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ASBURY PARK  
AND  
OCEAN GROVE

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# Asbury Park and Ocean Grove

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WHEN Asbury Park was founded by far-sighted James A. Bradley in 1870, it was little thought that the beach would attain its present wonderful popularity. The original value of the land was \$90,000, at that time considered an enormous sum to pay for a trackless waste of sand dunes and brier growth. Founder Bradley's bravery in risking so much money in the apparently mad enterprise of building up a clean, moral-toned resort was a matter of wide comment, but he persisted, and out of this determination has come the splendid Asbury Park of today.

The present value of the land now covered with great hotels, business blocks and residences is many millions of dollars, and increases yearly. In 1903 Asbury Park purchased the beach front, and the city now enjoys the unique distinction of being the only coast resort in the United States owning its water frontage.

Ocean Grove antedates Asbury Park by two years. It was first used as a campmeeting ground by a few Methodist churches nearby, and it was the intention of the Ocean Grove Association to reserve the property for that purpose only, but the extraordinary growth of the

place compelled a revision of the original plans. It is yet the largest campmeeting grounds in the world, although cottages have largely superseded tents and boarding-houses have been replaced by finely equipped hotels.

Ocean Grove is a great musical center. Every summer in the commodious Auditorium are heard the world's finest vocalists in the famous oratorios of the masters, an event which draws lovers of music from all parts of the country.

With this high-grade resort Mr. E. H. Stokes is inseparably associated. He was first president of the Ocean Grove Association, and during his administration of nearly twenty-five years the beach experienced its marvelous growth in prosperity.

The pictures contained in this book have been selected to show the wealth of beauty, charm of location and commercial predominance of Asbury Park, as well as the attractive setting of its sister beach resort, Ocean Grove.

Published by L. H. NELSON COMPANY, Portland, Maine  
Proprietors of Nelson's International Series of Souvenir Books



JAMES A. BRADLEY



E. H. STOKES



ASBURY AVENUE, FROM BOARDWALK

This is one of the show avenues of the city being occupied principally by handsome residences on either side which extend from the ocean to Main Street, the extreme westerly section of Asbury Park.



FOURTH AVENUE LOOKING WEST FROM BOARDWALK

This avenue is a residential section, west of Kingsley Street. East of that point, however, are located some of the most prominent hotels in the city, including Sunset Hall, The Brunswick, The Bristol, The Clarendon and Lafayette. A mound park at the outlet into Ocean Avenue adds materially to the beauty of this commanding thoroughfare.



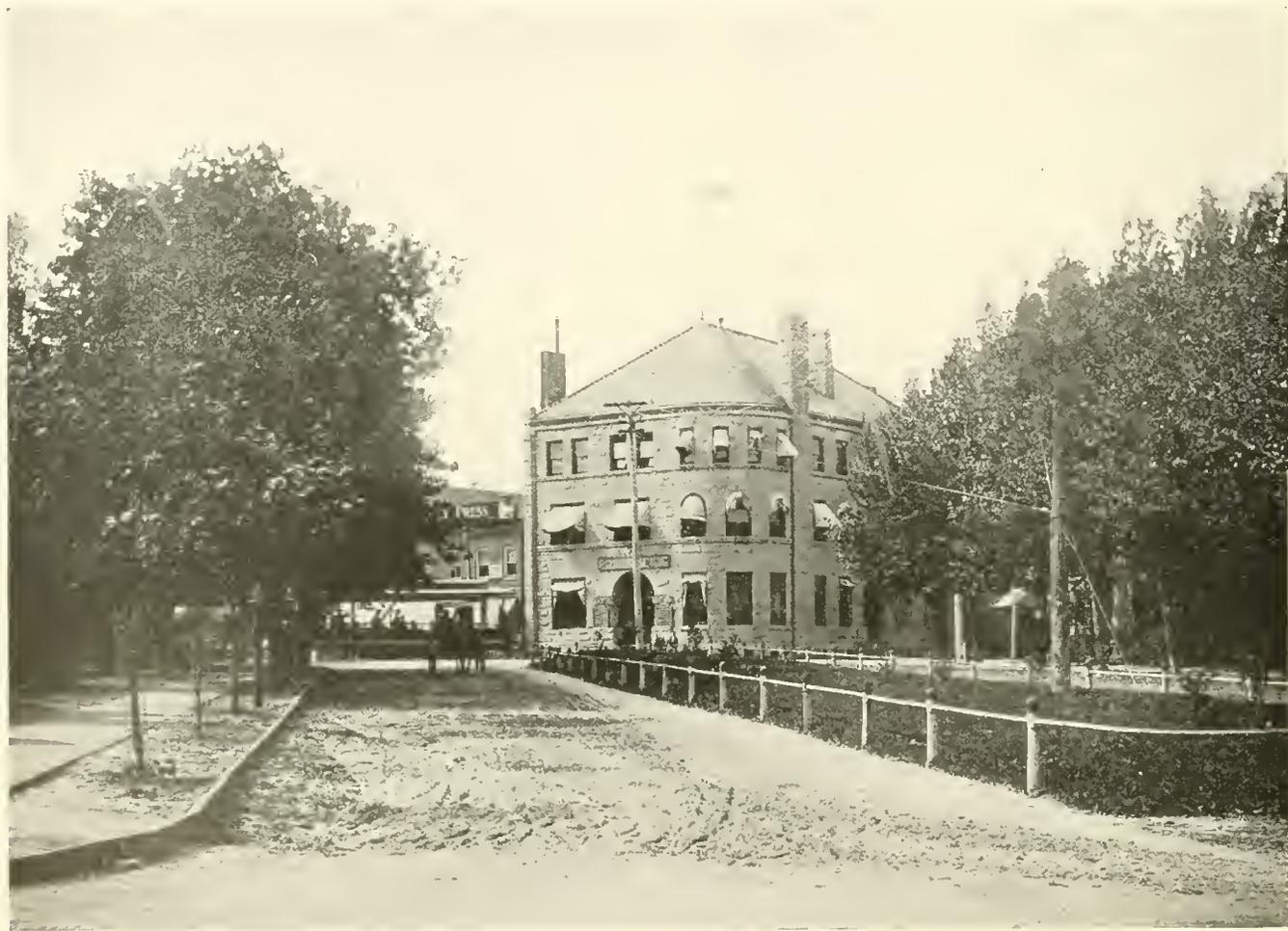
MATTISON AVENUE

Is one of the principal business streets of the city. It is located in the fire district and upon it are the several bank buildings, office buildings, real estate offices and the Asbury Park Press Building, post office and a notable series of pretty stores and business places.



