

A SKETCH OF
MONMOUTH COUNTY
NEW JERSEY
1683 - 1929

*Issued by the Monmouth County Board of Chosen Freeholders through the cooperation of the
public-spirited persons and firms named on the last page.*

EDITED AND COMPILED
By M. MUSTIN

Copyright 1929
M. MUSTIN Co.
Camden, N. J.

A SKETCH OF MONMOUTH COUNTY NEW JERSEY 1683 - 1929

Issued by the Monmouth County Board of Chosen Freeholders through the cooperation of the public-spirited persons and firms named on the last page.

EDITED AND COMPILED
By M. MUSTIN

Editor's Note

IN the following pages the attempt is made to present to the public a brief but accurate picture of Monmouth County. The outstanding facts have been briefly stated, burdensome statistics and hampering details eliminated and actual photographs used in the hope that it will attract a wide circle of readers, serve usefully in the public and newspaper libraries and thereby advance every County interest.

A deep debt of gratitude is due those who so kindly assisted in the collection of information and facts. For this courteous help keen appreciation is here extended to Arthur Brisbane, the newspapers, ministers, local Chambers of Commerce, banks, and City, Township and Borough officials of the County; to all Monmouth County officials; to the New Jersey State Departments of Agriculture, Health, Banking and Insurance, and Institutions and Agencies; to the State Highway Commission, Library Commission and Public Utility Commission; the State Board of Commerce and Navigation, Board of Taxes and Assessments and the Commissioner of Motor Vehicles; the United States Weather Bureau, Bureau of Census and Department of Agriculture; and also to the Sigmund Eisner Co., A. & M. Karagheusian, Inc., Samuel C. Cowart, Mrs. F. R. Symmes, Hon. William A. Stevens, Mrs. Lewis S. Thompson, Joseph McDermott, Charles E. Cole, and Guion P. Wilson.

M. M.

Copyright 1929
M. MUSTIN Co.
Camden, N. J.

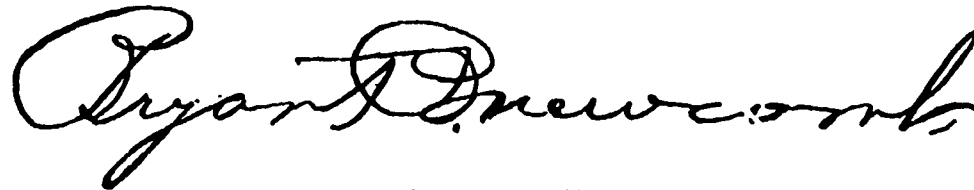
DEDICATION

By BRYANT B. NEWCOMB

THE Members of the Board of Chosen Freeholders of Monmouth County are alive to the present spirit of fast moving progress. To keep pace with the times and promote the best interests of the huge business organization to which the County may be likened, they view honest and straightforward publicity as of vital importance. And with that thought in mind, they initiated and brought this brief but comprehensive sketch of Monmouth County to a successful issuance.

This brochure reveals the fact that Monmouth County is abundantly blessed by nature with advantageous location, rich soils, healthful climate, and unrivalled beauty, to which man has added every facility and convenience for modern life—making it the ideal place in which to Live—Work—and Play.

Immediately ahead is a period of great progress and expansion for the County. Her Citizens need but to recognize her unmatched natural advantages, to vision the future and to work energetically and in harmonious unison to achieve greatness for themselves and Monmouth County. In furtherance of such purpose the Board dedicates this publication.

A handwritten signature in cursive script, reading "Bryant B. Newcomb". The signature is fluid and elegant, with the first letters of each word being capitalized and prominent.

Chairman, Freeholders Book Committee.

INTRODUCTION

By ARTHUR BRISBANE

Monmouth County's Board of Chosen Freeholders wisely decide to tell the world about their County, in "honest and straightforward publicity."

THERE are two problems; first, to have that which is desirable, second, to let other people know that you have it.

