John Heyer, Fred Worles. Ralph P. Huhn is under the top hat in the center.

FIRE COMPANY NO. 2

West Long Branch Fire Company No. 2 was formed in 1915 when a group of volunteers met at the home of William H. Dennis on Victor Avenue. Mr. Dennis was elected the first president. The company's first firehouse on Oceanport Avenue was dedicated in 1916 and with the arrival of the company's new engine they were ready to protect the Borough. An attractive, new functional building now serves as the Company's headquarters; this building was dedicated in 1967.

In May of 1973 a wetdown was held for the company's new 1000 gallon Mack Tele-Squirt. The "Squirt" as it is fondly called has a combination of a 55-foot aerial ladder and water tower. She has proven time and time again how important she really is in their fire attack plans. She carries 500 gallons of water in her booster tanks as well as having Scott Air Packs in her jump seats just aft of the cab. The Company also has the oldest truck in town still in service, a 750 gallon Mack pumper that has served faithfully for many years.

THE WORST FIRE

The worst fire ever faced by the West Long Branch Fire Department came in January 1927 when flames leveled the palatial Hubert T. Parson mansion. Damage to the mansion, which had served as the summer White House for President Wilson, was counted at \$1,000,000. Firemen from Long Branch and Ocean Township aided in the fight.

SANTA CLAUS COMES TO TOWN

The West Long Branch Fire Department provides transportation for Santa Claus each Christmas. Atop the fire trucks Santa rides through the Borough distributing toys to each child under 12 years of age. This is one of the many heart-warming traditions of our friendly Borough.

THE WEST LONG BRANCH FIRST AID SQUAD

The West Long Branch First Aid Squad was organized on April 17, 1931 with Harry Cooper as its first president. With 16 members, they purchased their first ambulance from the Flock Funeral Home for \$2,000 in July. The late James R. Mount, then Mayor, endorsed a note for \$2,100 and through the efforts of the squad members a house to house canvass was made, in which \$2,200 was raised, enabling the note to be paid off on September 25, 1931. The first ambulance was put into service on August 3, 1931 and was garaged at Chester Dennis', later at George Van Huel's and then room was found at the firehouse.

The squad, by incorporating in 1933, was able to be aided financially by the borough as the result of a state law giving the borough that power.

During the period from the squad's organization until April 1938, the First Aid Squad and the ambulance were maintained by the members of the squad through public donations and the sponsoring of numerous affairs. In that year, the ambulance was turned over to the borough so that expenses of maintenance and operation could be shared by the taxpayers of the borough as in the case of the Fire Department. In April 1938, bids were re-

ceived by Borough Clerk J. Russell Woolley for a new ambulance. In May the borough contracted to purchase a modern custom built ambulance at a cost of \$3,000. This ambulance was put into service July 1938 and gave faithful service until August 1955 when a new ambulance was purchased.

The squad answered an average of 90 to 100 calls per year at this time but the number increased each year so that in 1966 it was necessary to replace the 1955 ambulance with a new ambulance with the latest equipment. This ambulance had oxygen piped in, a Robinson stretcher which enabled the First Aid corpsman to pick up patients without disturbing their position and was also equipped with E & J resuscitators. This ambulance was dedicated to J. Russell Woolley for his faithful help to this growing squad. The First Aid Squad now averages better than a call a day, making 452 calls during the year 1976.

To satisfy the need for multiple ambulance response for traffic accidents involving two or more victims and/or the increasing frequent simultaneous first aid calls, a Grumman modular ambulance on Ford truck chassis was put in service in 1975. This ambulance is equipped with air conditioning, piped in oxygen and suction, extrication equipment, cardio pulmonary resuscitation adjunctive equipment and soon to be installed direct radio communication with the hospital.

Our First Aid Squad has a Plectron service which is a signal system. When a call for help is made, it goes through the police dispatcher who sends out the alert through the system installed in the members' homes. The "silent" system is on from 12 midnight to 6:00 a.m. and each night four members are on duty for those hours every night so you are always assured of getting help. The Plectrons and 2 encoders were purchased by the First Aid Squad at an expense of approximately \$5,000.

Our First Aid Squad has 12 "life" members — men who have been in the squad for 25 years or more or are past 60 years of age. There are 30 active members at the present time. The ambulances are housed in the Borough Chemical & Truck Company No. 1 built in 1959.



Courtesy First Aid Squad

First ambulance, 1931.

Not only has the squad proven itself locally, but statewide as well, having answered such disaster calls as the Morro Castle, September 1934, and the Hindenburg at Lakehurst in May 1937. It has covered such events as the Governor's Day in Sea Girt, and attended ceremonies when the King and Queen of England arrived in Red Bank.

The squad has taken an active part in the spread of First Aid work such as classes and demonstrations of first aid work both locally and statewide. The First Aid Squad is a charter member of 1st District of the New Jersey First Aid Council but because of geographical sub-divisions has joined the 16th District which is composed of towns in the surrounding area.

The officers for 1977 are Kenneth Walters, president; Thomas O'Rorke, vice president; George Blair, secretary; Paul Updike, treasurer; Victor Huhn, captain; George Blair, 1st lieutenant; Nels Warren, 2nd lieutenant.

Most of the information in the above account appeared in a souvenir booklet issued by the First Aid Squad on the occasion of its fortieth anniversary in 1971.

George F. Blair

WEST LONG BRANCH AUXILIARY OF FIRE COMPANY NO. 1

The auxiliary was organized in April 1916 at the wedding reception for George and Selina Van Huel. Mrs. Van Huel was our first president. Rounding out her slate of officers were: Mrs. C.H. Stillwagon, vice-president; Mrs. James Atcheson, secretary and Mrs. Frank Antonides, treasurer. There were fourteen charter members and by the end of the first year there was a total membership of thirty-six ladies.

During six decades we have had several presidents, namely: Mrs. George Van Huel, Mrs. Lewis Palmer, Mrs. Walter Sherman, Mrs. William Morris, Mrs. Fred W. Van Note, Mrs. Frank Dennis, Mrs. Leon Bowman, Mrs. Cornelius Woolley, Mrs. Henry Schultz, Sr., Mrs. Louis Huhn, Mrs. John DeBruin, Jr., Mrs. Fred Worles, Mrs. Joseph De Filippo, Mrs. Vernon Worles, Sr., Mrs. Russell Hagerman, Jr., Mrs. Phillip Cittadino and Mrs. Peter Wortman.

The auxiliary's goal has always been to help the firemen when called upon. An example of that help is told in an excerpt from the minutes of the Borough Council meeting of June 15, 1922, which read "A check for \$1,000 was received from the Ladies Auxiliary of the Borough Chemical and Truck Company No. 1 representing their donation toward installation of the fire alarm signal system."

Through the years that followed our major donations to the firemen have included: cabinets, drapes, a refrigerator, a memorial plaque and paint for the interior of the firehouse. It is always a challenge for us to think of new ways to help our men.

During our early years we raised money for our projects by holding socials, auctions, bazaars, dances, and card parties. In more recent years we have added to our fund raising activities by having rummage sales, car washes, and tricky trays. This year we are adding a booth at the Community Center Fair.

As we all know money cannot buy everything, so we support the men by making coffee at fires, helping at their functions, serving breakfast before their Christmas toy distribution and marching in parades. To add a little fun to our work schedule we partici-

pate in the games at the Annual Fireman's Field Day at Franklin Lake. We also enjoy a summer barbecue and a gala Christmas party.

Many years have elapsed since our inception. We now operate with a membership of thirty industrious ladies, which include two charter members who are still active in the auxiliary; they are Mrs. Florence Huhn and Miss Dorothy Dangler. It has been due to their dedication and service, and others like them, which has enabled us to continue working toward our goal.

Our present officers are: Mrs. Judy Wortman, president; Mrs. Rae DeFilippo, vice-president; Mrs. Karen Huhn, corresponding secretary; Mrs. Irene Worles, recording secretary; and Mrs. Paula Cooper, treasurer.

In the future, as in the past, our goal will remain the same, to help and support the men who unselfishly volunteer their time and services to contribute to the well being of our community.

Judy Wortman

WEST LONG BRANCH AUXILIARY OF FIRE COMPANY NO. 2

West Long Branch Fire Company No. 2 was organized in 1916. Through the untiring efforts of the men of the Company who gave of their time, labor and money, a lot was purchased on Oceanport Avenue and a firehouse erected. On September 18, 1916 the first meeting was held.

During this period great hardships were endured and it soon became evident that if the Fire Company was to be a success, aid was needed. Permission was granted by the Company to organize an auxiliary. On December 17, 1916 an organization meeting was held at the home of Mrs. William H. Dennis and the following officers were elected: Mrs. William H. Dennis, president; Mrs. Kate Brower, vice-president; Mrs. Robert Parker, treasurer; Miss Lilliam Dennis, secretary; Mrs. John Wollcott, Mrs. Mortimer Thorne, and Mrs. John Rohbeck, ways and means and welfare committee.

In the early years money was made by having pie socials, cake sales, fairs, block dances and by making clam chowder for sale at the firehouse on special days. In later years, card and Bunco parties were held. Chances were sold on special gifts and many affairs were held at the homes of members.

Most of the money was given to the Fire Company to help clear the mortgage, which was retired in 1927. Each year the women, with money furnished by the Company, have purchased gifts for delivery to the children of the Borough at Christmas time by the Fire Company.

Great credit is due the men and women who so tirelessly gave of themselves a monument for the good of all citizens of the community. The members of today are still willing to give of themselves, to aid in any way possible, the Fire Company in the volunteer work necessary to the success of the Company and the Borough of West Long Branch.

This year the auxiliary is honoring six members who are still active after 25 years. They are Mrs. Herbert Van Note, Sr., Mrs. William Conway, Mrs. John Conway, Mrs. Kenneth P. West, Mrs. Jennie Breglia, and Mrs. Rose Tarzia. These members have held various offices in the auxiliary over the years.

The present officers are: Mrs. Joanne Van Pelt, president; Mrs. Marion Driscoll, vice-president; Mrs. Alexis Schulz, secretary; and Mrs. Louis Payne, treasurer.

Joanne Van Pelt

WEST LONG BRANCH JUNIOR FIREMEN'S AUXILIARY

The West Long Branch Junior Firemen's Auxiliary was established in 1969 in association with the West Long Branch Fire Department. This came about after many months of lengthy deliberation within the fire department. As a result of these deliberations it was decided that younger members were needed. These young men would be involved with both fire companies in the Borough.

The purpose of this organization is to give interested young men of the Borough between the ages of eighteen to twenty-one an opportunity to become involved with the fire department and all aspects of the fire service. Once an individual becomes a Junior Fireman, he can see first-hand what is involved in being a fireman. It also gives the fire companies an opportunity to train these men for three years under all conditions thus once becoming a regular member they have a fully trained man on the job.

These young men are members of both of the fire companies in the town so that both benefit. Also, by being associated with the two companies a junior can decide more constructively which of the two they wish to join as a regular member.

The only limitations placed on these men are: (1) They are not permitted to enter a burning or burnt out building without the orders of an officer. (2) They are not permitted to drive an apparatus at any time. These limitations are for insurance reasons. In all other aspects a junior is a full fledged fireman.

To become a Junior Fireman, an individual has to be a resident of the Borough for at least three years, his age has to be eighteen to twenty-one, and he has to be medically fit.

Once accepted by the regular company as well as the juniors, he enters a one year probationary period during which to prove his desire to be a fireman. During this time he is required to attend the Monmouth County Fire College for training. He is also required to attend company and department drills and lectures, and maintain a 60% percentage of all events.

The Junior Fire Department is self-governing. It has a president, vice-president, secretary, treasurer, and a captain. They hold their own regular monthly meetings on the third Monday of each month. They are also permitted to attend the monthly meetings of the senior companies.

In the opinion of most who have come into contact with this organization and have seen it function under many different situations, it is agreed that it is one of the best things that has ever happened to the department as well as the Borough.

Nels V. Warren, Jr.



Remarks made by Jane Raviel at dedication of plaque for Old Free Church Cemetery, May 30, 1977.

In 1665, the Duke of York granted the Monmouth Patent, which was the basis for the founding of Monmouth County. One of the participants in this Patent was William Reape, the great-grandfather of one William Brinley who operated the grist and saw mills on his land along Whalepond Brook, the dividing line between Oakhurst and West Long Branch. The Brinley family secured the land from the Indians and lived on it for several generations. They had their home, which still stands just south of Whalepond Brook, their mills and farm.

Early records recount that about 1785 Bishop Francis Asbury, the first American Methodist Bishop, was preaching in the area, using a school house, a clearing in the fields or a private home as a gathering place. Apparently seeing the need for a permanent place of worship, on February 7, 1791, Mr. William Brinley, the miller, deeded this acre of land, which was a corner of one of the fields on his farm, to be used for "a church and burying ground, free for all ministers of the Gospel bearing exemplary life and conversation, of any denomination of Christian whatsoever and for the exclusive use of the Methodists every third (second?) Sunday". The deed was made to Peter Parker, William Green, Frederick Maps and Thomas Little as Trustees and the agreement was bound for the price of five shillings, The church that was built on the land was known as the Old Free Church and the congregation was the nucleus for the present Old First Methodist Church on Locust Avenue.

By the early 1800's – about 1808, dissension had arisen in the congregation, purportedly over the Bishop, and Mr. Alex McGregor deeded land for the new church on Locust Avenue. Most of the members of the Old Free Church left to join the new congregation. A few remained and called their group The Independent Methodists, but services were discontinued a few years later. In 1845 the church building was sold by the remaining Trustees to Mrs. Harriet Baker and it was moved across the road and was used as a barn on her property. It purportedly was destroyed by a hurricane in 1934.