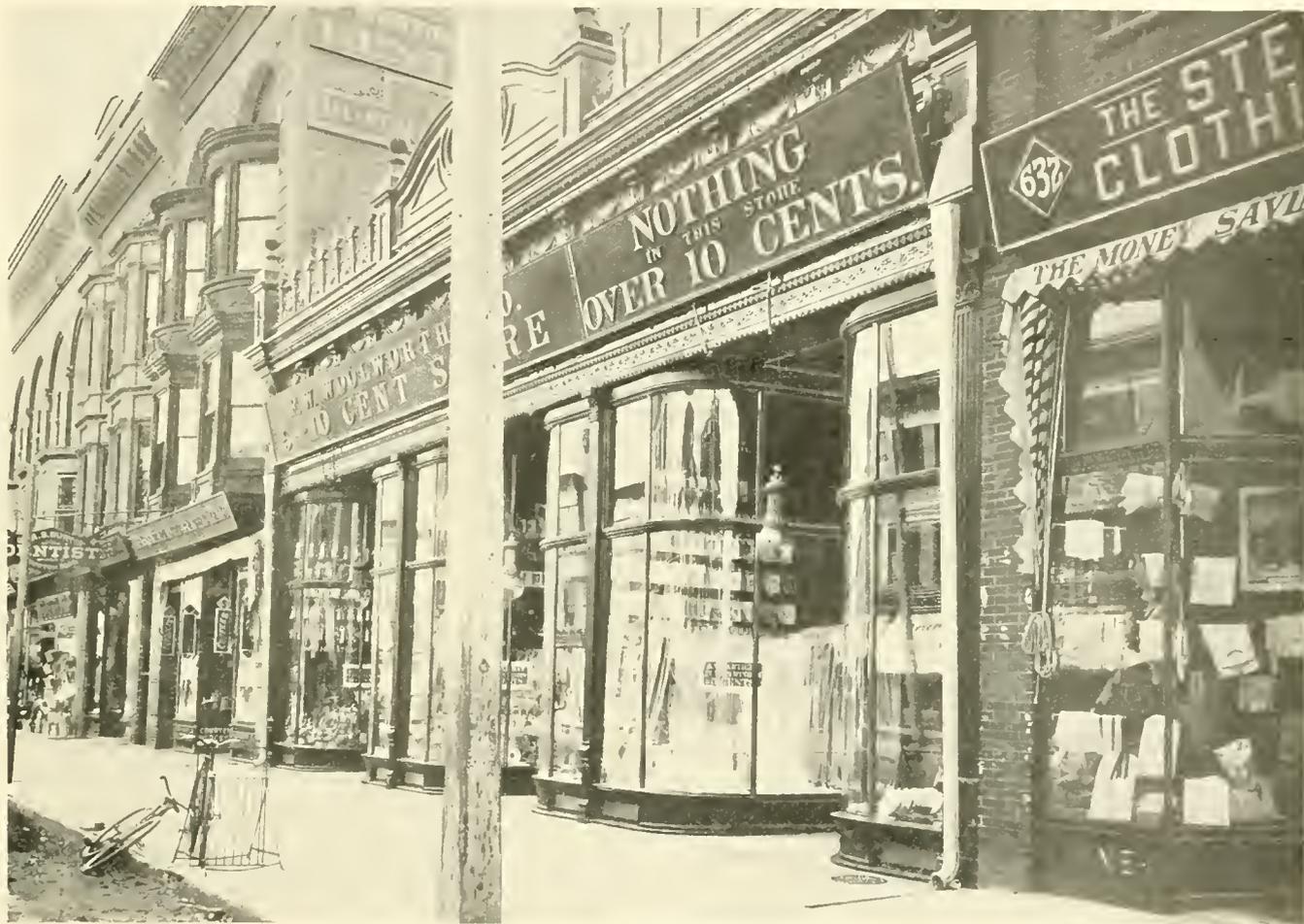
COOKMAN AVENUE

Is another business thoroughfare recently built up into compact shape which shows upon either side elegant department stores, splendid office buildings and through which the Atlantic Coast Electric Railroad cars make their way to the ocean.



#### POST OFFICE

The Asbury Park Post Office is a stone building, three stories high, with a commanding entrance on Mattison Avenue. It is centrally located and has been classified as first-class by the Government. There is a free delivery in Asbury Park and the business of the office is largely increased by a new rural delivery which gives convenience to territory extending three miles into the country.



COOKMAN AVENUE

This shows a section of Cookman Avenue between Bond and Main streets, one of the principal blocks of the city.



#### ASBURY AVENUE CASINO

This beautiful building is the first product of the new Asbury Park, having just been erected at a cost of \$75,000, on the beach front recently acquired by the city, at the foot of Asbury Avenue. The Casino is an Exposition type and was designed by W. C. and A. F. Cottrell, Asbury Park architects. In conjunction with the "Arcade" at Fifth Avenue, the new Casino is a recreation place for the teeming thousands who promenade the boardwalk at all seasons of the year. It is also a concert hall provided with a stage of such ample dimensions that dramatic and operatic entertainments are given at intervals by many of the best known organ-



FIFTH AVENUE ARCADE

The Arcade is a companion building to the Casino and was designed by the same architects. The type is Venetian. The numerous arch ways disclosed are lighted by myriad electric globes which give to the beautiful structure at night the appearance of a blazing square. The Arcade is an open auditorium for band concerts which form the principal attraction of the boardwalk. Like the Casino the Arcade has seating accommodations for 5,000 people.



ASBURY PARK AND OCEAN GROVE DEPOT

This is the main railway station in Asbury Park. It is approached through a wide and beautiful park covering three squares. A band stand is stationed at the southerly section, where concerts are given while the morning trains roll into the depot. The depot platform and station is 500 feet long.



NORTH ASBURY PARK DEPOT

Established for the convenience of cottagers and summer visitors who reside above Sunset Lake and in the vicinity of Fourth Avenue. This station is now the only point at which Sunday trains stop in Asbury Park. It is a pretty stone building of modern design, with platforms on either side of the double track.



#### SEACOAST NATIONAL BANK

One of the show buildings of the city. It is situated on Mattison Avenue, occupying a prominent corner. The building is of brick with stone facings. The upper stories are used for office purposes. The bank has a capital of \$100,000 and is now classed among the strong institutions of the county.