Monmouth County has EVERYTHING, and the world should be told about it.

Great Cities of Wealth

THE County is almost surrounded by great cities, by population and wealth, industry and prosperity, not to be matched anywhere else in the world.

New York, Philadelphia, Newark, are all within easy reach of Monmouth County, and all will contribute to Monmouth County's wealth and development.

A Fortunate County

IN itself the County is most fortunate in its climate, softened and made healthful by great areas of pine trees, spreading to the South and in all directions.

Monmouth County possesses the northern extremity of the "Georgia Pine Belt."

It is fortunate in its fertility and the proximity of markets for all that the County can produce.

This entire country will hardly show a more fertile

or more perfectly cultivated farming area than the territory surrounding the old and beautiful Town of Freehold.

A Partner in Prosperity

THE building of tunnels and bridges over and under the Hudson River will make Monmouth County a partner in the gigantic prosperity of New York City, without being a partner in its taxpaying program.

The population and wealth of New York will flow into Monmouth County and adjacent New Jersey territory, automatically and steadily.

Flying Soon Here

WE are not far from full development of flying. Monmouth County offers for land planes and hydroplanes unequalled landing facilities.

The whole County will soon be a magnificent residence district drawing upon the great cities that surround it, offering to its inhabitants every possible inducement to come and TO STAY.

If you have no real estate in Monmouth County, GET SOME. If you have some, KEEP IT, for its values are only beginning.

A. Brisbane

HARRY G. BORDEN
*Chairman,
Road Committee*



BORDEN A. JEFFREY
*Chairman,
Bridge Committee*



BRYANT B. NEWCOMB
Director of Board



ELMER E. POLHEMUS
*Chairman, Court House and Jail
Committee*



STEPHEN C. THOMPSON
*Chairman, Finance and Auditing,
Surplus Fund and Tuberculosis
Hospital and Welfare Committees*



THE BOARD OF CHOSEN FREEHOLDERS OF MONMOUTH COUNTY, 1929



Bas Relief—COURAGEOUS MOLLY PITCHER DURING FAMOUS BATTLE OF MONMOUTH

History

BEFORE the coming of the white man and through countless years, Indians of the Lenni-Lenapi tribe hunted in the deep forests, fished in the crystal waters and sported on the white beaches of what now is Monmouth County. It was their "Paradise." The first white man to set foot on the soil of the County was da Verazano, a Florentine, in 1524. Then, almost a century later, Sir Henry Hudson in his vessel, the *Half-Moon*, cast anchor near the Highlands and sent some men ashore. A day or so later, under date of September 2nd, 1609, he wrote in his



HISTORIC OLD TENNENT CHURCH AND BURIAL GROUND—
BETWEEN FREEHOLD AND ENGLISHTOWN

English, Scots and Dutch were the three original strains. The English were first to settle, having come from Long Island shortly before 1665. The Old Scots, religious exiles from Scotland, came in the *Caledonia* in 1685, and settling between Freehold and Englishtown, they formed the historic "Old Scots Meeting House." Several years later came the first Hollanders from Long Island. A number of French Huguenots settled in the early years of the eighteenth century.

In 1693 the County was divided into the original Townships of Middletown, Shrewsbury and Freehold. Growing rapidly for its day, a more central location was desired for the County Seat. In 1713, Freehold was chosen as the County Seat and in 1715 a Court House and Jail were built at their present locations.

A record, which refers to conditions in 1685, indicates the industry of the people—"It was the wealthiest County in the province and paid the greatest amount of taxes." The people continued to be active with the spirit of commerce and they prospered. Ships from Monmouth villages plied the coast from Charleston to Boston. But this business activity was not permitted to continue. The Crown early established a policy of taxation, business repression and the withdrawal of "hard" coins. This policy, enforced for a long time despite strenuous objection, bred discontent not only in Monmouth County, but among all the Colonies. It fed the growing spirit of revolt and independence and finally led to the Revolution.