The cemetery itself has stood idle since November 21, 1895 when the last recorded burial took place for Mr. William Van Note. The earliest recorded burial was that of Mr. John Slocum on June 26, 1791. Mr. William Brinley lived to the ripe old age of 90 and did not occupy a place in his own cemetery until January of 1840. It is interesting to note



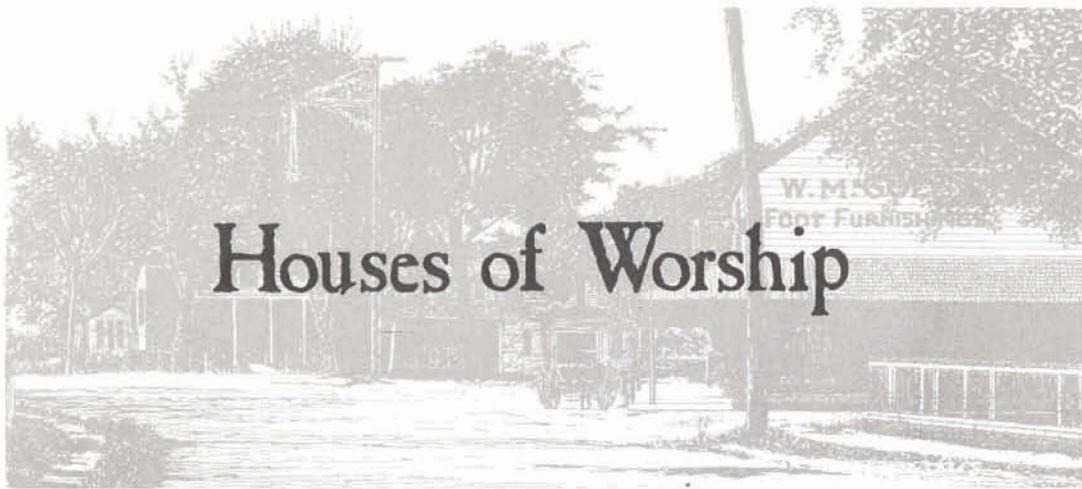
Courtesy Robert Van Benthuisen

The Free Methodist Church after it had been moved to the east side of Monmouth Road and used as a barn. Photo circa 1927.

that the cemetery was functional for 103½ years and contains 103 recorded graves, according to a listing of tombstones made about 1915 and published in 1930 in the *Genealogical Magazine of New Jersey*. Most of the burials were in the 1800's.

After the split in the congregation, and without a parent church to oversee the cemetery, it seems to have lain rather forgotten except by a few since that last interment in 1895. Many West Long Branch residents do not even realize it exists, as it remains screened from view by its height off the road and by the hedge in the spring and summer. I discovered it after moving to West Long Branch in 1958 and thought it a beautiful little place, peaceful and quiet and speaking quiet words and thoughts of the years passed. It deserves to be protected and cherished, and this dedication today will hopefully mark the beginning of an effort to care for it and preserve what remains for the future. The Historical Society, out of its budget appropriation from the Borough for last year's Bicentennial Year, very generously used funds for the placing of the plaque which we are here to dedicate today. May we all also dedicate ourselves to a little of our time and effort each year to keep this lovely old cemetery in the condition it deserves.

*Memorial Day 1977 dedication of plaque at
Old Free Church Cemetery on Monmouth Road.*



Houses of Worship

OLD FIRST UNITED METHODIST CHURCH

The Sermon on the following pages was taken from the 100th anniversary booklet of the Old First Methodist Episcopal Church printed in 1909.

Painting of Old First United Methodist Church found in a corner of the balcony when church was enlarged. Artist unknown.

Courtesy Old First United Methodist Church Museum



Supplemental Sermon

By the REV. CURWEN BARTINE FISHER, A.M.

On the Centennial Anniversary of the Laying
of the Corner-stone, May 16, 1909.

From the beginning Old First Church has kept good company. 1809, the year of her birth, chronicles the advent of Alfred Tennyson, Oliver Wendell Holmes, William Ewart Gladstone, and the immortal Abraham Lincoln. However, Methodism antedates the organization of Old First by several years. Francis Asbury made a preaching tour through Monmouth County in 1785 and tradition says he preached here at Long Branch at that time. A church building was erected about this time midway between the present villages, West Long Branch and Oakhurst. This early became a part of Freehold circuit which reached from Trenton to the shore. Other denominations seem to have shared this place of worship with the Methodists. About the year 1795, Zenas Conger began his labors as a Methodist preacher in this vicinity. He proved to be a man of irregular habits and complaints were made against him. Many of the congregation sympathized with him. These adherents he gathered about him and organized another church which he styled the Methodist Independents. After the Methodists built the present edifice in 1809 the Independents continued to worship in the old property which was finally deeded to them, their trustees being Stephen Cook, Richard Taber, James Edwards, Ralph Thompson, Thomas Brown, Abram Lane, John Emmons. This society finally became weak and the house unused, and was sold by Stephen Cook in 1846, he being the sole surviving trustee. It was then moved across the road, where the frame may now be found, as originally put together a century and a quarter ago, as a part of Mr. Walter Cornell's barn.

Notwithstanding this departure of the Congerites, Methodism in its purity continued to flourish at the same time. Bishop Asbury's Journal for Monday, Sept. 5, 1791.

contains this record: I rode through much rain to Monmouth (Freehold) where I preached to a considerable congregation on 'The just shall live by faith, etc.' There is some stir among the people at Long Branch, within eighteen months, as I am informed, nearly fifty souls have professed conversion."

Another entry in Mr. Asbury's Journal reads: "Sunday Sept. 30, 1809, at Long Branch my subject was Acts III: 26. It was given me to speak in strong words, words of God and from God. At 3 o'clock I preached in the Episcopal Church at Shrewsbury; I came home with John Throckmorton."

I am led to believe that this sermon by the Bishop was delivered within the sacred walls of the present Old First Church, though as yet not completed. It was in March 1809 that the present Old First was incorporated, with the following named trustees: Elihu Chadwick, Joseph Parker, John Martin, Peter Slocum, John Lippincott and Michael Maps.

The corner-stone was laid May 16, 1809, at 11 o'clock, according to the statement of Mrs. Theodore Woolley, whose mother was born on that day, and related to her this fact. The services lasted from 11 o'clock in the morning until 6 in the evening. The lot for the church was donated by Alexander Mac Gregor. Joseph Totten was the presiding elder and Samuel Budd the preacher in charge. Totten succeeded Budd as preacher in charge of the circuit the next year. The first quarterly meeting was held in the church in 1810, Michael Coates, the presiding elder, preached and Totten followed him with another sermon. Picking berries afforded the girls the means for the gratification of the womanly desire for fine feathers, etc.

Mr. Totten preached a sermon against such ungodliness. The young men came to their defense and resolved to thrash the parson. Totten learned of this, and taking his whip he stepped outside and cracked it challenging them to

conflict, but his stalwart form and defiant air proved too much for the young gallants. He was not molested.

In 1813, William Mills was the succeeding pastor, a native quaker of Monmouth County, but fired by patriotic feeling became an officer in the Revolutionary Army in 1776, captured by the British, and after thrilling experiences returned; was impressed by the despised Methodists, entered its ministry and closed his career in a most remarkable manner. Sunday morning, December 14th, just as he foresaw and predicted he would before leaving home for the circuit work of the week, yet persisted in entering upon his duties; after first giving his wife sundry directions and advices in case of his death, filled all of his appointments, preaching most fervently, met the early Sunday morning class and returned to Mr. Lippincott's and retired to a room to prepare for the sermon to follow at 10.30. The congregation assembled, but the pastor tarried. Finally on entering the room he was found in a dying condition. Being asked if medical aid should be summoned, he replied, "The Lord is the best physician," and soon the heroic Methodist itinerant was with the church triumphant. At this time the entire Freehold circuit numbered 736 members.

In these early days the parish of the old Church extended from Sea Bright, on the North, to Shark River, on the South. Now twenty-one churches share with her this territory, and she is mother or grand-mother to them all.

Britton Woolley, born in 1812, has a vivid recollection of the appearance in early boyhood of the old Church. The interior remained for some time without plaster. The coming of the circuit rider was a stirring event. The roads were lined with pedestrians walking for miles, men, women and children, carrying their shoes to save the wear, and putting them on before reaching the meeting house. Young children were often carried for miles, for vehicles were scarce in those days. Edward I. Pitcher relates that his

mother was considered the proudest young woman attending the church because, while walking to church barefoot like the rest, she brought with her a towel and stopped at a nearby house to wash her feet before putting on her shoes.

"William Throckmorton maintained a prophets home," declares the Rev. Thomas O'Hanlon, D. D. Three daughters married methodist preachers: that eloquent and excentric Irishman, Billy Barnes, took one; Samuel Jaquett another, and William Franklin a third. A son, Samuel, entered the ministry. At this home Bishop Asbury and many others whose names are illustrious in the pages of early methodism found sympathy and refreshment. He passed to his reward in a good old age in 1861.

Another such house was that of Michael Maps. For thirty-two years Mr. Maps was the class-leader of that part of the membership which met in the old school house near the present location of Simpson Memorial Methodist Episcopal Church, and this class was the origin of that church. As was the class at Fresh Pond (North Long Branch) the origin of Asbury Church. Mrs. Captain Valentine well remembers walking regularly from this point to the old church, and that many others came from much greater distances; mothers in some instances carrying infants and all bringing with them lunches for the day.

Isaac B. White related, as an incident of the times, that his Grandmother White once came a little late to lovefeast, and Francis Martin, the sexton who kept the door, refused her admittance, and she replied to him, "Francis, you have not the keys to the Kingdom of Heaven, and I am sure of getting in there."

Mrs. Mary E. Jeffrey Mount, of Red Bank, has in her possession the well-worn family Bible and hymnal used by her father, William Jeffrey, at family worship, and which was handed down to him by his mother, Nancy Jeffrey. This ancient copy of God's word will be used in the Centen-

nial Services. His was also a prophets home. Mrs. Mount well remembers the first great stoves into which Sexton John Woolley poked full cordwood sticks as the minister preached, moving around softly two or three times to replenish the supply.

Those churches directly descended from Old First are the following in their order: Shark River, (Hamilton). Rumson. (Little Silver). and from this succeeded First Church, Red Bank, and Grace. Tinton Falls. Eatontown, in 1851. Centenary, (St. Lukes), in 1860. Oceanport. Simpson, 1879. Wayside, 1879. North Long Branch. Sea Bright. And now our baby, Oakhurst, in this our centennial year, as one born out of due time, but fulfilling the Scriptural promise to the righteous, "They shall still bring forth fruit in old age, they shall be fat and flourishing."

In 1874, under the ministry of the Rev. George Reed, the Old Church was rebuilt at a cost of more than four thousand dollars. The side galleries were removed, the windows enlarged and thirteen feet added in front.

In 1886, during the pastorate of the Rev. B. C. Lippincott, D. D., the Sunday-school Chapel was built.

In 1895, under the ministry of the Rev. Pennington Corson, the beautiful modern pews were added and the ceiling was put on.

In 1902, during the ministry of the Rev. William Mitchell, the Old Church was further improved by the addition of the fine memorial windows, and a little later, under the pastorate of the Rev. James Moore, D. D., the building was thoroughly repaired, painted and carpeted at a cost of about one thousand dollars. This was made possible largely through the labors and generosity of Mrs. J. H. Parker, a summer resident, from New York City.

In 1905, the old dilapidated parsonage was rebuilt and enlarged, under the pastorate of the Rev. Eli Gifford, at a cost of about four thousand dollars, and additions were also made to the Sunday-school Chapel.

The beautiful copies of the new church hymnal, ample to supply every worshipper, were the gift of Mrs. Richard Deeves, another New York friend. The kindness of many other such friends might also be mentioned to show the veneration of all for the dear Old First.

The pastors serving the charge subsequent to those mentioned in the historical sermon follow in their order: George Reed, W. E. Boyle, Walter Chamberlaine, R. J. Andrews, W. S. Barnart, B. C. Lippincott, Willis Reeves, George S. Sykes, J. R. Daniels, Pennington Corson. C. F. Downs, L. O. Manchester, J. W. Morris, William Mitchell, James Moore, Eli Gifford, C. B. Fisher.

The excellent memory of Brother Edwin S. Woolley has helped the writer to bridge over many gaps.

The Recording Stewards of the earlier period in order seem to have been Michael Maps, William R. Maps, Isaiah S. Lane, C. V. Golden, Thomas Cook, and to them we are indebted for the most we know. William R. Slocum, our present recording steward, is a worthy successor, having filled that office for twelve successive years.

The early minutes of the official meetings contain some interesting entries. In 1837 a resolution was passed enjoining "the preacher to attend to that part of his duty relative to the distribution of the lovefeast tickets."

In 1842 appears a resolution recommending that Rumson and Tinton Falls be separated from this charge, provided a single man can be obtained as preacher for the new circuit.

At this time camp meetings were annually held near Red Bank and were unitedly supported by all the churches of the circuit. An entry states that the camp meeting was ordered to take the place of the quarterly meetings, which implies that quarterly meetings meant something in those days. The recommendation of several men for reception into the traveling ministry appears; among them being

Thomas I. Lyon, the brothers Gardiner and William Crum, Thomas C. Campfield, Samuel T. White, Lewis T. Maps, Samuel F. Hudson, H. S. Gascoyne and others.

Certain brethren are reported as delinquent as to class dues, and a resolution appears providing "that their cases be attended to according to the Discipline."