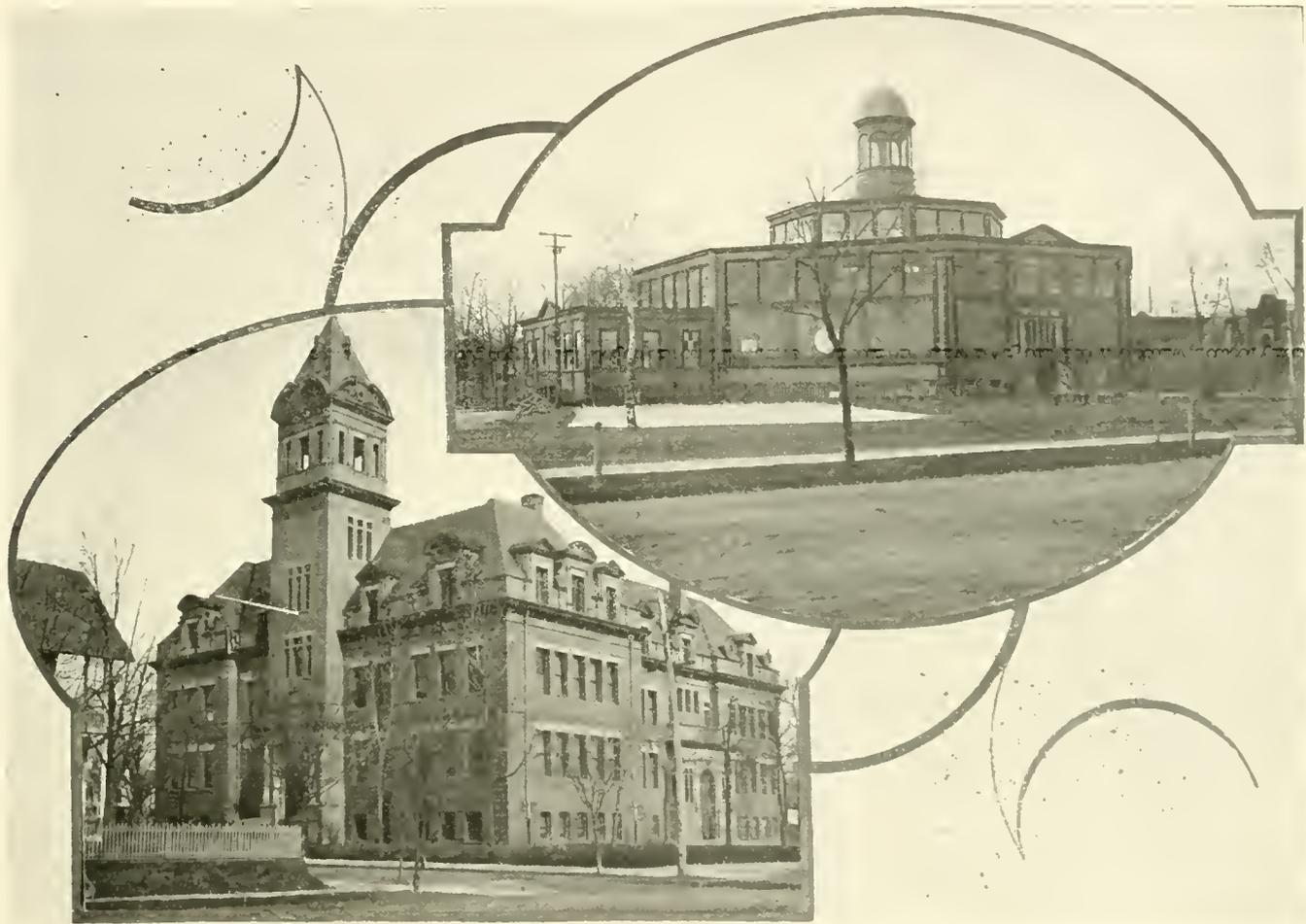
ASBURY PARK AND OCEAN GROVE BANK

Situated at the corner of Main Street and Mattison Avenue and is prominently observed from the New York and Long Branch railroad depot. It is built of pressed brick with stone facings and the interior is richly embellished. The individual deposits of this bank exceed \$1,000,000.



LIBRARY HALL

A relic of the older Asbury Park which, under the energetic supervision of an official library association, has developed into an enduring monument on Grand Avenue, the great residential thoroughfare of the city. Library Hall is a scene of winter gaiety and is an educational institution where lectures are delivered by eminent platform speakers. It has a large and beautiful assembly hall and free reading rooms. The library is increased from year to year by public sub-



HIGH SCHOOL

This is a massive pile built of pressed brick and granite. It includes over 30 school rooms, magnificent assembly hall, manual training rooms, kitchen and cook room, an art gallery, a library room and private offices. It is one of the largest and most impressive school buildings in the county and boasts an average attendance of 1,000 scholars. It was recently added to the honor lists of New Jersey schools.

EDUCATIONAL HALL

Removed to Asbury Park from the Philadelphia Centennial grounds in 1878 by Founder James A. Bradley. For many years it was the only amusement building in the city, Educational Square upon which the building was located, having been recently sold. Educational Hall will now be torn down, to make room for handsome residences.



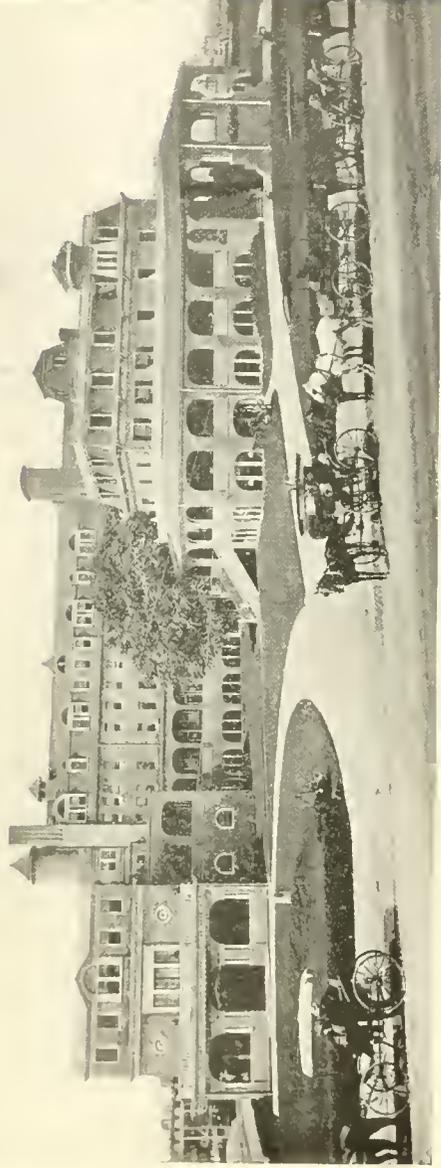
#### REPRESENTATIVE HOTELS

This group shows the Grand Avenue, West End, Marlborough and Ocean Hotels, four of the leading caravansaries of Asbury Park, each being more or less identified with the history of the city. The Marlborough, however, has been recently enlarged and now is a fashionable center for winter patronage.