But the revolt found the people of Monmouth County divided in their sentiments. A large Royalist element was strongly in sympathy with the Crown and allied themselves with the British. The Royalists in the County organized and worked in concert against the cause of the Colonies more than in any other County of New Jersey, and at no time during the struggle were they entirely suppressed. Pillaging and marauding from protected camps on Sandy Hook, they harrassed the people of the County through all the years of the Revolution. And to

log book—"This is a very good land to fall in with and a pleasant land to see." However, it was not until the lapse of another half century that the first settlers arrived in Old Monmouth County. In 1665, a year after the British forced the Dutch at New York to surrender all of New Netherlands to them, a group of residents from Gravesend, Long Island, having settled in the County, appeared before the New British Governor in New York and obtained the famous "Monmouth Patent" for the land. They had previously purchased the land from the Indians with guns, wine, tobacco, coats, knives and trinkets. The Indian Sachems themselves assured the Governor that "*their lands had been paid for to their full satisfaction.*"

Richard Stout, James Grover, John Bowne, Will Goulding and Richard Gibbons, of the twelve original patentees, settled at the present site of Middletown.

In a few years Shrewsbury also was settled, and a great number of settlers having gathered at these two places James Grover and John Bowne were appointed representatives to the first General Assembly of 1668. Fifteen years later at the Assembly of March 7th, 1683, Monmouth County was officially formed as one of the four original Counties of the Province. It was named, through the influence of Colonel Lewis Morris, after Monmouthshire, England, where his family had a vast estate. In 1850 Ocean County was erected from part of Monmouth and the present bounds of the County determined.

add to the horrors, the "Pine Robbers," a band of knaves parading as Royalists, terrorized the countryside with nightly plundering and murder until they were finally exterminated.

Then came the famous Battle of Monmouth. It is often spoken of as the turning point of the Revolution. On June 18th, 1778, Sir Henry Clinton, in command of the British at Philadelphia, began the evacuation of the City, fearing that he would be cut off if the French fleet came up the Delaware. With his troops and baggage train stretching out over twelve miles, he began moving slowly up through New Jersey. On being apprised of Clinton's evacuation, Washington started his main army in pursuit. By June 26th, Clinton's forces had advanced near to Freehold. Washington had reached Hopewell, held a council of war there and sent General Lee ahead with 5000 picked men for a surprise attack. Early in the morning of June 28th, Lee advanced on the British. But his manœuvering was slow. After two unsuccessful encounters with them at Freehold, his forces retreated in disorder toward Tennent. Half way to Tennent, Lee was met by Washington leading his main army to the attack. Aghast at the disorderly retreat, Washington harshly reprimanded Lee, ordered him to muster his routed troops, and here organized his forces for battle. The British advanced—and then began the famous Battle of Monmouth, the longest battle of the Revolution.

The day was broilingly hot. Back and forth near the site of Old Tennent parsonage the fierce and bloody struggle raged throughout the day. Charge after charge of the British was repulsed. And near the end of the torrid day, after a desperate hand-to-hand struggle in which the brave English leader, Lieutenant Colonel Monckton, was killed, the British were routed. Darkness prevented Washington from following up his advantages and Clinton, under the cover of night, quietly withdrew his battered army to Sandy Hook and safety on the English vessels there.