A committee is constituted to "estimate the table and other necessary expenses of the preacher during the present conference year." "Resolved. that the hay and fuel of the preacher in charge be included in the estimation of expenses and that thereby the salary be increased from \$400. to \$500. for this year." At this time Rumson's share is \$125. and Tinton Falls pays \$75. Old First \$300. Estimating committee reports: "Disciplinary allowance for Brother — and wife \$200; three children \$72; table expenses, horse and fuel, \$178;" all of which is strange reading to this generation.

In view of the present effort to build a suitable church at the seat of Princeton University, the following entry is significant: "Presiding Elder Isaac Wirmer called attention to the project contemplating the purchase of a lot of ground in the village of Princeton for a site upon which to erect a M. E. Church. The plan was that the price, \$500.00, should be paid by the official members of the district as their part towards the church. Resolved, that the officials of Long Branch raise \$40.00 as their portion of the same." Whereupon \$46.50 was subscribed by the brethren present. This was in 1846.

In 1851, "It is the sense of this meeting that the time has arrived when it is expedient to make an effort to build a M. E. Church in the village of Eatontown."

After the above noted separation from the charge of Rumson and Tinton Falls the preaching plan of the charge as arranged by the pastor, the Rev. Joseph Chattle, in 1850 was as follows: Preaching at Old First every Sabbath both morning and evening, and preaching on Sabbath afternoon

in rotation at Long Branch School House, Wolf Hill School House, Sea District School House, and Poplar (J Howlands), which gave these points a service once in four weeks. But local preachers were on hand and filled in the gaps,

Through the kindness of Mrs. Mary Van Brunt of Long Branch, there was placed in the writers hands the Biography of the Rev. Thomas E. Stewart, who was associated with David Bartine and others on the old Freehold circuit in 1832 and 1833. Among the many interesting facts there recorded, we learn that the circuit then comprised eight principle appointments, besides the number of minor ones where the preachers held forth in school houses and private homes, requiring four hundred miles travel and three weeks time to make the rounds. These were: Long Branch, (the most influential), Bethany, Rumson, Middletown, High Point, Keyport, Squankum, Shark River, Freehold, Tinton Falls, Colts Neck, Trap, Red Bank and others. At Red Bank but two Methodist families were found, but by the assistance of brethren from Rumson and Tinton Falls, an excellent congregation was soon obtained. Mr. Stewart was the first Methodist preacher who ever preached in Red Bank.

Writing to a friend he says: "There is room for work in the neighborhood of Long Branch and there is much hope. The people flock to the prayer meetings, held in private houses, so that we are compelled to conceal them from the public, lest they come in multitudes that could not be accommodated."

In his diary for June 5, 1833 he writes: "Preached this evening at Brother Fountain's, seven miles from Middletown Point. Here I saw a very singular phenomenon, or else it was an optical delusion, a streak of fire came through the ceiling, and passed down through the floor of the apartment in which we were assembled! The effect I am positive was not a delusion—the people fell all over the floor! I closed the Bible and surrendered to the workings of the

Spirit! The Lord was preaching in his own way! Saints were powerfully blest, sinners were converted and the little society in this neighborhood was built up."

June 7, 1833. "Preached at Mount Pleasant. Three good sisters walked twelve miles; four others eight miles! I remarked— 'You came a long distance, sisters. Bless God, said they, we have meeting all the way home.'"

During the two years of the ministry of Mr. Stewart and his associates more than one thousand professed conversion. Their work extended from beyond Keyport to within a few miles of Toms River in the pines.

August 6, 1833, he writes: "Hundreds are seeking salvation on this circuit. I preached last Tuesday at a place where the congregation has increased in fifteen months from twenty to five hundred."

During his pastorate Mr. Stewart resided in the old parsonage here (Long Branch) and remained at home every fourth week for rest and study. He speaks of the delightful home and the great kindness of the people to his family. Speaking of the pain experienced by his wife through these long periods of separation, he says: "She had kind and attentive neighbors in the families of William Throckmorton, Philip Dennis, Michael Maps and John Hopper."

In 1836 the official body was constituted as follows: I. L. Lenhart, preacher in charge; William Throckmorton, Joseph Parker, Obadiah Sairs, John Hopper, John Cook, Michael Parker, William R. Maps, Joseph Covert, Michael Maps, James Joline, John Martin, William I. Sanford, John Woolley, Joseph Campbell, William Covert, Benjamin King, James Martin, Gordon Wardell, Peter Slocum, Edward Bown, Henry Brinley, Joseph Goodenough, Ellison Covert, Thomas I. Lyon, William Crum.

The blood of the heroic saints of these early days flows in the veins of many descendents in this community, and the fact that the old names are perpetuated so largely in

the records of the church speaks well for the home religion and influence of those days.

May the glory of the Old Church never fade and her influence never wane.



Courtesy Old First United Methodist Church Museum

Parsonage of Old First Methodist Church. The parsonage, built about 1860 still stands on Locust Avenue. Photograph taken in 1905 after the parsonage was rebuilt. Standing in front are Rev. Eli Gifford and Isaac White.

THE LUTHERAN CHURCH OF THE REFORMATION

The Lutheran Church of the Reformation is situated on the southeast corner of Broadway and Locust Avenue. Organized in 1931, with 24 members, they built a colonial building in 1948 which they outgrew. A new handsome contemporary church building was constructed in 1963, with modern facilities, such as a kitchen, a parish house and classrooms. A spire was added in December of 1967 and a carillon was added in 1970. In 1975 a large parking lot was completed, curbing and sidewalks were constructed on Locust Avenue and on Broadway, and a garage was built to serve as a storage area for the Boy Scouts and the church. Also in 1975 the church assumed the responsibility of sponsoring a Vietnamese family. Early in 1967 a lovely addition was completed on the east side of the church. The addition houses offices for the pastor and church secretary and frees more room for the Sunday Church School.

The Reverend Robert H. Linders is the pastor, present membership consists of over 400 confirmed members and over 100 child members. They also have one of the oldest Senior Citizens units in our area. Dr. William Wollman, of the Music Department of Monmouth College is the organist and choir director.

SAINT JEROME'S ROMAN CATHOLIC CHURCH

Saint Jerome's Roman Catholic Church was dedicated in June of 1967; the church-school complex cost over \$500,000. The founding pastor was Reverend Francis X. McGuinness who served the church until his death in 1966. His immediate successor was Monsignor Henry M. Tracy who served until July 1967; he was followed by Father Gerald Lyons and Father Gerald C. Celentana. The present pastor, Father Michael Garry, was appointed in 1968.

The parish consists of over 800 families from West Long Branch, Ocean Township, Eatontown, and Long Branch. The school presently has an enrollment of approximately 325 students. The faculty consists of seven lay teachers and four nuns of the religious order of the Sisters Filippini. The principal is Sister Dolores Gallagher, M.V.F. The motherhouse of the Filippini Sisters is located in Morristown, New Jersey.

On May 12, 1976 the school children of Saint Jerome's buried a time capsule containing pertinent information in observation of the bicentennial year. The capsule was buried behind the statue of Saint Jerome and will hopefully be opened in the year 2026. In order to meet the religious needs of the children of the parish who attend public schools the parish has an active Confraternity of Christian Doctrine program. 200 children received instruction during the 1975-76 school year.

The congregation is an active one. The societies organized at Saint Jermome's consist of an Altar Society, a Parent Teachers Association, Holy Name Society, adult choir, ushers, scouting troops, and athletic teams.

THE CALVARY ASSEMBLY OF GOD CHURCH

The history of Calvary Assembly of God Church dates back to 1928, at which time, cottage prayer meetings were held in the various homes of the nucleus which were to become a part of the newly-formed church. The church has been affiliated with the Assemblies of God since its inception and has been actively engaged in the various ministries of the denomination.

In 1951 the present property on Broadway in West Long Branch was purchased. In May of 1960 the former minister, Reverend J. Wesley Clark was called to be pastor and in October work was begun on the new edifice. Much of the work on the new building was done by the pastor and members of the church under the direction of Emory Polhemus, a building contractor.

The sanctuary which will seat 200 is finished with green walls and mahogany wainscoating, and provides a pastor's study, a water baptismal pool directly under the pulpit area. The education building provides an auditorium and classrooms. A large parking area provides for off-street parking. The Reverend B.R. Dravineek is the present pastor.



The West Long Branch Historical Society with the cooperation of the Borough Council has presented bronze plaques to the owners of homes which are over one hundred years old. The following owners have provided evidence of the age of their homes. Photographs of the ten oldest documented homes are shown here.



Photo by Charles Maps

Mr. and Mrs. Aldo Barbieri purchased their home located at 496 Cedar Avenue (C. 1711) from Mr. and Mrs. John Seaman. This structure, built by some of the earliest settlers, the Howland family and known as the "Old Howland House," featured wood frame clapboard construction and three chimneys.



Photo by Charles Maps

Mr. and Mrs. Gardner C. Klein reside at 407 Monmouth Road in a home long known as the Cooper house. The house is situated on five acres of land and features English coin locks on all doors. The house originally had eight fireplaces of which four are still in operating condition. The Kleins' renovated their house, retaining the original floor design of two living rooms, a dining room, kitchen and center hallway on the ground floor. When they opened a closed hearth in the kitchen, a stone was discovered with the date 1737 inscribed on it. It is believed that this is the date of the original building, the small section farthest from the road. The house was enlarged by Alexander McGregor around 1790 and was later occupied by William Tallman.

Mrs. Klein is the author of two booklets on the history of West Long Branch.

Mrs. Arthur C. Savoth and family reside in what was originally known as "Ye Old Toll House" at 456 Monmouth Road. The original structure dates back to 1779. Old maps show that it once stood on "Old Plank Road" near the shores of Corlies Pond. Today the Deal Borough Hall sits on this site and Corlies Pond is now Deal Lake.

Just before the Civil War, Egbert Hopper of Hoppertown bought the house and moved it to his farm on Monmouth Road. Hopper's descendants lived in the house until six years ago when the Savoth's purchased it from Mr. and Mrs. Leroy Johnson. Many changes have been made by various owners since Hopper's time but the toll house has remained almost the same, and is now the Savoth's living room. The room features the original beamed ceilings and windows. Near the front door there is a small niche where the toll taker collected his fee.



Photo by Charles Maps

Savoth Home - "Ye Old Toll House." The original structure dates back to 1779.

Photo by Patricia Savoth



One of the oldest homes in the area (circa 1795), is owned by Mr. and Mrs. Nicholas Salimbene at 96 Wall Street and features poured glass windows through most of the structure. Pegs were used in construction of this frame farmhouse - no nails were used. Also there is brick insulation inside the walls, and a wood shingle roof. The woodshed was later made into a kitchen. This house was built by John Hopper whose first son was born there.



Photo by Charles Maps

Mr. and Mrs. J. Hellmers' home, circa 1820, is located at 133 Wall Street. The fireplace is built with hand made bricks. Cut nails and pegs are used in the construction. Photo shows a portion of the original siding exposed during replacement of a porch.

Mr. and Mrs. J. C. Hermann reside at 1060 Broadway, which was constructed prior to 1823. This was part of a parcel of land that extended to Franklin Lake. The floors feature wide plank boards, there are no nails in the doors, and the original hand-blown glass remains in the windows. It was owned by Joseph Tallman and passed on to Rebecca Tallman. The house, including 2 acres of land, was sold for \$156.00 to pay Mr. Tallman's debts. The Thorne family owned the house for 60 years and planted a maple tree that still stands.

Photo by Charles Maps





Photo by Charles Maps

Dr. and Mrs. Walter Ryan's home is at 457 Monmouth Road and dates from 1835.

Photo by Patricia Savoth



The home of George W. DeCamp at 323 Wall Street, was built with old square head nails with a structure of clapboard. The barn was converted into a guest house, and an enclosed front porch added. Dates back to 1841.



Photo by Charles Maps

The home of Mr. and Mrs. Stephen Muccio, Jr. at 9 Jeffrey Lane (C. 1844), was a farm estate known as "Sandy Oaks." Mr. Muccio used to farm the land before he was married but never thought he would own and live in the house.



Photo by Charles Maps

"Old Timers" in the local area refer to the residence of Mr. and Mrs. J. O. Petersen at 8 DeForrest Place, as "The Old Homestead." It was built around 1844 and has sandstone foundation and pegged floor beams. The property belonged to a parcel of land owned by John Lippincott; Shore Regional and Frank Antonides Schools were part of the original farm. The home was purchased by Mr. Petersen's great aunt, Signe Sanders, in 1934. Her husband was a sea captain. The house was left to Mrs. Petersen's father in the late 1940's, and Mrs. Petersen purchased it from her mother 15 years ago.

The home of Mr. and Mrs. John Paolantonio, known as "The Maples" on 470 Monmouth Road, was built around 1846. The property was part of a larger parcel of land extending to the brook dividing West Long Branch and Oakhurst. The original old church building which was on this property belonged to the cemetery on Monmouth Road near Palmer Avenue and was moved across the street and used as a barn for many years on the property of Mayor Samuel Baker. Badly damaged by a storm, it was torn down in 1951.

The property of Mrs. Albert Frey, 53 Victor Avenue (circa 1851) was purchased from Lillian Jackson. When purchased by the Freys in 1921, water was obtained by pump. The well pump shed and outer shed attached to the kitchen was made into a porch. Also the foyer and living room were made into one room. Indians made short cuts through this area from the Shrewsbury River where they clammed and fished, and the Freys discovered many clam shells and arrow heads on their property.

Mr. and Mrs. Clarence F. Wilson reside at 575 Cedar Avenue, and their home was built about 1852.

The home of Mr. and Mrs. David S. Anderson at 262 Norwood Avenue, c. 1856, was built by Mrs. Anderson's grandfather, Joseph Brown, and features wide floor boards.

Unusual features of Jack Creveling's home at 278 Wall Street (circa 1856), are cellar walls of fieldstone, hand hewn ceiling beams and clapboard construction. The previous owner was Peter Cooper, and included on the property are 9 box stalls, a tack room, 2 car garage and a garden tool house.