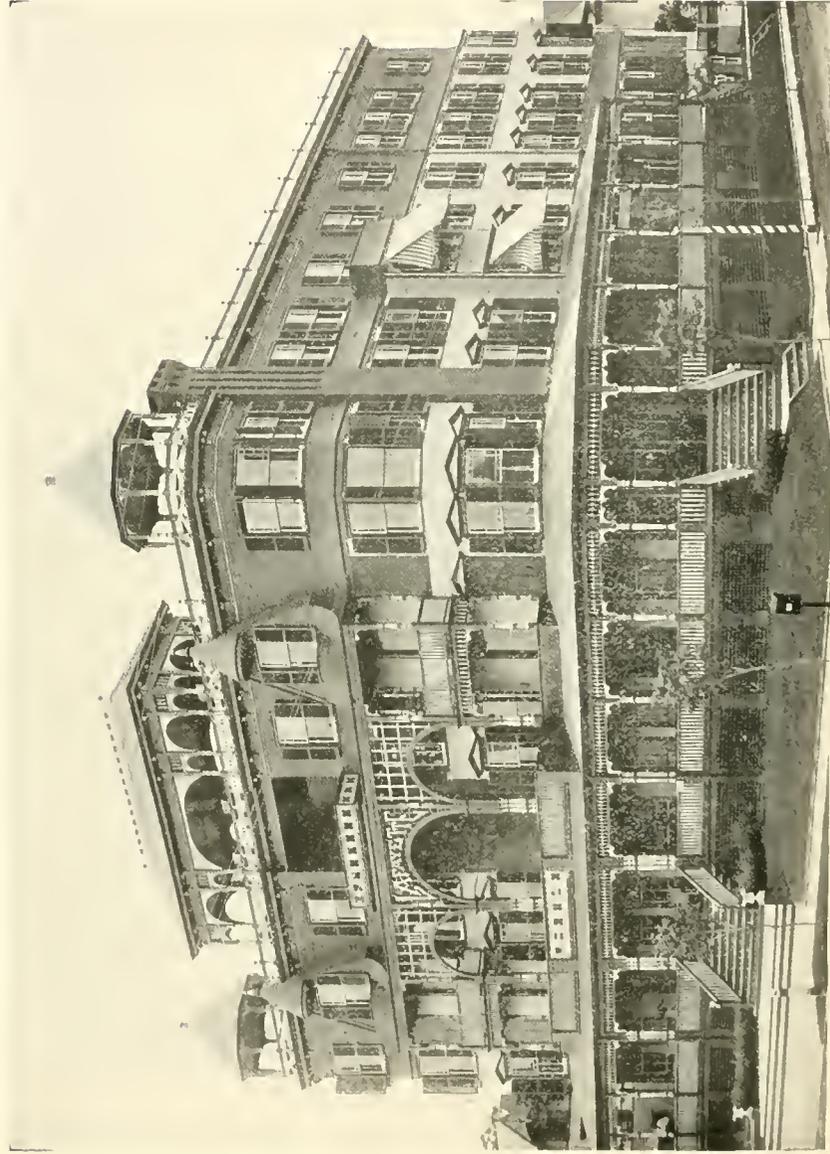
THREE POPULAR RESORTS

The Minot House, the Plaza Hotel and Hotel Brunswick. They are located in the heart of the hotel district and are famed as among the leading hotels of the coast.



#### COLEMAN HOUSE

Famed far and wide as the leading hotel of Asbury Park. It occupies an entire square on the ocean front and is the home of the millionaires.



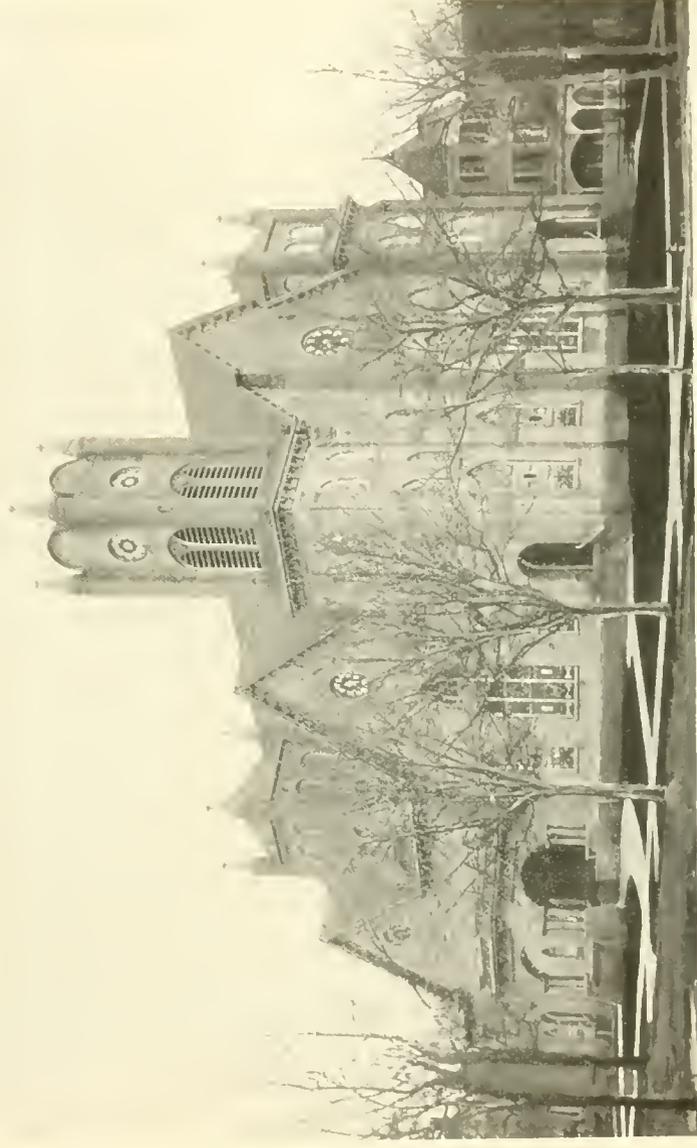
#### LAFAYETTE HOTEL

A hotel of modern design, especially noted in Asbury Park for its beautiful location and airy rooms. The Lafayette is equipped with every convenience and enjoys a good reputation.



**SECOND AVENUE LOOKING TOWARD THE BEACH**

This picture shows a typical block of Ashbury Park cottages. They are surrounded by pretty grass plots and possess in common with hundreds of others throughout the beautiful town wide verandas that are the chief resting spots for business men and their families.



**FIRST METHODIST CHURCH**

Mass. St. Photo. Local collection. It is the finest collection of photos in Ashbury Park.



ASSOCIATION BUILDING, OCEAN GROVE

Here are concentrated the business offices of the Ocean Grove Campmeeting Association. In it is also located the Ocean Grove Post Office. It is the main public building aside from the Auditorium in Ocean Grove.



PRESBYTERIAN CHURCH

Is situated on Grand Avenue. It is built of moss stone, has a large auditorium and Sunday-school room and is the only Presbyterian edifice in Asbury Park.



CONGREGATIONAL CHURCH

It is located on First Avenue at Emory Street. This edifice is the outcome of a split from the Presbyterian Church. It is a pretty wooden structure of churchly design and under a popular pastorate is rapidly acquiring wide influence in the city.



THE APPROACHING STORM

Here are shown the lowering clouds and the waves beating heavily upon the beach. It is a scene with which the patrons of a summer coast resort are familiar and requires only a vivid imagination to accurately picture in the mind.



#### ON THE BOARDWALK

Here we see Asbury's famous esplanade in bold relief. The Asbury Park Boardwalk has been too often described to require comment. Upon its broad surface, stretching for a mile along the ocean front, on a warm summer day are frequently concentrated 50,000 promenaders, while upon gala nights may be seen under the electric lights a dense mass of humanity—an endless throng bent upon pleasure and entranced by the allurements of the scene, beside which the glories of Venice seem pale and insignificant.