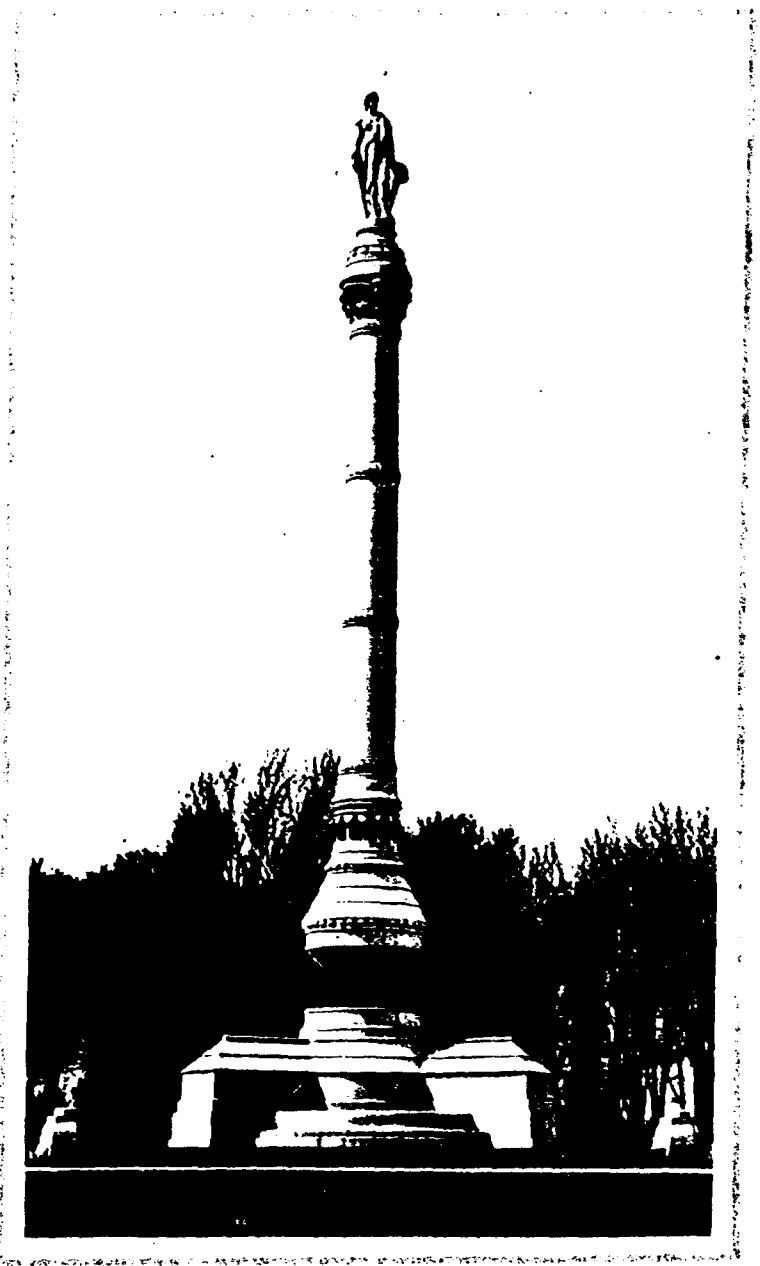
This hard-won but impressive victory revived the fallen spirits of the Colonists. It gave them renewed courage and marked the beginning of their successful offensive in the cause of liberty.

It was during this battle that Molly Pitcher, a sturdy woman of 24, bravely took her wounded husband's place at the cannon, kept it in action, and, it is said, fired it twice as often as any gun on the field. Her brave and courageous deed lives in history.

After the war, liberty and independence having been won, the people of Monmouth County gave themselves over to the peaceful pursuits of agriculture, commerce and industry. Roads, railroads and steamboat lines were built. The fertile soils of the County were intensively cultivated and made to produce greater crops. Industry was developed and expanded. At Allaire, there grew the then largest marine engine manufacturing plant in the world and a thriving business centre. The County's natural advantages of location, climate and beauty early attracted visitors and health seekers. As early as 1860 Long Branch became known as the first and most famous seaside resort in America.