The Old First Methodist Church parsonage at 207 Locust Avenue, (C 1860), was bought by the church in 1860. The south side of the home is the original section, with the present play and laundry rooms having been the kitchen. The present kitchen was once used as the pastor's study. The north side addition was constructed in 1905 and the old barn was removed in 1976 due to its poor condition. Several pictures of the home are exhibited in the church museum.

Mr. and Mrs. McCarthy reside at 63 Wall Street in a home built about 1862.

Mr. and Mrs. Joseph DeFilippo reside at 324 Monmouth Road, and their home was built approximately 1865.

The home of Mr. and Mrs. Henry Garreau, 205 Locust Avenue, c. 1865, is located on land of James D. Maps which was surveyed in 1848.

Miss Emily L. Conover resides at 570 Cedar Avenue, in a home built approximately 1867.

Mayor Joseph Davison VanNote built the house now occupied by Mr. and Mrs. Arthur C. Herry at 564 Cedar Avenue in about 1868. His daughter, Annie, married Richard Hughs, a landscape artist who managed Shadow Lawn and built the scenic Drive in Atlantic Highlands. The Mayor purchased this land from Isaiah Lane's estate in 1865, and there have been few changes over the years. The front door of the original frame is now the bedroom door of Herry's daughter Lee Ann. Bricks from the original chimney now serve as the family's patio.

When Mr. Vincent Sacco renovated his home at 1 Dennis Street, (circa 1869), he discovered old newspapers dating back to the 1800's used as insulation. The original staircase and bannister remain in the home along with the original wood floors. The property was once part of the Dennis estate.

Mr. and Mrs. Edward Ivins Jr. live at 96 Oakwood Avenue in a home built 1871.

Mr. and Mrs. Charles Fowler's home is located at 579 Cedar Avenue and was built about 1873. As noted in the family Bible, Emma Maps Thomas was born in this house on August 4, 1876. It features a wood slate roof and asbestos shingles over weather board siding.

Mr. and Mrs. Ralph E. Manna Sr. reside at 316 Monmouth Road in a home built about 1874. This home features built-in cupboards in the dining room and stained glass windows which had been removed from a carriage house on the property and installed in the Manna's home.

The home of Mr. and Mrs. Patrick Roppoli, 167 Wall Street, (circa 1876), was once a part of Lewis Lane's farm and also a furniture shop. The house is said to have been moved from Fairway Avenue to its present location. The home features Victorian style tongue and groove, and the original clapboard has been covered with Cedar shakes.

Anita Fornino
Patricia Savoth



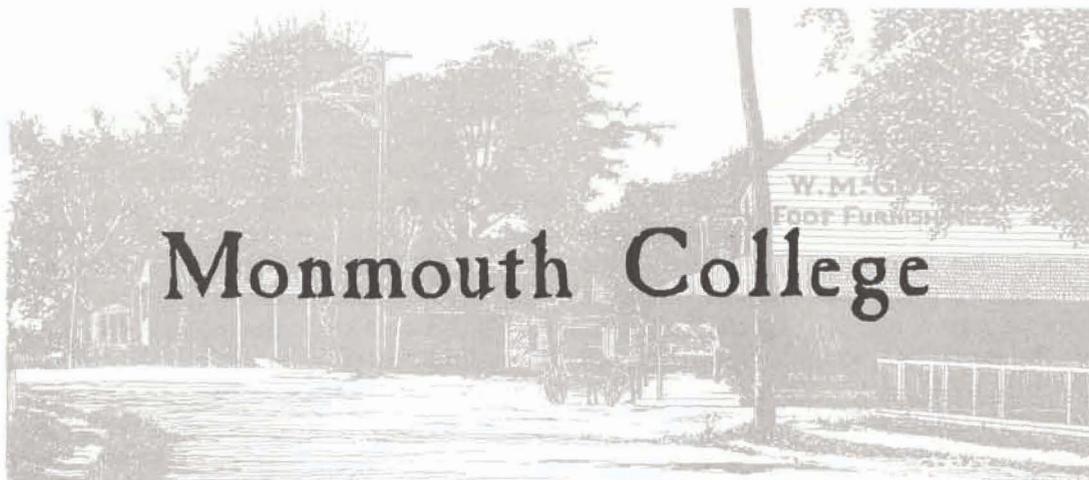
Courtesy Old First United Methodist Church Museum

Looking north on Monmouth Road from vicinity of Cedar Avenue. Circa 1910. From old postcard.



Photo by Charles Maps

Intersection Monmouth Road, Locust Avenue and Cedar Avenue from Cedar Avenue looking west. Photo taken November 1977, same view as top photograph of page 13.



Monmouth College

THE GUGGENHEIM COTTAGE

"College in Jersey receives estate." *New York Times*, September 7, 1960

On September 7, 1960 local, state, and national newspapers carried the news that the Murry and Leonie Guggenheim Foundation of New York City had donated the Guggenheim estate at the corner of Norwood and Cedar Avenues to Monmouth College. The estate, completed in 1905, had been the property of the foundation since the death of Mrs. Guggenheim on January 31, 1959; her husband, Murry Guggenheim died in 1939. Murry was one of seven sons of Meyer Guggenheim, an emigrant from Switzerland.

Meyer was penniless when he arrived in Philadelphia in 1847. He began his career as a peddler, carrying a sack over his shoulders selling various odds and ends from house to house. He had reached a stage of affluence when he was able to buy a horse and wagon. As he grew more prosperous he became interested in importing laces and embroideries from Switzerland to this country. With the capital raised from this enterprise Meyer moved into the field of mining and smelting; his sons joined him in this venture. Through a series of judicious investments in mining properties, Meyer and his sons became multimillionaires.

They early became philanthropists and began giving back to their country a considerable part of what they had been given an opportunity of earning. Murry and his wife Leonie in 1929 organized The Guggenheim Foundation, which was noted for its support of research in dentistry and the establishment of a dental clinic on East Seventy-second in New York City. This institution was the largest of its kind in the world. It was created to provide dental care for underprivileged children whose parents could not afford the services of a private dentist.

The gift mansion was world famous even before its completion in 1905. The building was designed by Carrere and Hastings, architects, whose work interestingly enough included the main building of the New York Public Library. The design of the estate earned them the Gold Medal of the New York Chapter of the American Institute of Architects in 1903.

After the college received title to the property the mansion was thrown open to the public for inspection. The weekend of October 7-8, 1960 over ten thousand shore resi-

dents streamed into the estate. After the public viewing, work was begun on converting the 35-room mansion into a modern college library; the building was to be called the Murry and Leonie Guggenheim Memorial Library. Conversion took one year and the building was formally dedicated as a library on Sunday, September 24, 1961. The guest speaker that day was General Carlos P. Romulo, the Philippine ambassador to the United States. "Philanthropy of this type shows that Americans are really a spiritual people," General Romulo said in his address. It also shows "that capitalism recognizes its social responsibilities of today and that capitalism has a soul." Also on the speaker's platform that day was Edmond A. Guggenheim, the only son of Murry and Leonie. In his speech Mr. Guggenheim said he "never dreamed that this, my boyhood home, would become the library of a fine college." Other Speakers were Dr. Edward G. Schlaefer and Monmouth County Judge Elvin Simmill, chairman of the college's Board of Trustees.

After the library opened in September 1961 the collection grew rapidly. Within five years the capacity of the building had practically been exceeded. Fortunately, once again, the Guggenheim Foundation came to the aid of the college. In 1966 the Foundation donated \$625,000 to be used for the construction of an addition to the library. The donation, coupled with a grant of \$300,000 from the federal government permitted the construction of 30,000 square ft. addition to the library providing space for an additional 125,000 volumes and 500 seating spaces.

Included in the Guggenheim gift, in addition to the mansion, was the carriage house located on the south side of Cedar Avenue. The carriage house has been converted to a modern fine arts and drama laboratory. The complex includes classrooms, office space, and a hexagonal multiform theatre with a seating capacity of 200.



Courtesy Guggenheim Library, Monmouth College

Guggenheim Estate from the air.

South of Whalepond Brook at 10 Norwood Avenue, in the Township of Ocean, is the Brookside estate. This property was purchased by the college in 1961 from Mrs. Herman Levinson and now serves the college's Department of Education. Situated on a 5 acre tract, Brookside was built at the turn of the century; a true center-hall colonial house, it has an immense staircase leading to 19 rooms and 6 baths.

The Monmouth College campus is a most interesting blend of old and new architecture. While this historical account has centered upon the old, the campus visitor will be interested in The Thomas Alva Edison Science Building, the College Center, Alumni Gymnasium, and the Classroom-auditorium complex.

Robert Van Benthuisen

THE SHADOW LAWN ESTATE

"A mansion colossal in its proportions, dignified in the refinement and elegance of its architectural beauty," was how a writer, in 1930, described the mansion constructed for John Augustus McCall (1849-1906) at the southwest corner of Norwood and Cedar Avenues. McCall, who was president of the New York Life Insurance Company first summered at Allenhurst, N.J. where he was a guest at the Allenhurst Inn. In 1902 he decided to build a mansion-type summer residence and engaged Henry Cregier, a well-known architect, to design the structure called "Shadow Lawn." McCall, whose tenancy was to be of short duration, moved into the home in 1903. Residents of West Long Branch who saw the house grow like a phantom palace prophetically christened it "The white house by the sea." The colonial frame structure contained 52 rooms.

When McCall disposed of the estate, in 1906, it passed rapidly through a succession of owners. One of the owners was John A. White, who was known as "Postage Stamp White" because he bought a \$15,000,000 government bond with the sole capital of the two-cent stamp used to mail the bid. Shortly after Mr. White, who renamed the estate "White Park," sold it to Captain Joseph B. Greenhut, the head of Siegel, Cooper Company, one of New York's finest department stores of that era. Captain Greenhut had won his commission on the battlefield during the Civil War.

Captain Greenhut arranged with Woodrow Wilson for the President to use the estate as his "summer white house" during the 1916 presidential campaign. Actually "fall white house" would have been a more appropriate term as Wilson, and his entourage, arrived on September 1, 1916 and departed on November 8, 1916, the day following the election. The highlight of Wilson's stay was on Sunday, September 2, when he received notification from his party of his candidacy for a second term.

After the official notification, Wilson conducted his fight for re-election from Shadow Lawn. The huge porches surrounding the home were put to use by the President as a speaking platform to address the crowds that assembled on the lawn. Throughout October special days were designated for states from which supporters came on chartered trains to hear the President. To the chagrin of residents of West Long Branch, Long Branch was considered the site of the President's residence. This may have been on their minds when they voted on November 7 because Wilson failed to carry the Borough.

Theodore Roosevelt wrote the bitter essay "The Shadows of Shadow Lawn" while Wilson was at West Long Branch. The essay was critical of the President's supposed softness concerning Germany's submarine activities. On election day Wilson traveled to

Princeton to vote and then returned to West Long Branch to await the results. The election was first conceded to his opponent, Charles Evans Hughes, who had gone to bed believing himself President. It was not until late the next morning, when the results of the California vote were received, that Wilson knew he had been re-elected.

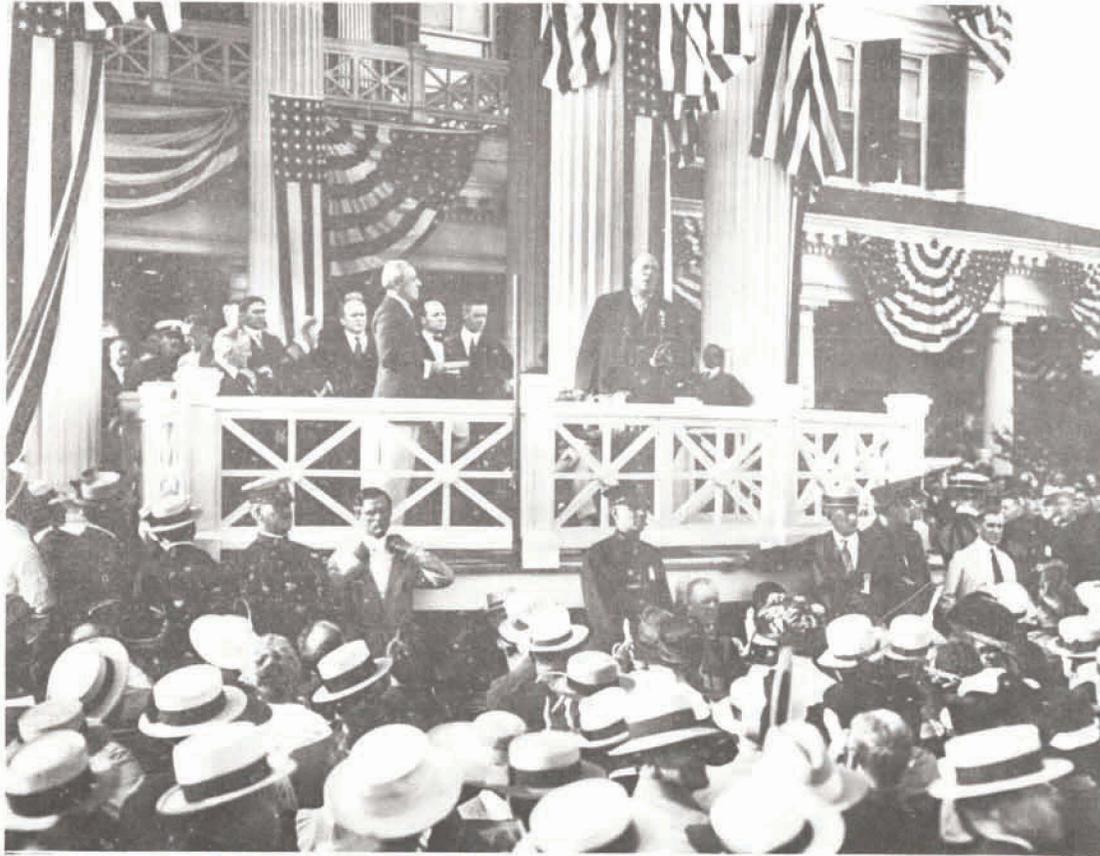


Photo by Alfred J. Meyer

Courtesy Guggenheim Library, Monmouth College

President Woodrow Wilson on porch of the original Shadow Lawn. Olie James speaking at Notification Day, September 2, 1916.