FISHING PIER AND YACHT LANDING

A morning and afternoon feature in Asbury Park. Thousands witness the landing of the boats, sometimes accomplished amid a rough and perilous surf, with absorbing interest.



A BEACH SCENE

Such as may be witnessed every morning upon the Asbury Park sands.



#### ON THE BEACH

How the bathers love to group and pose for the camera finds is revealed in these pictures which are typical everyday scenes on the Asbury Park bathing grounds.



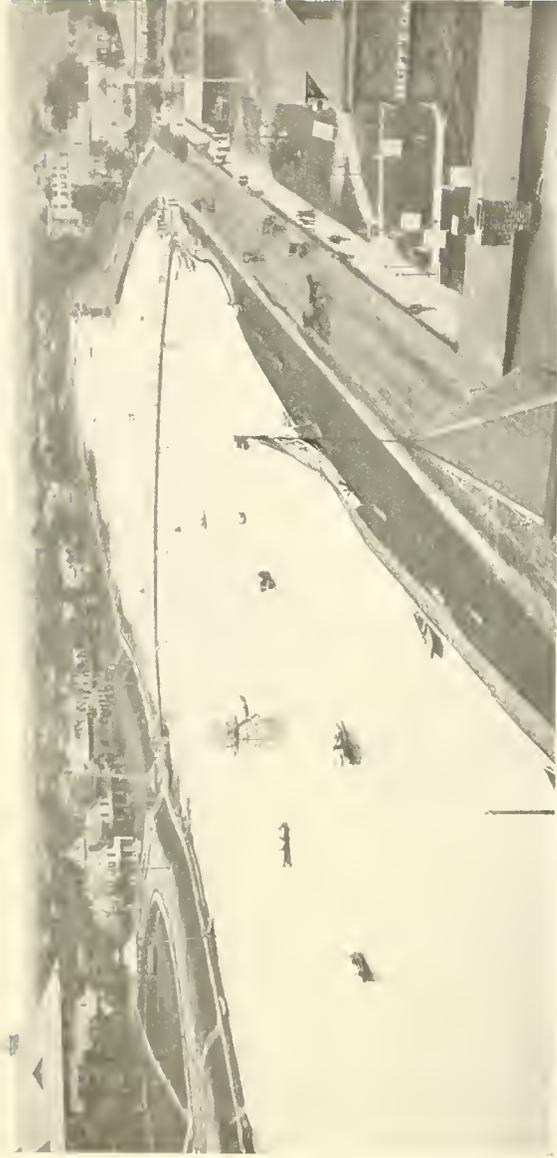
VIEW OF OCEAN GROVE FROM THE PIER

It shows a section from Ocean Pathway with the Majestic Hotel on the corner, stretching south to Main Avenue.



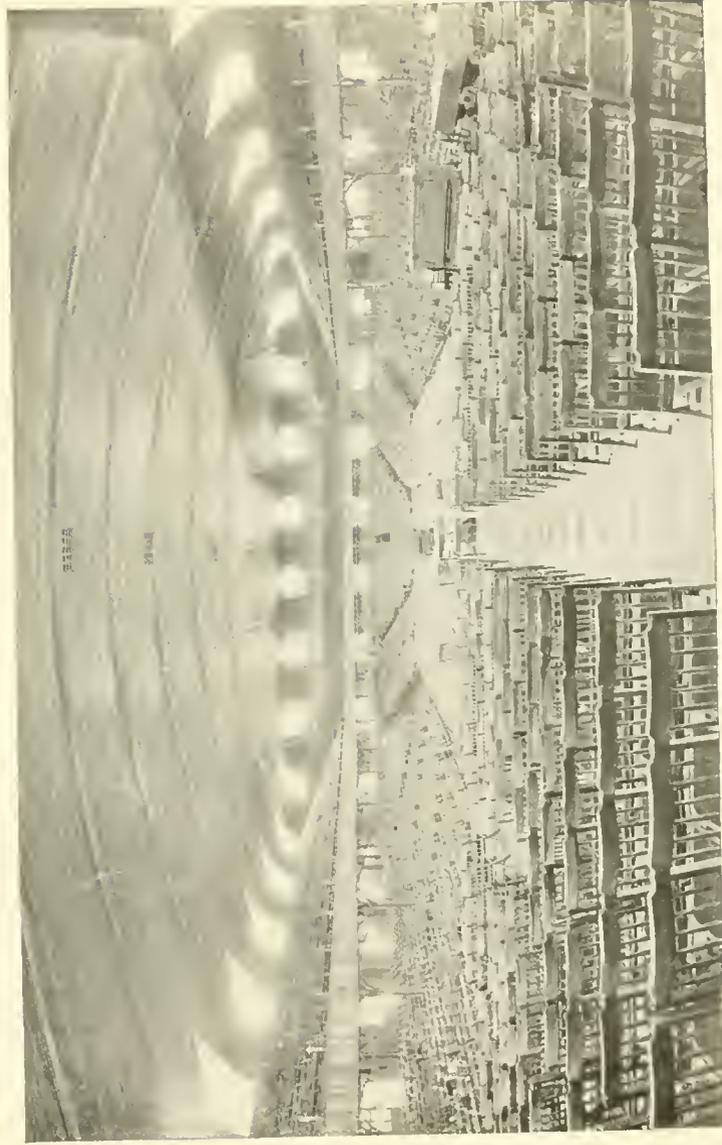
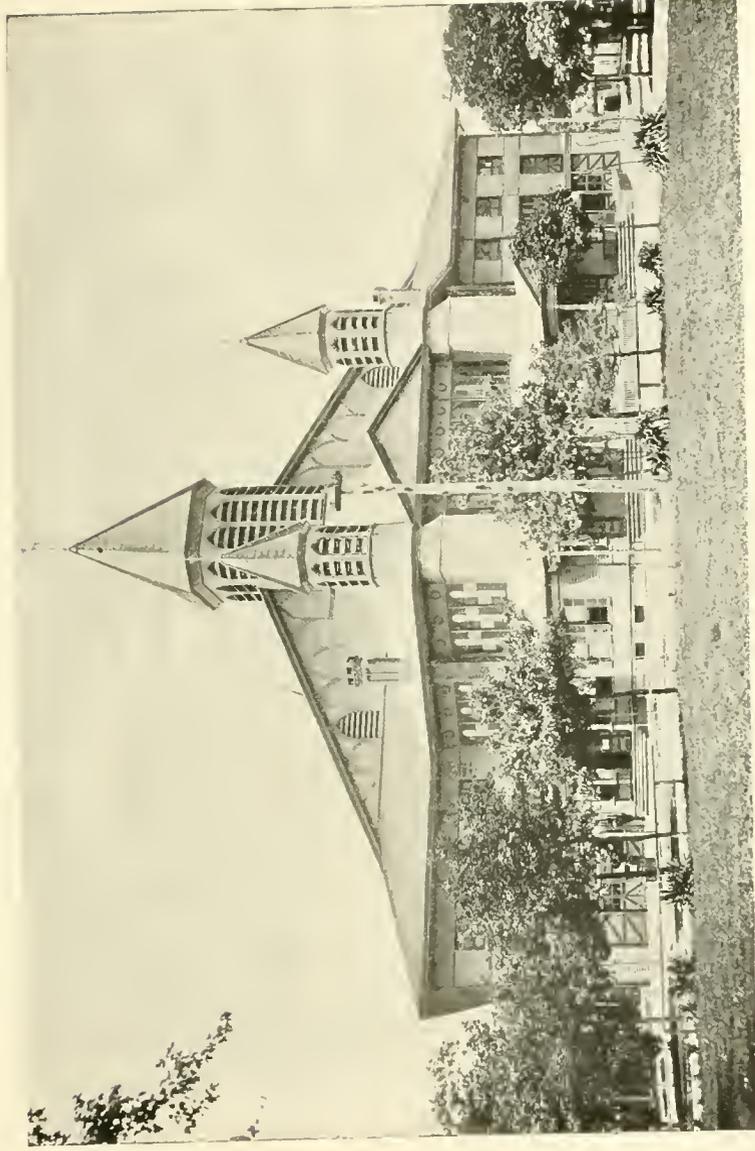
#### CHURCH OF THE HOLY SPIRIT