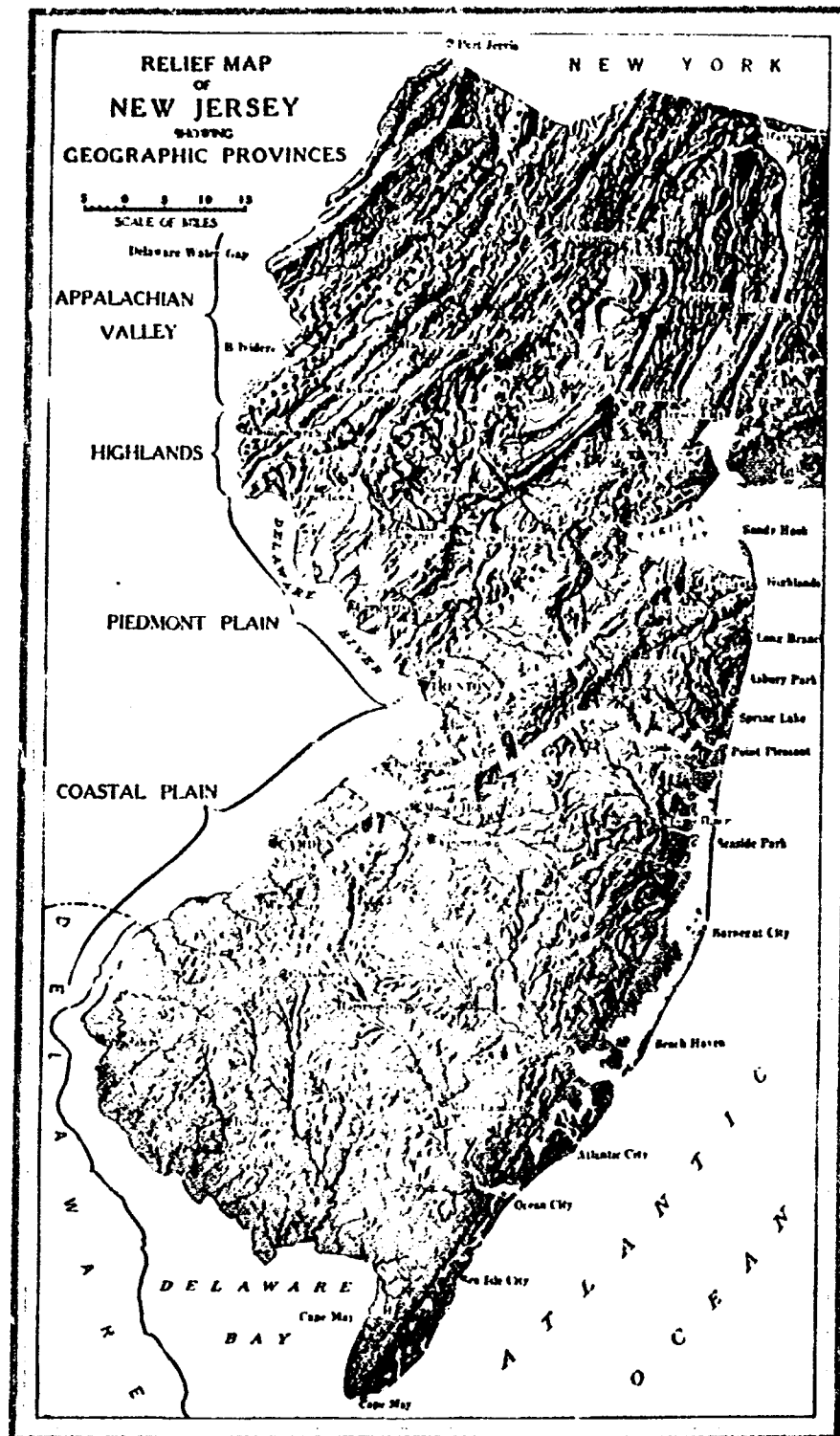
With the passing years sons of the County have won distinction not only on the field of battle, but also in public life, in finance, commerce, arts and letters. Dr. Nathaniel Scudder, a son of the County, was delegate to the Continental Congress of 1777. Philip Freneau, translating clerk for Thomas Jefferson, poet and editor, published the first newspaper in Monmouth County. Dr. William A. Newell, Representative to the United States Congress and later Governor of New Jersey, originated and sponsored the establishment of life saving stations along the coast. Colonel George Harvey, American Ambassador to the Court of St. James, attained recognition and place in the field of literature and journalism. The County has also supplied to the State a good proportion of its Governors, Justices of the Supreme Court, Attorneys-General and other officials.