Two years later, during the spring of 1918, the property was sold by Captain Greenhut to Hubert Templeton Parsons, the president of the F.W. Woolworth Company. Additional land was added to the estate raising the total acreage to 108. A devastating fire, on January 7, 1927, totally destroyed the lavish mansion. Almost immediately Parsons made arrangements to construct a new, fire-proof, French-style mansion; he engaged the well known Philadelphia architect Horace Trumbauer to design the structure. At this time commissions for palatial homes offered American architects perhaps unprecedented opportunities for handsome fees. In April 1928 a contract was awarded to the Thompson Starrett Company of New York; the job was completed in November 1930.

The new mansion contained 130 rooms and is considered an out-standing example of French architecture in the manner of the Palace of Versailles. It is a completely fireproof structure of Indiana limestone, marble, steel, and concrete. The exterior has wrought-copper balconies and pillared entrances. Sphinxes flank wide steps leading to the front terrace (south side), and on the roof are cupid and dolphin statuary. It is ranked with the top twenty mansions in America, and is so described in a book written by Merrill Folsom entitled "Great American Mansions and Their Stories." In a more recent book by James

T. Maher entitled "The Twilight of Splendor" Shadow Lawn is numbered among the five most opulent private houses built in America between World War I and the Great Depression.

In addition to the main house the estate included a 10-room house for the superintendent, a two-story estate garage, eight greenhouses, a horse barn with six stalls, a cattle barn with 12 stanchions, a poultry house, a two-story palm house, a bullpen, a ram pen, sheep pens, pheasant pens, rabbit hutches, an icehouse, cottages for the dairyman, the greenhouse man, and the poultryman, and kennels for the six police dogs that were turned loose on the grounds every midnight.

There were about 100 on the staff, and the estate had its own communal telephone, water, electrical and sewerage systems. There were five vegetable gardens, flower gardens, raspberry and currant patches, a grape arbor, and an artificial lake stocked with ducks, geese and swans. In the center of the lake, on a small island, was a little summer house. Lining the great grassy expanse leading to it were the magnificent trees which inspired the name "Shadow Lawn."

By the time the great house was completed, Parsons already was beginning to experience the difficulties that in 1938 would force him and his wife Maisie to leave Shadow Lawn. The stock market crash in 1929 began the descent of the Parson fortune. By 1936, he was closing the elaborate greenhouses at Shadow Lawn and selling the estate's butter and milk in the village markets. He failed to meet his property tax commitments and to protect its \$127,813 tax claim the Borough of West Long Branch acquired the real estate. The transition was from summer white house to white elephant. In September 1939 the house was offered at public auction. An intensive advertising campaign failed to attract a buyer and the estate was purchased by the Borough, the sole bidder, for \$100.

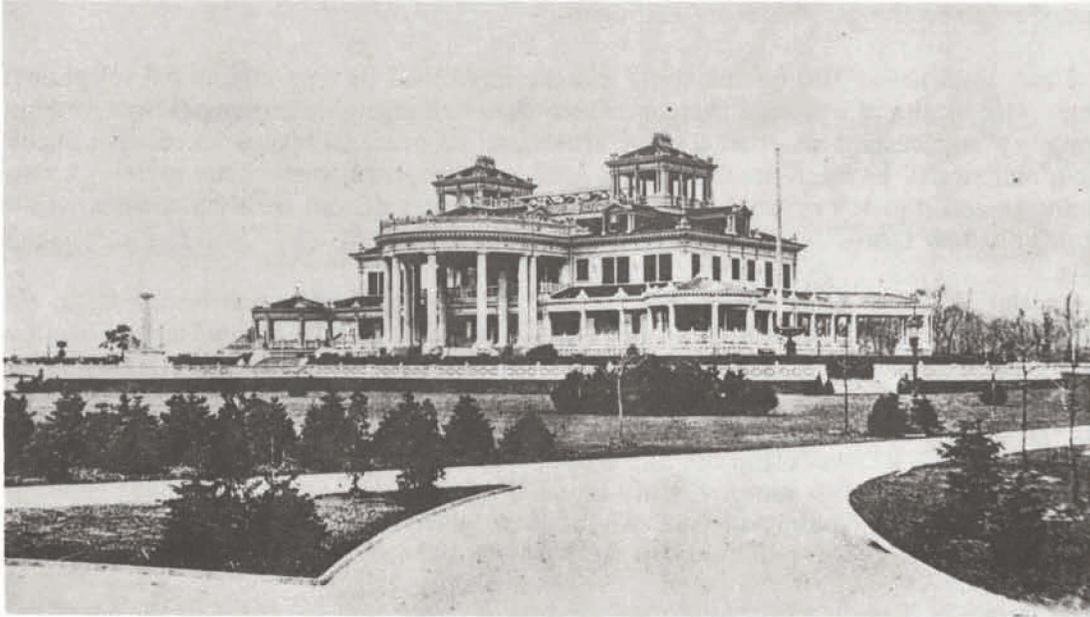
Mr. Parsons died in New York City on July 9, 1940 but just prior to his death the furnishings of Shadow Lawn were auctioned off by the Concord Galleries. The sales catalog consists of 310 pages and lists 2,278 items. The auction opened on June 4 and closed on June 22, 1940. The sale of furnishings was made possible when Mrs. Parsons paid \$32,592 in Borough property taxes. This released liens against the furnishings and permitted Mrs. Parsons to dispose of the household items as she wished. The house and land remained the property of the Borough. Local taxpayers were encouraged to make free tours through the building to inspect what the Borough owned and so that they might view, at first hand, the problem facing the local governing body. Following this, tours were offered to the general public at a charge of \$1.00 per person. The revenue derived was used to help defray the maintenance costs. From May 25, 1940 to June 22, 1940, 3,292 people toured the estate.

During this period many entrepreneurs presented elaborate plans to utilize the estate. A military school, the Monmouth Military Institute, was established in the building in September 1940 but the five students enrolled were sent home for the Armistice Day holiday and told not to return until "things are cleared up." The Borough next negotiated with the U.S. Army concerning a plan to convert the mansion into a general hospital for the Army's Second Corps Area; the plan failed to materialize. The cost of converting the mansion to hospital use was too expensive.

On May 31, 1942 the Borough agreed to sell the property to Dr. Eugene H. Lehman. At the time Dr. Lehman was conducting an exclusive school for girls in Tarrytown-on-the-Hudson, New York. Dr. Lehman had founded Highland Manor School for Girls in New York City in 1916; the school was moved to Tarrytown in 1920. Dr. Lehman was born in Pueblo, Colorado and graduated from Yale University in 1902; he was among the first Americans to win a Cecil Rhodes Scholarship. He also was the founder of the Highland

Nature Camp, in Naples, Maine, which was one of the first girls' camps in America.

Dr. Lehman, and his wife Eleanor, operated the Highland Manor School for Girls at Shadow Lawn until the spring of 1956. During the winter of that year negotiations were begun for Monmouth Junior College, then located in Long Branch, to purchase the property. The sale was completed and the title changed hands on July 2, 1956. Terms of the purchase called for the junior college taking over the contract between the Borough and Dr. Lehman; there was also a cash settlement to the Lehmans.



The original Shadow Lawn, built by John A. McCall in 1909. Destroyed by fire in 1927.

MONMOUTH COLLEGE – BORN OF ADVERSITY

Monmouth College first opened its doors on November 20, 1933 with Edward G. Schlaefter as director. The school was established under the auspices of the Reconstruction Finance Agency. Classes were conducted in the late afternoon and evening in the Long Branch High School building. Dean Schlaefter in speaking of the junior college said "the depression has done cruel and hard things to instructors and students alike . . . the junior college is designed for one year only, a sort of stop gap, with the idea that the country will be nearer normal at the end of that time." The only charge to students was for textbooks. Instructional salaries and building fees were paid by the federal government.

Beginning with the academic year 1936-37, the decision was made to charge tuition and thereby make Monmouth Junior College independent of direct federal assistance. The Long Branch Board of Education supported the junior college in this step and assumed sponsorship of the institution. The college suffered many growing pains during this period but it managed to survive primarily because of Dean Schlaefter's determination.

In October, 1940, Monmouth Junior College was awarded full accreditation by the New Jersey State Board of Education. In 1948 the college was incorporated under the laws of

the State of New Jersey as an independent non-profit institution of higher education, and in 1952, the college was accredited by the Middle States Association of Colleges and Secondary Schools. The college was most recently re-accredited in 1976.

Dr. Edward G. Schlaefer in speaking of the junior college during World War II said, "There were hardly any male students and very few female students but we carried on, and somehow came out with no injuries." After the war, he added, "the school faced a different problem. The G.I. bulge arrived, and we had to use every corner in the Long Branch High School building to accommodate the 720 who enrolled."

In the early 1950's the junior college began a search for its own campus. After 20 years of late afternoon and evening classes in the Long Branch High School building the college needed more space and provision had to be made for day-time instructional hours. There was a growing demand for higher education and the time was appropriate for expanding to a four-year program. Over several years, various sites were investigated, but one stood out incomparably above the rest: Shadow Lawn. Fortunately negotiations were completed in the spring of 1956 for the purchase of the estate then the home of Highland Manor School and Junior College.

The junior college received authorization from the New Jersey State Department of Education in 1956 to confer the bachelor of arts and the bachelor of science degrees. Classes opened that year on September 27, on the new campus, with approximately 1,200 students enrolled. The late 1950's and early 60's were years of growth for the college. Throughout the nation there was euphoria about higher education. This trend coupled with the growth of population in the north Jersey shore area made it a most fortuitous time to launch a private four-year college.

As mentioned previously, the college, when it purchased the Shadow Lawn estate, took over the contract between the Borough and Dr. Lehman. Within a few years it was possible for the college to complete the payments on the contract; the final payment was made on December 2, 1959. At that time the West Long Branch Borough Clerk, J. Russell Woolley said, "tomorrow, as clerk, I will take all of the papers in connection with Shadow Lawn and mark them 'filed to a happy conclusion'. For that reason we now have in our municipality a very fine institution of higher education."

Dr. Schlaefer announced his retirement on July 21, 1961 to be effected June 30, 1962. He said at the time that he was leaving Monmouth in "excellent" condition. "The quality of instruction is superior; the enrollment is mounting; admission standards are good and rising; administrative and staff officers are working effectively; the budget is balanced; the college holds deeds to its properties; reserves are adequate to meet outstanding indebtedness; the development of long range plans is well advanced." Dr. Schlaefer died on January 24, 1963 while visiting Fort Myers, Florida.

The College Board of Trustees selected Dr. William G. Van Note as the new president. At the time of appointment Van Note was serving as president of Clarkson College of Technology. He assumed the presidency on February 1, 1962. It was a form of home coming for the new president as he was born in Atlantic Highlands and had graduated from Red Bank High School. Dr. Van Note guided Monmouth College during its greatest period of growth. When he took office in 1962, the college's annual operating budget was \$2.4 million. The operating budget for the fiscal year in which he retired was \$10.5 million. There were no on-campus living accommodations for students in 1962. Seven residence halls were constructed during Dr. Van Note's tenure that provided housing for 1,000 students.

The mid 60's marked the end of the honeymoon between town and gown. While the

signs welcoming visitors to the Borough proclaimed "Welcome to West Long Branch, Home of Monmouth College" the cry of encroachment was being voiced by some Borough residents. A headline in the Red Bank Register dated November 7, 1966 proclaimed "Irate Residents, College Officials Air Differences at Council Table." The residents were worried about the college encroaching on residential areas. The college was interested in using the property that it owned to best advantage. Calm heads, on both sides, prevailed and while the issues may not have been settled to everyone's satisfaction the recession of the early 1970's and a decline in college enrollment served to defuse the controversy.

Dr. Van Note announced his retirement in the fall of 1970 to be effective June 30, 1971. A search committee, composed of faculty and members of the Board of Trustees, was appointed to seek a successor. Working through the fall and winter the committee interviewed many candidates. After lengthy deliberations the committee selected Dr. Richard J. Stonesifer, then Dean of the College of Liberal Arts at Drew University, as the new president; he took over direction of the institution on July 1, 1971.

It was not the most auspicious time to assume the presidency of a private college. The country was in a recession, the economy was suffering from spiraling inflation, enrollments in private colleges were declining, and prospective students were just beginning to question the value of a college education. To add to this Dr. Stonesifer was greeted by a newly formed faculty union; one of the first established at a private college. For all of these reasons Dr. Stonesifer's first five years were marked by storm and stress.

In 1967 Monmouth College received authorization to offer graduate work on the master's level. In the early 1970's the move was to loosen the curriculum and make it more flexible. It was during this period that students became discontent with simply running extracurricular activities and demanded a voice in academic and administrative affairs. The end of the war in Vietnam, a tight job market and the resultant interest in career education served to quiet student unrest. Monmouth College in 1976 demonstrated substantial endurance, flexibility, adaptability, and continued vitality.

Robert Van Benthuisen



Personages

JAMES R. MOUNT

On September 27, 1970 the Asbury Park Press ran the following article entitled "Jersey Pioneers."