The Roman Catholic Church of the Holy Spirit, corner of Second Avenue and Bond Street, is beautifully located in the very heart of town. It is a pretty and ornate edifice to which is attracted during the summer months many of the wealthy Catholic residents of the Jersey shore. The Church owns a handsome rectory adjoining and has an average attendance of 800.



#### VIEWS OF WESLEY LAKE

Wesley Lake is a coast tributary that divides Ashbury Park and Ocean Grove. The two cities are united, however, by foot bridges which are disclosed in the views. Wesley Lake is the scene of a beautiful annual boat carnival, one of the star entertainments of the city officials. It is a mile long and at night when illuminated is one of the beauty spots of the coast.



OCEAN GROVE AUDITORIUM

where 10,000 people listen to the greatest preachers and lecturers of the day. President McKinley and



PRESIDENT ROOSEVELT IN THE AUDITORIUM

A life-like view of the Ocean Grove Auditorium, showing President Roosevelt as he stood on the platform, facing 12,000 people crowded into its immense area six years ago.



THE ROUGH RIDERS BRIGADE OF OCEAN GROVE

One of the novel accessories of the Campmeeting City. The boys wear Rough-Rider suits and are regularly drilled by competent officers. They frequently parade and have a taste of real camp life by the seashore.

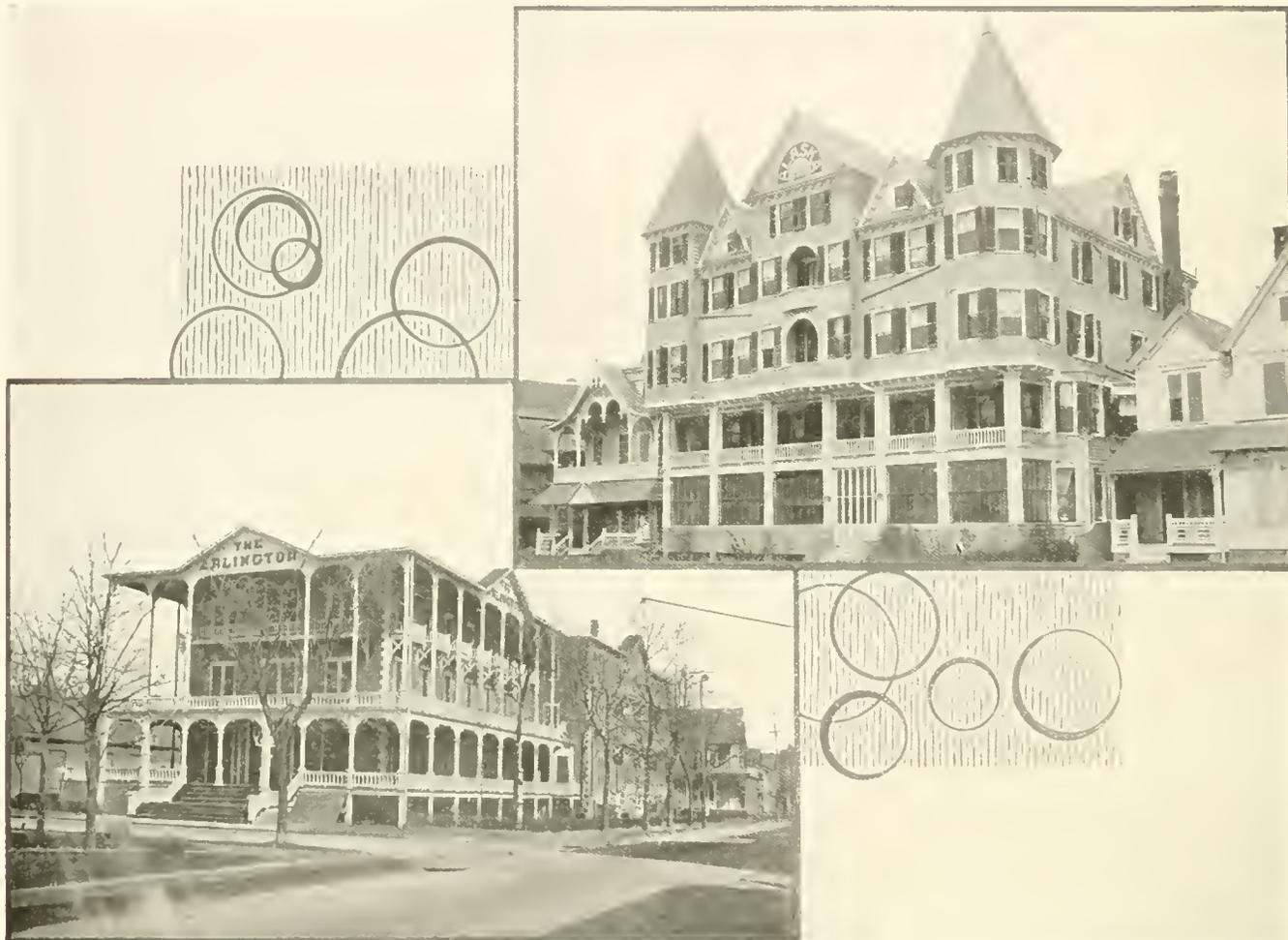


BATHING BEACH AT FOOT OF WESLEY LAKE

One of the popular bathing grounds of Asbury Park. The scene shows a bit of the beach south of the Asbury Avenue Casino.



A WINTER SCENE IN OCEAN GROVE  
It is like many others that we wot of and needs no comment.



OCEAN GROVE HOTELS

Here are shown the Arlington and Alaska Hotels, two of the principal hostelrys of the Campmeeting City.



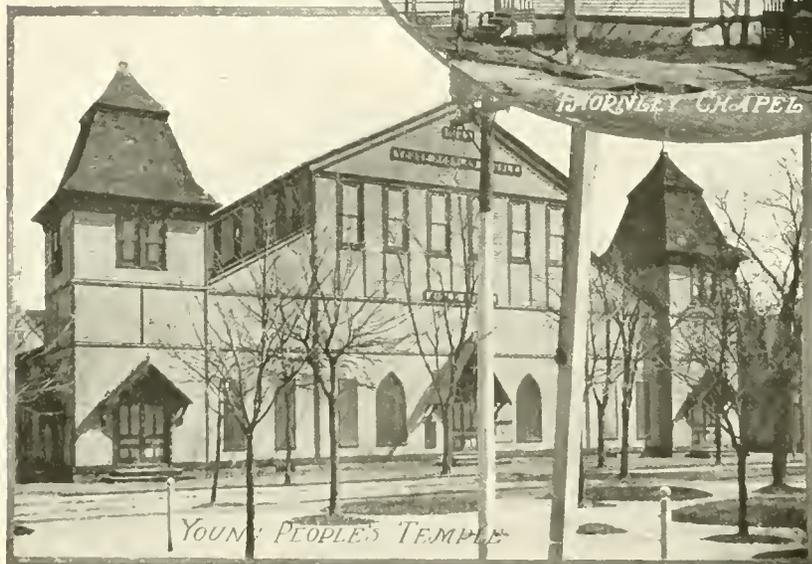
AUDITORIUM PARK

The Park lays south of the Auditorium and includes under its shady pines, the Tabernacle, Thornley Chapel and the well of Bethsheeba.



NEPTUNE TOWNSHIP HIGH SCHOOL

Located on Main Street and Main Avenue, Ocean Grove. One of the handsomest school buildings in the State.



THORNLEY CHAPEL. Built in memory of Rev. Mr. Thornley, a Primitive Methodist Minister.

YOUNG PEOPLE'S TEMPLE. Here are conducted morning services every day during the summer by the famous evangelist, Rev. Charles H. Yatenan.

MEMORIAL STATUE. On the Ocean front, called the Angel Statue.

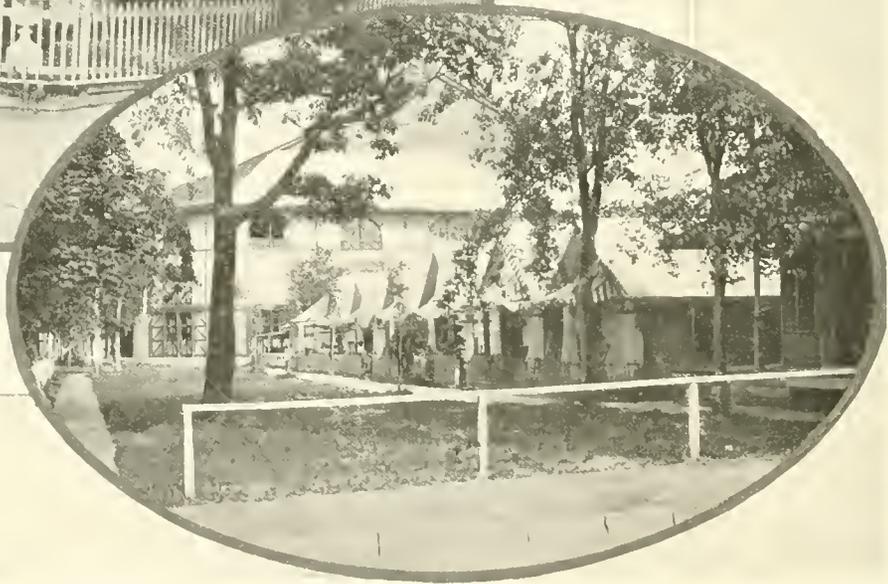


#### BATHERS AT LILLAGORE'S, OCEAN GROVE

The extreme southerly beach of the campmeeting city. A popular bathing ground and a quaint gathering place for summer visitors.

#### ROWING ON FLETCHER LAKE

The upper scene shows a section of the Ocean Grove Lake bank. This body of water is the dividing line between Ocean Grove and Bradley Beach.



TENTING AT OCEAN GROVE

Tent life in Ocean Grove is a relic of the primitive days, but a style of life that has never lost its charm in the Campmeeting City.