At the time of his death in August 1953 at the age of 92, James R. Mount was the oldest mayor in New Jersey. He had been mayor of West Long Branch since 1931.

Actually Mr. Mount's political career in the borough began in 1914 when he was elected to the Borough Council. There were 678 meetings of the Council during his period of service . . . and Mr. Mount only missed six of them. He had attended 412 consecutive meetings when, on April 2, 1942, he missed his first.

From the time he was elected mayor, after six terms as councilman, Mr. Mount was opposed only once. That was in 1934 when he overwhelmed his rival 603 to 90.

Mr. Mount was native born in the community where he passed his entire life. But at the time of his birth, June 1861, the borough was part of Eatontown Township. It was successively called Hooperstown and then Branchburg before becoming West Long Branch.

James Mount's father, George, was a farmer. When the boy was nine he was already working in fields while attending school. At the age of 14 he left school to work full time on the farm. Part of his labor was in the farm's marlpit. Marl was used then to mix with the field soil for better crop production.

Those few years in grammar school were the extent of his formal education except for a few months when he was 22. At that time he attended classes at Coleman College, Newark. But he left, deciding that his future was in farming.

By the time he was 27 the young man had accumulated enough to build his own home on Monmouth Road, the house he was to be living in the day he died.

Actually he erected two large wooden houses that were separated only by a large lawn. The first was built in 1888 and there he lived with his sister Lavinia. In 1896 when the mayor to be married Miss Isabelle Jeffrey of Oakhurst he completed a duplicate of his first house to which he brought his bride. Miss Lavinia continued living in the first house.

Mrs. Mount died in 1926 without having children and her widower returned to the home he had formerly shared with his sister.

At the time that he started his first house, James Mount decided to peddle the products of his farm by wagon. He had for some time realized that the summer visitors, especially those with the

big homes along the Elberon and West End beachfront, were a prize source of business. So he sought and obtained their patronage and for many summers continued to supply them with vegetables and fruit.

One of his chief customers was Mrs. U. S. Grant. And while Mr. Mount called at the Grant Cottage daily during the summer and dealt directly with Mrs. Grant, he never saw the general close enough to engage him in conversation.

After many years when the produce business began to fail due to the competition of grocery stores and modern merchandising, Mr. Mount still continued to serve the rich summer resident. But he now built tennis courts and private roads as well as carrying on a landscaping service. Until World War II he conducted a one-wagon milk and egg delivery business in the immediate area of his farm.

Mr. Mount became board chairman of two Long Branch institutions, the Long Branch Banking Co. and the Shadow Lawn Savings and Loan Association.

His most notable contribution to managing the local government was his concern for thrift. On the few occasions that the tax rate was increased during his administration, he apologized publicly for the need.

Just before his death at the celebration of his 92nd birthday he told his guests:

"I was brought up the hard way and I worked hard. But I was never discouraged." Then indicating that his years had made him philosophical, he added "There never was any use in getting discouraged."

GARRET AUGUSTUS HOBART

Garret Augustus Hobart, the twenty-fourth vice-president of the United States, was born on June 3, 1844 in a house located on the northside of Broadway near the intersection of present-day Locust Avenue. Mrs. Harriet Edwards, widow of Captain Daniel Edwards and daughter of William Chasey, who occupied the house during the presidential campaign of 1896 reported that the dwelling "has become of great interest to visitors since the Saint Louis Convention, many being curious to inspect the birthplace of the next vice-president of the United States."

Hobart was the son of Addison Willard and Sophia (Vanderveer) Hobart. His father was a teacher at the Long Branch Academy. Addison W. Hobart, Garret's father, came from Coos County, New Hampshire to New Jersey in the 1830's. He settled in Marlboro Township and shortly later married Sophia Vanderveer, sister of Garret A. Vanderveer of Deal. The vice-president-to-be was named for his uncle. The young Garret started his education at his father's school at the age of four. When Garret was eight years old, the family moved back to Marlboro where his father opened a general store.

Garret graduated from Rutgers College in 1863, subsequently studied law and was admitted to the New Jersey bar in 1866. He established his practice in Paterson and became the city council. He entered politics and served in the New Jersey Assembly in 1873-74 and in the New Jersey Senate in 1877-82; he was speaker of the Assembly in 1874 and president of the Senate in 1881 and 1882. He accepted the nomination as vice-president in 1896, on the ticket with William McKinley, and was elected.

Hobart never severed his ties with Monmouth County. In the late 1880's he summered at Monmouth Beach and in 1899 he rented Norman-hurst, a palatial mansion that had been constructed for Norman L. Munro in 1886. The house stood on the north-west corner of Cedar and Norwood Avenues, the present site of the Guggenheim Memorial Library. Hobart was in ill health at the time and it was hoped that the fresh ai. and



BIRTHPLACE OF HON. GARRET A. HOBART.

Courtesy Long Branch Public Library

Drawing of birthplace of Vice-President Garret A. Hobart. House was located on north side of Broadway in vicinity of Oceanport Avenue.

pleasant surroundings would aid his recovery. The house in which he stayed was commodious, relatively secluded and seemed to meet all the requirements of a semi-invalid.

The vice-president arrived at Norman-hurst shortly following the close of the spring session of Congress and with the exception of a brief visit to Plattsburg, New York in August he spent the entire summer of 1896 in West Long Branch. President McKinley, and many other prominent political figures of the day, visited Hobart during this period.

Hobart's health failed to improve and he returned to Paterson on September 20 where he died on November 21, 1899. As stated previously the mansion in which he stayed was constructed for Norman L. Munro (1843-1894) and was owned by Munro's widow. Munro had made a fortune in publishing. The mansion was destroyed by fire in 1902. The property was purchased in 1903 by Murry Guggenheim; immediate plans were made to construct a palatial summer home.

Robert Van Benthuisen

DAN RICE CIRCUS JESTER AND PHILANTHROPIST

During his lifetime Dan Rice received the applause and adulation of millions and it therefore seems an anomaly that his burying place in the Old First United Methodist Cemetery remained unmarked for over seventy-six years. It was not until October 1976

that a simple stone was put in place to mark the grave of the world renowned circus clown and showman.

Rice was born in New York City on January 25, 1823. His father was Daniel McLaren, a grocer and henchman to Aaron Burr. His mother was Elizabeth Crum, daughter of a Methodist preacher living in Ocean Township; Elizabeth was the tenth child in a family of fourteen. Dan McLaren and Elizabeth had met at a "merrymaking" at Long Branch a year previous and this culminated in their elopement. Following a three week honeymoon the young couple called at the home of the bride's parents. Their reception was far from cordial. Dan McLaren was banished from the home and Elizabeth's parents instituted legal proceedings that resulted in the annulment of the marriage. Miss Crum married Hugh Manahan, owner of a dairy, two years later. In addition to operating a dairy Manahan was a lover of race horses and a devotee of the turf. Young Daniel was introduced to horses at an early age. His mother died when the lad was only nine and he subsequently grew tired of the regimentation in the Manahan household. At the age of nine he made his debut as a jockey and assumed the name Dusty Dan Rice.

His career as a showman began at Pittsburgh in 1841 when he acquired a half-interest in Lord Byron, an educated pig. Following this, Rice became a circus strongman. In 1844, he found his true role as a clown. During the next thirty years he was associated with a number of well known circuses and he himself was the proprietor of several wagon and river-boat circuses. In his day the circus was still a one-ring show and a clown could command the entire audience. In the late 1860s, when he was at the height of his popularity, he drew a salary of \$1,000 a week and was as well known as P.T. Barnum. Circus folk still think of him as one of the greatest of American clowns.

Dan made his last circus tour in 1885. He then returned to West Long Branch where he lived with relatives. During his lifetime he made several fortunes. His generosity to friends, poor investments and business reverses left Dan practically penniless in the last days of his life. He had no home of his own when he died but lived at the Brown homestead on Norwood Avenue. When he died in 1900 there was no money to pay for his funeral and a marker was never put on his grave.

Descendants of Dan Rice still live in Ocean Township, Fair Haven and West Long Branch. Louis Barbour, former West Long Branch councilman, and a Rice descendant was instrumental in arranging a Dan Rice Day which was observed on October 17, 1976. Donations raised on this occasion and other contributions were used to purchase a grave marker which was made available at cost by the Long Branch Monument Company.

The reader interested in a detailed account of Rice's life should read the book *The One-Horse Show: The Life and Times of Dan Rice, Circus Jester and Philanthropist* by John C. Kunzog.

Robert Van Benthuisen



The New Era Tragedy

Each Memorial Day the members of the New Era Monument and Benevolent Association gather in the Old First United Methodist Church Cemetery in West Long Branch to conduct services for the ill-fated victims of the New Era tragedy. They assemble before the tall granite shaft that was dedicated on November 20, 1892. The inscription on the monument reads as follows: "In Memory of the 240 German Passengers of the Ship New Era Wrecked off Deal Beach November 13, 1854. Erected by the New Era Monument Association of New Jersey."

The year 1854 was the highpoint of German immigration to the United States. Many Germans came before and many followed after but the year 1854 saw 215,009 enter the country. Unfortunately 286 of that number failed to find a haven in the new world. Along with 132 other passengers they had sailed aboard the 1328 ton packet ship New Era on September 28, 1854 from Bremen bound for New York. The ship was new, having been built in Bath, Maine, at a cost of \$60,000, and launched the previous April. Her cargo consisted of six hundred tons of chalk, about twenty thousand cubic feet of general merchandise, and a passenger list of five cabin passengers, six in second class and three hundred and seventy-four in steerage. The crew consisted of 29 persons and twelve passengers' cooks making a grand total including the captain of 427 souls.

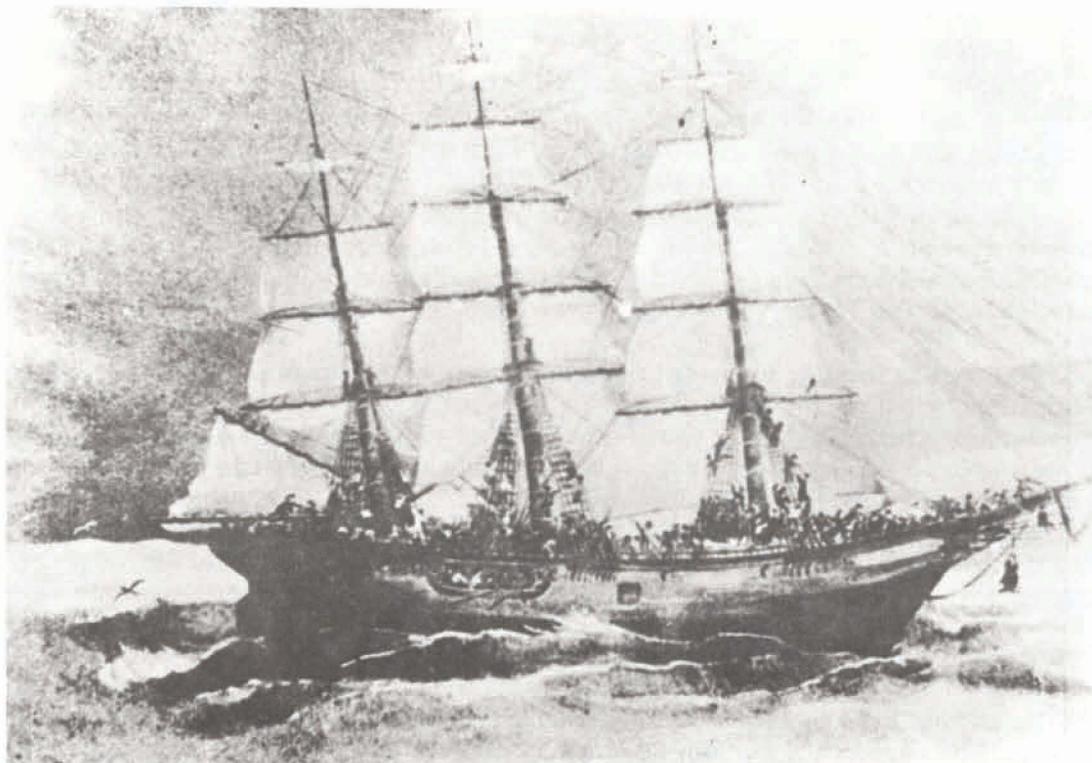
After leaving Bremen the ship stopped at Liverpool and from there departed on the trans-Atlantic voyage. During the first few weeks the trip was uneventful. It was no better nor worse than the average trip on a sailing vessel where many people were crammed together without proper food, ventilation or sanitation. However, two weeks into the voyage cholera broke out among the passengers and crew; the plague claimed forty-six lives.

During the latter part of October the ship encountered heavy gales, the cook's galley was swept overboard and the vessel began to leak making it necessary to continually man the pumps. On Sunday morning, November 12, she encountered fog; the ship began to roll heavily and refused to answer the helm. The captain lost his reckoning and later stated that he thought that he was off the coast of Long Island. Early on the morning of November 13 the ship struck the outer bar north of the present day Convention Hall at Asbury Park; contemporary accounts referred to the area as Deal Beach.

Now began the truly tragic part of the disaster. Even today the North Jersey shore can be bleak and foreboding in November. Imagine how the sparsely settled coast appeared to the passengers of the New Era as they looked toward shore while huge waves broke over

the ship driving it harder aground. There were no rows of amusement stands or high rise apartments to greet their eyes. Perhaps the first warning the local residents had that a ship was ashore was the woeful clanging of the ship's bell. Arriving at the beach they could hardly see the outline of the large square rigger through the fog and driving rain. The New Era was hard upon the outer bar about a quarter mile from the beach.