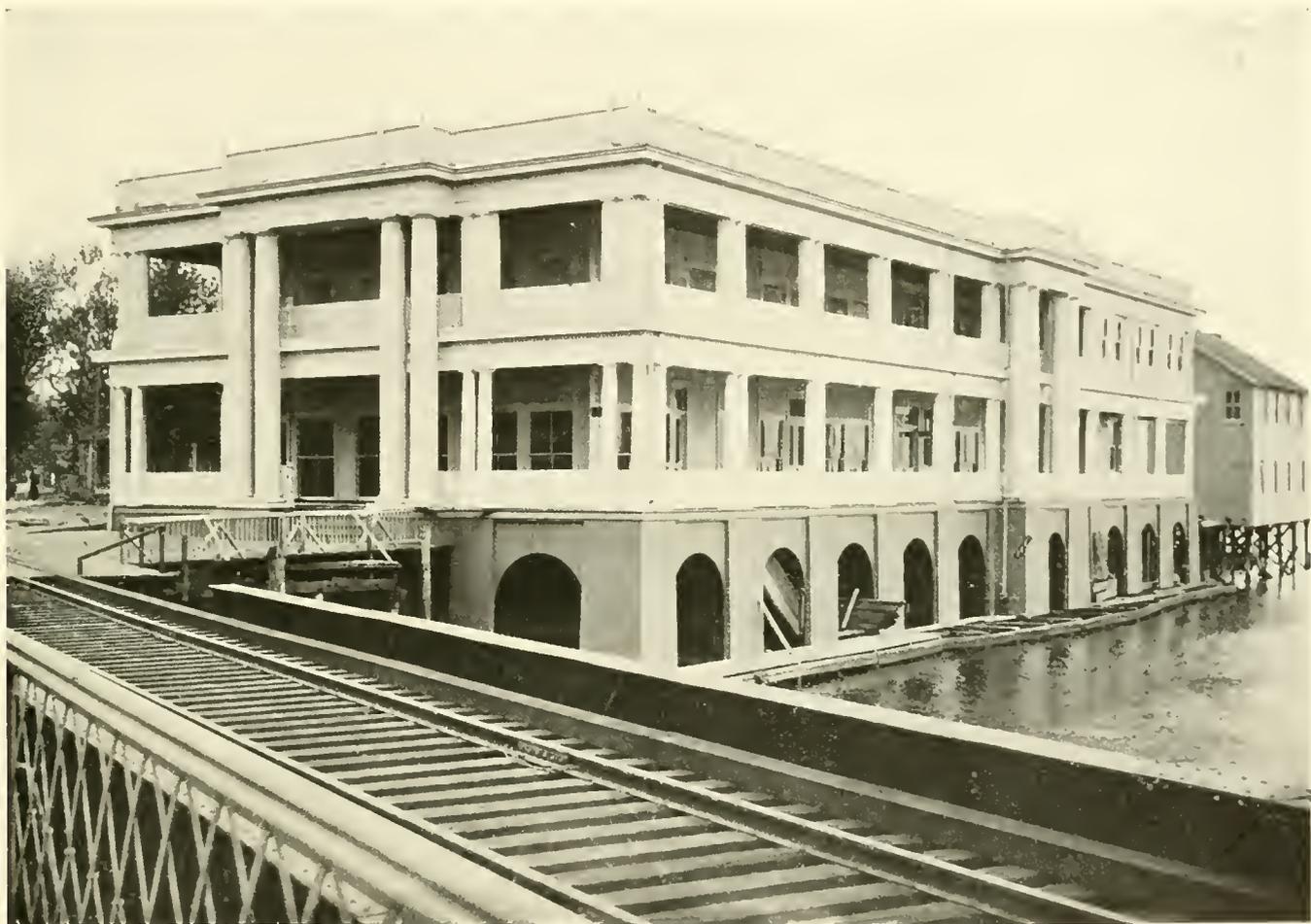
THE NEW BOARDWALK AT BELMAR

Among the latest improvements at that resort. The picture shows the Columbia Hotel and the fine fishing pier which is one of the greatest attractions in this sportsmen's home.



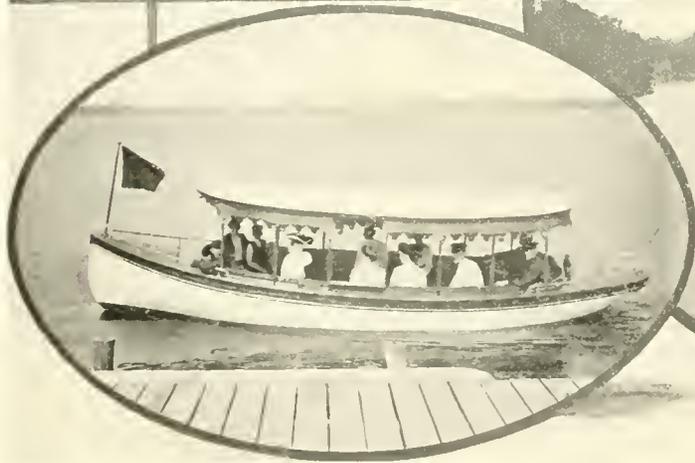
BULLER'S BOAT LANDING AT SHARK RIVER, BELMAR

The popular center for yachtsmen who congregate here in the early morning hours from every part of the coast. There are many beautiful and fast yachts on Shark River that compete for valuable prizes during the racing season.



BELMAR CASINO, SHARK RIVER

On the trolley road at the foot of Shark River and the main highway leading from Asbury Park to Spring Lake. A new and popular resort for crabbing and fishing parties. It has an underground landing for small boats and river craft, and is provided with a beautiful dancing hall, private dining rooms and a high class cafe and restaurant.



#### SCENES AT DEAL LAKE

A placid and beautiful stream on the northerly boundary of Asbury Park, dividing the city from Allenhurst and the fashionable resort of Deal. The scenery on Deal Lake is unsurpassed. It is the home of romantic maidens and summer lovers. Under its banks, one may dwell for hours in dreamy peace listening only to the murmuring of the waters. It is the scene of a grand water fete recently inaugurated with tremendous success by the Asbury Park Carnival Association.



CATHOLIC CHURCH AT DEAL

Just erected by subscription from wealthy Catholics on the Jersey shore, chief among whom was Daniel O'Day, the Standard Oil Magnate, whose magnificent \$500,000 summer seat immediately adjoins it.



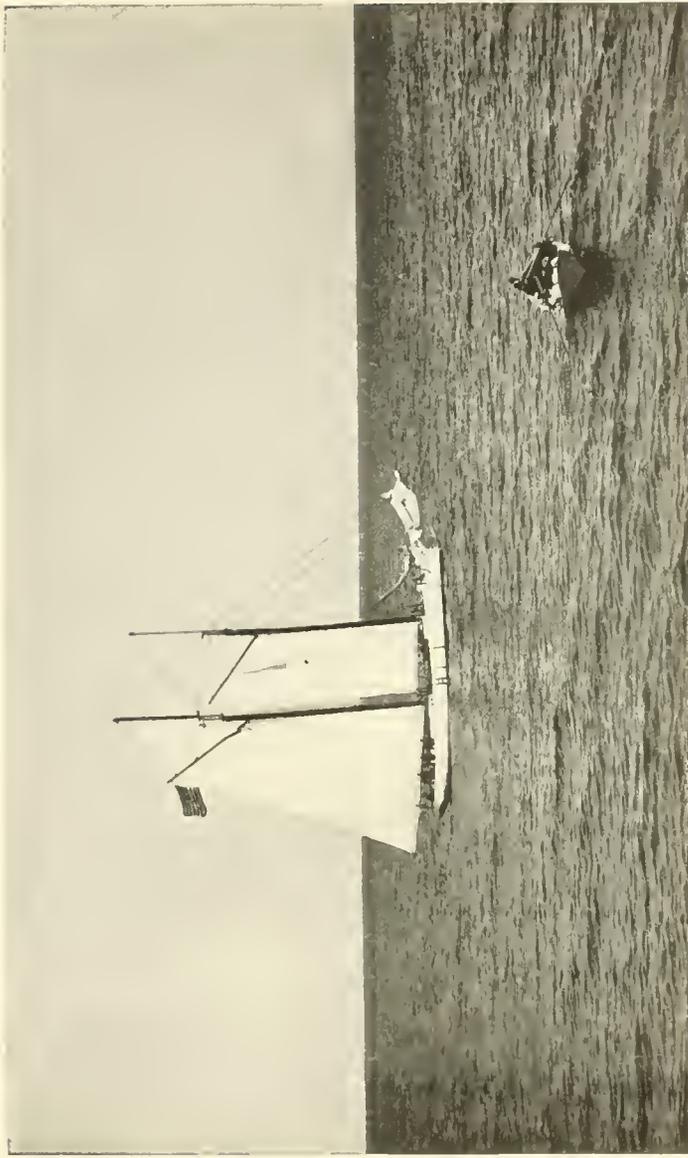
ALLENHURST SWIMMING POOL

A natatorial resort for the fashionable folk of this exclusive summer resort. There were prize contests during the season for amateur swimmers and divers who spend much of their time in the pool and Casino.



ALLENHURST CLUB

Erected on the stone road, Allenhurst, at a cost of \$250,000.



YACHT EMMA B. AT ANCHOR

A handsome pleasure yacht anchored off the Asbury Park Beach. It is a popular medium for deep-sea fishing on the banks



OFF THE NEW JERSEY SHORE



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