The news of the wreck quickly spread along the coast from Long Branch to Manasquan, and for a considerable distance inland. Crowds of men, women and children assembled on the beach. The newly formed Life Saving Service was at the scene with lifeboats, but the sea was too rough and repeated efforts proved futile. While these attempts were being made from the shore a boat was lowered and cleared away from the ship. This was manned by the first and second officers and three of the crew who started for the beach with orders to get a line ashore through the breakers. During this stage of the disaster the crew members, with one exception, managed to reach shore leaving the terrified passengers aboard the foundering ship.



Courtesy Otto Geiger, New Era Monument Association

The New Era. Artist unknown.

Throughout the day attempts were made to get a line to the ship. Night set in with the four hundred passengers still no nearer rescue. The next day the sea subsided and it was possible to launch the lifeboat. A total of 163 persons reached the beach alive, the remainder had been washed over the side and drowned or died of exposure aboard the ship.

That night all the barns in the vicinity were turned into morgues. The job of building coffins was let out by contract and the carpenters put up a temporary shop on the beach where they turned out the rough pine boxes by the score. The farmers came with their hay wagons and took the great loads of bodies to the First Methodist Church Cemetery where they were interred in a huge trench extending the length of the graveyard. The mass grave was marked with a crude wooden marker.



New Era monument located in Old First United Methodist Cemetery.

In 1891 a group of conscientious citizens of German descent banded together to provide a decent grave marker. They organized the New Era Monument Association and through voluntary contributions collected \$700.00 and purchased a suitable monument that was dedicated on November 20, 1892. Since then the Association has cared for the plot and the members gather each Memorial Day to hold services in memory of the victims. Later the Association became incorporated and began to provide sick and death benefits to members. During the eighty-six years of existence the New Era Monument and Benevolent Association, Inc. has been able to extend a helping hand to members who are in need and others connected with the organization.

Those wishing a definitive account of this tragedy should consult *The Wreck of the New Era Upon the New Jersey Coast, November 13, 1854* by Julius Friedrich Sachse published in the Proceedings of the Pennsylvania-German Society, volume 16, 1907.

Robert Van Benthuisen



Courtesy Lou Barbour

Christmas tree being delivered to intersection of Cedar Avenue and Monmouth Road. Date unknown.



Chair attributed to Michael Maps. Owned by Edward N. King.

Photo by Charles Maps



“IF YOU LIVE HERE – YOU BELONG.”

The idea of a community center for West Long Branch was first conceived and initiated by the West Long Branch Lions Club early in 1953. As a result of intensive investigation through the spring and summer of that year, the Club negotiated the purchase of the old Norwood Country Club property on Locust Avenue. This property had been abandoned for ten years or more and, although structurally sound, was in a state of total disrepair.

Tackling the seemingly impossible task of rehabilitation, the members of the Lions Club and other interested residents spent every available moment from late August until late October in volunteer labor. This labor, together with contributed materials and a small working fund of \$1,500 borrowed from the Long Branch Trust Company, brought some order out of chaos. On October 13, 1953, the Lions Club took title to the property, and on October 24, opened the doors of the Community Center to the public for a barn dance.

During the winter months, additional work was done to the building, although inadequate heating facilities limited the use of the building. The permanent organization of the project was completed and, early in 1954, West Long Branch Community Center, Inc., a non-profit corporation, was organized and took over the direction and control of the center. On March 23, 1954, the Lions Club parted with its legal interest and conveyed the title to the property to the new organization. In purchasing the property and initially rehabilitating it, the Lions Club was indebted for \$9,500 on a mortgage and \$1,450 on a note. On the transfer of the property, these obligations were assumed by the Community Center Corporation.

Upon taking over the ownership and management of the property, the West Long Branch Community Center, Inc. first adopted an over-all plan for the development of the center. Thereafter, all improvements in the building and grounds were in accordance with the plan. In the late spring of 1954, the Board of Education of West Long Branch was confronted with a shortage of classroom facilities. As a result of negotiation between the Board of Education and the Center, the Center provided, and the Board rented, two first-rate classrooms in the Community Center building. These were created by remodeling a portion of the building during the summer of 1954 and financed by borrowing on notes from the Long Branch Trust Company to the extent of \$7,500. A major cost item, but of great value to the Center, was the installation of a modern heating system.

All improvements in the building until 1957 had been confined to the north wing and the connecting area between the north and south wings. During the winter of 1956-57, the Center turned its attention to the large south wing. The Borough at the same time faced a dire need for large Borough quarters. The Borough's problem and the Center's concern about the south wing found common resolution in the development of the south wing into a modern, new Borough Hall. The project was carried out by the Community Center and financed by the Center. The new facility was completed during 1957 and leased to the Borough for twenty years at a rent of \$6,500 per year. The mortgage was paid off in July, 1977, and the Borough bought the building for \$1.00 from the Center.

During 1957, in addition to the Borough Hall improvement, the Center completed the rehabilitation of the "Breezeway", the area between the two wings. This provided an additional large room available for activity. In conjunction with this work, a kitchen was installed in the end of the Breezeway area.

The Center again came to the community's assistance when they sold the Breezeway area to the Borough for conversion to library use; this occurred in 1970. This transaction necessitated the construction of new kitchen facilities; the ballroom was refurbished at approximately the same time.

Many borough-based civic groups use the center as a meeting place on a regular basis. The Boy Scouts, the Girl Scouts, the 4-H Club, the Leisure Club, and many others have their meetings there. The facilities of the Center are available on a first-come reservation schedule and are free to West Long Branch residents for immediate family parties. The Center's Annual Fair is usually held in August. Other annual events include a New Year's Eve Party, St. Patrick's Day dance, Easter egg hunt, flea market, and Halloween dance. The Center also sponsors theater trips and bus trips to sports events.

Since its beginning, the Center has lived up to its motto "If you live here – you belong." During the course of its history, probably several hundred residents have served on the Center's Board of Trustees and many other Borough residents have volunteered their time for special events such as the Annual Fair. The Board of Trustees represents a wide spectrum of Borough organizations and provision has been made for the election of members-at-large to speak for those residents who are not directly connected with any Borough organization. The first officers were: Harvey D. Leuin, President; Peter Cooper, Vice-President; William I. Morgan, Second Vice-President; Dominick Bizzaro, Secretary; Henry Alexander, Assistant Secretary; and John R. Disbrow, Treasurer. The current officers are: Walter James, President; Carolyn Gattis, 1st Vice-President; Ann Dark, 2nd Vice-President; Harriet Rice, Recording Secretary; Matty Hoberman, Corresponding Secretary; and Amelia Lopano, Treasurer.

THE WEST LONG BRANCH HISTORICAL SOCIETY

The West Long Branch Historical Society is an outgrowth of the Borough's Historical Commission that was appointed by Mayor Shaheen in 1975. The Commission was charged with arranging the Borough's observation of the Bicentennial. The Commission members formed the nucleus of the Historical Society which is open to anyone interested in preserving the historical heritage of our Borough; understanding the history of our community is basic to gaining a better appreciation of the area in which we live. The major function of the organization is to discover and collect any material which may help to establish or illustrate the history of West Long Branch. The current officers are: Anita Fornino, President; Shirley Pisano, Vice President; Edith Woolley, Secretary; and Irene Worles, Treasurer.

THE AMERICAN LEGION

The American Legion Post of West Long Branch was formed on May 20, 1946, primarily through the efforts of J. Russell Woolley. The organizational meeting conducted by George Ziska of Long Branch resulted in the election of Harry S. Cooper as the first Commander. The present Commander is Leslie Gifford and meetings are held in the Borough Hall; there are 121 members.

The organization is dedicated to the welfare of the veteran and his dependents. They give generously of their time for disabled veterans and their families at the hospitals and in their homes. They conduct the Memorial Day services at the Veterans' monument in front of the Community Center annually. The monument was made possible by members' solicitation of funds from Borough residents. A large part of the funds raised by the organization is spent on child welfare. The Legion and its Ladies Auxiliary use all manner of fund-raising activities. The men conducted a monthly paper drive for more than 20 years. Cake sales and dinners are held to raise funds. The men assist with the Christmas tree lighting for the community Christmas tree. They contribute to the baseball, football and Boy Scouts' programs. They have held essay and history contests in the public schools. They were the originators of the program to clean up Franklin Lake.

The Ladies Auxiliary of the American Legion was organized in February 1955, with Mrs. Joseph Heinlein its first President. The present President is Mrs. Basil Slocum. These women work on the projects mentioned above and spend considerable time entertaining the hospital patients.

Each year the Post and the Auxiliary send two boys and two girls to Rutgers and Douglass Colleges for over a week to participate with 1400 other young people in a course in the fundamentals of government, holding pseudo-elections on city, county and state levels, highlighted by the election of a girl and a boy governor.

Basil Slocum

WEST LONG BRANCH SENIOR CITIZENS HOUSING CORPORATION

The committee met on July 1, 1972 at the Borough Hall, with Mayor Sheehan in attendance for its organizational meeting. The first official meeting was held on August 14, 1972. The main order of business for the committee has been the selection of a site for a senior citizens housing project. The site finally selected, which is located at the foot of Community Drive and Forest Street, was a controversial one. Some residents of the immediate area objected to the site. They claimed that drainage in the area was poor and that construction on the site would increase this problem.

Groundbreaking ceremonies for the complex were held on February 19, 1977. Patricia Q. Sheehan, state commissioner of community affairs attended and spoke to the crowd. The complex is to be called Peter Cooper Village and will be comprised of 19 one-story buildings on 15 acres. An additional 9.7 acres adjoining the property has been purchased to be preserved in its natural state. Mrs. Amber E. Ritscher is president of the Corporation.

Amber Ritscher

THE CHAMBER OF COMMERCE

The West Long Branch Chamber of Commerce was organized in a traditional small town fashion. It had been discussed for many months over coffee at Gallo's Restaurant by three local businessmen: Angelo Valenzano, Robert Morris, and Harry DeCamp. Finally Harry DeCamp took the initiative to contact all the local business people in the community to discuss the possibility of forming a local Chamber of Commerce.

A meeting was held in the early fall of 1966 at the West Long Branch Community Center. A very large turn-out was reported, and the idea was met with enthusiasm. Mr. DeCamp was nominated as the first president; he was followed by George Shaw, Angelo Valenzano, Anthony P. Sgro, Lawrence DeMarco, Keith Smykal, Gregory Christopher, and William Tetti.

The Chamber has brought together many business people to discuss ideas and improvements to the business community of West Long Branch. It also has sponsored many social events which have united the business people and the community in a very strong bond of friendship.

Anthony P. Sgro

THE FRIENDS OF THE WEST LONG BRANCH LIBRARY

The Friends of the West Long Branch Public Library held their organizational meeting in March of 1964. The idea for founding the organization is credited to Mrs. Donald R. Mayer and Mrs. Frederick W. Weston, Jr. It was they who first realized the need for additional support from the residents of the Borough if our Library was to grow and flourish. Basically, the group is interested in publicizing the Library and raising funds for improvements to the building. They carry on a delivery system to shut-ins and residents of nursing homes that has been very well received. The first slate of officers was William P. Doherty, President; Gardner C. Klein, Vice President; Mrs. Donald R. Mayer, Secretary; and Mrs. Frederick W. Weston, Jr., Treasurer.

Currently the "Friends" are working to build support throughout the community for a much-needed addition to our Library. Over the years they have held book fairs, literary parties, and other functions to raise funds with which they have donated records, books, and furniture to the Library. Mrs. Harry W. Tenney, Jr. is currently serving as President.



CELEBRATION

The first 4th of July celebration took place in 1838. A procession marched from Liberty Pole (uptown Long Branch) to the Methodist Episcopal Church on Locust Avenue to hear a sermon by J. H. Dandy. The church was the center of many social activities.

FIRST CHURCH

The first church in the area was built around 1791. It was located on the west side of Monmouth Road a little south of West Palmer Avenue and was used by several denominations. The church cemetery still remains near where the church was located.

In 1808 discussions between Reverend Zenas Conger and Reverend Samuel Budd resulted in a split in the Methodist society. Reverend Conger remained in the Independent Methodist Church. Reverend Budd's congregation built the present Methodist Church at Locust Avenue on property donated by Alexander McGregor.

MURDER

From "Entertaining A Nation" by the W.P.A. Writers Project, 1940

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 veterinarian, told him that at daybreak on the night of the murder he had seen Pete Slucum riding down toward the shore. This news unloosed the tongues of 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.

McGREGOR HOUSE

The Wilkeson house, also known as the McGregor house, was located where Woolley Park is now. At one time the house was an inn for travelers coming from Manasquan to Shell Dock (Branchport in Long Branch) and then by boat to New York. The inn was run by one of the Hopper family.



Courtesy Mrs. Gardner Klein

Looking east down Cedar Avenue from Monmouth Road. McGregor house also known as Wilkeson house is on the right. Circa 1900.

CHET BOWMAN – OLYMPIC STAR

West Long Branch proclaimed Sunday, November 21, 1976, as "Chet Bowman Day" to honor one of its most famous sons. Mr. Bowman attended the old Chattle High School, later renamed Long Branch High School. It was there that he first displayed his athletic skills; he was all-state quarterback in 1919 and 1920. This led to further athletic honors at Syracuse University. He was a member of the United States Olympic Team in 1924 and finished fourth in the 100-meter run and was a member of the victorious 400-meter relay team. Mr. Bowman was one of the founders of the Shadow Lawn Savings and Loan Association.

WHAT'S IN A NAME?

Over the years many individuals have suggested that the Borough's name should be changed. They cite the confusion with our neighbor, Long Branch, the lack of originality, and the fact that the name is too long to fit on many forms. In this age of computer-generated mailing labels, the latter reason may be considered the most valid. A concerted effort to bring about a name change occurred in 1963, when the Borough's Junior Chamber of Commerce conducted a survey of residents to determine if, indeed, a name change was wanted. Some of the suggestions put forward were: Shadow Lawn, Norwood, Brook Willow, Collegeville, and Oak Park. However, most of the residents who responded to the survey were against a name change.

J. RUSSELL WOOLLEY

It is probably an understatement to say of J. Russell Woolley that "we will not see his like again." J. Russell Woolley served as Borough Clerk of West Long Branch from 1921 to 1969. He was also a member of the Board of Education for ten years, president of Fire Company No. 1 and Borough Fire Chief as well as being a member of the Board of Health for 18 years. On the county level he was County Clerk from 1939 to 1969; immediately prior to this he served on the Board of Freeholders for three years. Mr. Woolley was active in numerous social and service organizations. The park at the intersection of Cedar Avenue and Monmouth Road was dedicated in honor of Mr. Woolley on June 2, 1971; Governor William T. Cahill was the principal speaker at the dedication.

Christmas tree at intersection of Cedar and Monmouth. Who can date this photo?

Courtesy Mildred Gibb



IN THE MARKET FOR A MAUSOLEUM?

That stone mass located in the southeast corner of Glenwood Cemetery and visible from Monmouth Road is a ghostly monument to an idea that failed. Construction of the \$325,000 marble and concrete building was begun in 1925. Work ceased in 1927 before the roof, windows, and the interior were finished. The Glenwood Mausoleum Company went bankrupt and the unfinished building became the property of the cemetery company. The 2½-story mausoleum is vacant today. The present-day cemetery directors report they still lack funds to complete the building and are sorry the project was started in the first place.



Courtesy United First Methodist Church Museum

Community Christmas at dusk. McGregor house at right.

THE BOROUGH CELEBRATES

To commemorate its founding, the Borough has held three major celebrations: the Silver Anniversary was observed in 1933, the Golden Anniversary in 1958, and the Sixtieth Anniversary in 1968. As with most activities in our community there was wide spread participation by all the residents. The following is a list of those citizens who were officially charged with arranging activities on these occasions.

MEMBERS OF THE 25TH ANNIVERSARY COMMITTEE

Reginald F. Van Note - Chairman
John Heyer - Secretary
Louis J. Barbour - Treasurer

Frank Antonides	Rev. Stacy D. Myers
Chester Bowman	W. Hugh Ryder
Charles G. Brower	Fred Schantz
Ira L. DeCamp	Dr. Z. B. Taylor
Pieree Edwards	George F. Van Huel
O. Wolcott Morris	Myron H. Woolley

MEMBERS OF THE 50TH ANNIVERSARY COMMITTEE

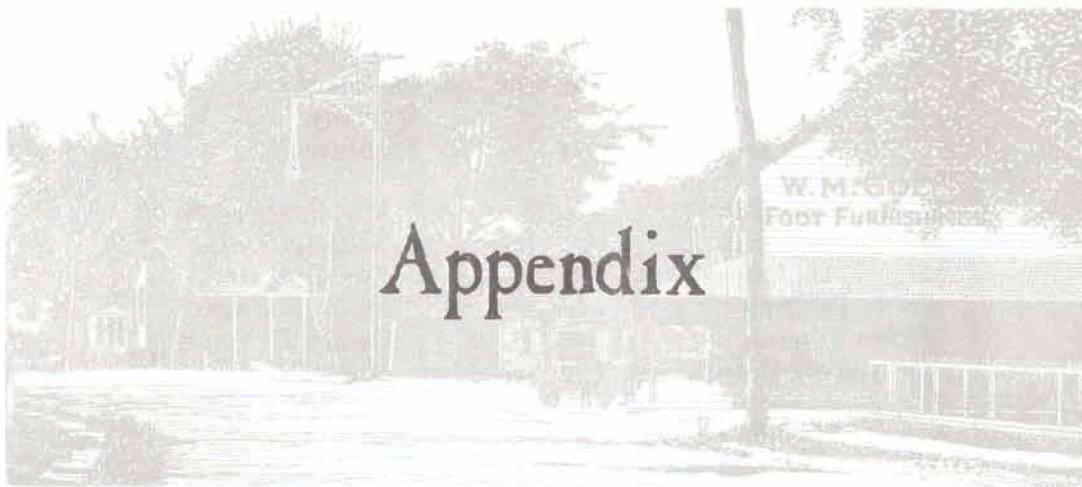
Harvey D. Leuin - Chairman
Frances L. Townsend - Secretary
Vincent J. Kublin - Representing Fire Company No. 1
J. Howard Kirby - Representing Fire Company No. 2
Harry S. Cooper - Representing First Aid Squad
Harry S. DeCamp - Representing Community Center
John J. DeBruin - Representing Board of Education
Mrs. Orville McClain - Representing Parent Teachers Association
A. Francis Dietrich - Representing W.L.B. Lions Club
Basil Slocum - Representing American Legion
John R. Disbrow - Representing Sportsman's Club
George W. Sorenson - Representing Monmouth College

MEMBERS AT LARGE

Mrs. Gardner Klein - Historian
Mrs. Edwin R. Berger
Andrew J. Kromi
Robert F. Megaro
Reginald F. Van Note

MEMBERS OF THE 60TH ANNIVERSARY COMMITTEE

Ray Barker	Ralph Manna
Loe Benjamin	Fred Metler
Rev. John Carty	Rev. W. Robert Oswald
Rev. Gerald Celetana	Charles W. Ritscher
Anthony Cosentino	James Ronan
Barbara Demaree	George Shaw
Francis Dietrich	Robert Shirvanian
John Disbrow	Marcia Tenney
Domenic De Vito	Frances Townsend
Betty Edwards	Robert Van Benthuyzen
Mrs. Gardner Klein	Vernon Worles
Vincent Kublin	Fred Worles
Peter La Marca	Paul Zigo
James Leslie	



Appendix

MAYORS – COUNCILMEN – BOROUGH CLERKS – 1908 to 1977

Mayors

Monroe V. Poole	1908-1912
Joseph D. Van Note	1913
Arthur F. Golden	1914-1920
David W. Smith	1921-1922
Frank Antonides	1923-1928
Samuel R. Baker	1929-1931
James R. Mount	1932-1953
Dr. Owen Woolley	1953-1958
Fred W. Schantz	1959-1966
Henry J. Shaheen	1967-

Councilmen

Dr. Edward M. Beach	1908-1914	William Slocum	1913-1927
Frank S. Brand	1908-1923	Frank Antonides	1914-1921
Thomas W. Cooper, Sr.	1908-1913 1917-1920	James R. Mount	1914-1931
Charles A. Poole	1908-1911	Charles H. Stillwagon	1914
John H. Sutphen	1908-1912	William H. Dennis	1915-1918 1921-1923 1928-1948
Thaddeus Schenck	1908-1910	William H. Carey	1915-1917 1919-1920
C.A. Wright	1911-1913		
Arthur F. Golden	1912-1913	Monroe V. Poole	1908-1912

Councilmen (continued)

Moses E. Johnson	1921-1922	Clarkson S. Fisher	1959-1964
Fred W. Van Note	1921 1924-1928	Andrew J. Kromi	1959-1967
Frank F. Krug	1922-1924	Richard F. Cooper	1961-1963
Roy Bowman	1923-1928	Harry S. DeCamp	1964-1965
George E. Woolley	1924-1925	Henry J. Shaheen	1965-1967
Solomon R. Sherman	1925-1933	Fred L. Martinson	1966-1975
George C. Wood	1926-1930	Robert M. Shirvastian	1967-1973 1975-1977
William J. Bridge	1929-1946		(Current term ends 1977)
William H. Thompson	1929-1932	Walter S. Lermer	1968-1971
Clifford Jacobus	1931-1942	Dr. Richard H. Demaree	1969-1977
Dr. Owen Woolley	1931-1953	Jack L. Piantanida	1970-1976
Harry W. Clerk	1933-1946	Arnold B. Levin	1972-1974
D. Halsey Phelan	1934-1957	Dr. James K. Flanagan	1974-1976
Henry A. Schultz	1943-1946	Bernard V. Fornino	1975
Fred W. Schantz	1946-1958	Peter W. Kenny	1976- (Current term ends 1978)
Ira L. DeCamp	1947-1958	Angelo Valenzano	1976- (Current term ends 1978)
Roy C. Parsons	1947-1968		
Louis J. Barbour	1949-1960	Alexander A. Langa	1977- (Current term ends 1979)
Harry R. Vogel	1954-1958		
George M. Conway	1958-1975	Frank Sorrentino	1977- (Current term ends 1979)
Ralph Ardolino, Jr.	1959-1970		

Borough Clerks

Arthur D. Van Note	1908-1913
Frank A. Poole	1914-1921
J. Russell Woolley	1921-1969
Frances Townsend	1970-

WEST LONG BRANCH POSTMASTERS

Postmasters	Date Appointed
George L. Gibbs	November 10, 1897
Walter Sherman	March 8, 1915
Mrs. Bertha E. Edwards	December 11, 1919
George W. Kampf	July 7, 1925
Frank E. Layton	May 17, 1927
Ernest B. Wolcott	May 10, 1928
Mrs. Mary W. Van Note	April 26, 1930
Mrs. Phoebe S. Hoffman	June 3, 1930
Roy Bowman	June 9, 1934
Mrs. Theresa Wood	October 31, 1941
William H. Conway	July 31, 1950

FIRE CHIEFS – BOROUGH OF WEST LONG BRANCH

Year	Name	Year	Name
1909	Walter Sherman	1932	Charles G. Brower
1910	George F. Van Huel	1933	Frank Sherman
1911	Frank Dennis	1934	Albert J. Frey
1912	James Atcheson	1935	J. Russell Woolley, Sr.
1913	Eugene Bowman	1936	John E. Tebbetts
1914	Harry T. Hopper	1937	Louis J. Huhn
1915	Charles H. Stillwagon	1938	William I. Morgan
1916	Fred W. Van Note	1939	Thomas W. Cooper
1917	William E. Norton	1940	Herman W. Rohbeck
1918	John Rohbeck	1941	J. Edgar Howland
1919	William L. Poole	1942	Frank S. Bilotta
1920	Edward Roswell	1943	Russell K. Hagerman
1921	Arthur D. Van Note	1944	George M. Conway
1922	George R. Waters	1945	Harry W. Cooper
1923	Lewis Palmer	1946	William A. Van Brunt
1924	Charles W. Phillips	1947	John M. Heyer
1925	Solomon B. Sherman	1948	Anthony Cosentino
1926	William H. Dennis	1949	Chester S. Dennis
1927	Oliver W. Norton	1950	Charles L. Morgan
1928	George C. Wood	1951	Harry Dennis
1929	Frank Antonides	1952	J. Howard Kirby
1930	Daniel Hauter	1953	Charles M. Huhn
1931	Roy Bowman	1954	Nicholas Mancini

FIRE CHIEFS (continued)

Year	Name	Year	Name
1955	J. Russell Woolley, Jr.	1967	Kenneth B. Orendorff
1956	Frank C. Peterson	1968	William Vitaliano
1957	Ralph P. Huhn	1969	Russell K. Hagerman
1958	Carmen A. Cosentino	1970	James Migliaccio
1959	Stanley J. Thompson	1971	John K. Hendrickson
1960	William H. Conway	1972	Emilio Cosentino
1961	David C. Svenson	1973	Thomas D. O'Rorke
1962	Edward Strada	1974	Frank Siciliano
1963	A. Francis Dietrich	1975	Vernon F. Worles, Sr.
1964	John R. Conway	1976	Joseph Settembre
1965	John S. DeBruin, Jr.	1977	C. Hoyt Gilman
1966	Paul S. Cosentino		

FIRST AID SQUAD CAPTAINS

Year	Name	Year	Name
1931	Charles G. Brower	1954	Stanley J. Thompson
1932	Charles G. Brower	1955	David C. Svenson
1933	Albert J. Frey	1956	Richard F. Cooper
1934	Francis W. Palmer	1957	Francis W. Palmer
1935	Raymond Bowman	1958	Harry S. Dennis
1936	Raymond Antonides	1959	Russell K. Hagerman, Jr.
1937	Harry Dennis	1960	G. Francis Golden
1938	Chester S. Dennis	1961	Thomas D. O'Rorke
1939	Harry S. Cooper	1962	J. Roger Graves
1940	J. Edgar Howland	1963	Samuel J. Tomaini
1941	Roy Bowman	1964	Vernon Worles
1942	Frank S. Bilotta	1965	G. Hoyt Gilman
1943	George M. Conway - in military service	1966	Emilio Summonte
	Chester S. Dennis - Acting Captain	1967	Harry C. Cook
1944	Richard F. Cooper	1968	Paul S. Cosentino
1945	Richard F. Cooper	1969	Joseph D. Gallo
1946	George M. Conway	1970	Peter Wortman
1947	Robert A. Van Note	1971	Clarence Golembiewski
1948	Chester S. Dennis	1972	Paul Updike
1949	Frank S. Bilotta	1973	Kenneth Walters
1950	Kenneth B. Orendorff	1974	Gerald Casciano
1951	Clarence A. Pullen	1975	Frederick Worles, Jr.
1952	William H. Conway	1976	Richard F. Cooper, Jr.
1953	Warren D. Brand	1977	Victor Huhn

WEST LONG BRANCH POPULATION BASED ON FEDERAL CENSUS

		Number Change	Percentage Change
1910	879		
1920	966	+ 87	+10
1930	1686	+ 720	+75
1940	2030	+ 344	+20
1950	2739	+ 709	+35
1960	5337	+2598	+95
1970	6845	+1508	+28
1977 (Estimated)	7850	+1005	+15
1985 (Projected)	8300	+ 450	+ 6

Reference