Today Monmouth County and its people present a picture typically American. A broad expanse of fertile acres, intensively cultivated! Clean, beautiful villages! Industrious cities! An unbroken string of fashionable resorts along a 20-mile ocean front! A sturdy people quietly industrious, intelligently progressive and ever patriotic with the inherited spirit of their forefathers.



MONMOUTH BATTLE MONUMENT AT FREEHOLD

Geography and Physical Features



RELIEF MAP OF NEW JERSEY—MONMOUTH COUNTY
OUTLINED IN WHITE

LOCATION and BOUNDARY: Monmouth is the most northern seacoast county of New Jersey and lies in the east central-part of the State. Its centre, Freehold, is 40 miles from New York, 53 miles from Philadelphia and 27 miles from Trenton.

Bounded on the east by a 20-mile stretch of sandy beach washed by the blue Atlantic, on the north the County is bounded by Sandy Hook and Raritan Bays, on the northwest and west by Middlesex, Mercer and Burlington Counties, and on the south by Ocean County.

SIZE: With an area of 537.94 square miles or 344,280 acres, it is the fifth largest County in the State. Of this expanse, 38,002 acres or 11% of the whole is water surface.

TOPOGRAPHY: Lying entirely in the Coastal Plain, Monmouth County in its northern, western and central parts is a region of high, rolling uplands, the boldest elevations of which are the Navesink Highlands in the northeastern corner of the County. Forming a conspicuous promontory on the coast, they are the first lands seen "by mariners entering New York Harbor" and hold the highest point in the County, an elevation of 391 feet. Southeast of these uplands Monmouth County is flat, level, though in parts slightly undulating and includes the barren marshy reaches of "Pines" land.

GEOLOGY and SOIL: The soils of the County are of cretaceous formation and sandy and clayey in composition. In the uplands region they are predominantly loams and sandy loams, while in the flat southeastern part they are light, sandy and, in places, non-agricultural. Some of the richest agricultural soils in the world occur in Monmouth County. The famous green marl deposits outcrop in many parts and over extensive areas.

The strata are six in number, lie flat and conformably one upon another like the layers of a cake and have a dip of 30 feet to 40 feet per mile southeasterly to the ocean. From lowest to uppermost they are (1) Plastic Clays, (2) Clay Marls, (3) Lower Marl Bed, which outcrops the entire length of the County from N. E. to S. W., (4) Red Bank Sand, (5) Middle Marl Belt and (6) Upper Marl Belt. These beds appear on the surface or outcrop in belts of regular width extending across the County from N. E. to S. W. They are all of cretaceous formation and have been a veritable treasure-house of relics of the stone age and the fossiliferous remains of gigantic fauna and flora. Relics of the Cretaceous, Tertiary and Quaternary ages have also been collected in the County.

STREAMS: The County is well watered by many streams and rivers. They flow from the uplands divide either westwardly into the Delaware River or east and a few north into the Atlantic, Sandy Hook Bay or Raritan Bay. The main waterways all flow east and are the Navesink, Shrewsbury, Shark, Manasquan and North Branch of the Metedeconk Rivers and their tributaries. The upper waters of the Millstone and South Rivers, and Crosswicks and Assunpink Creeks flow west and northwest.

CLIMATE: In respect to seasons, the climate is typical of the Temperate Zone. But oceanic influences moderate the extremes of temperature, and make the climate more uniform. These influences combined with the health giving atmosphere of the pine belt and the unusual coastal elevations give the County a salubrious climate and have popularized it as a summer as well as winter resort section.

The records of the United States Weather Bureau show the County to have an average monthly temperature ranging from 30.6° in February, the coldest month, to 74.7° in July, the warmest; severe temperature reversals are rare. The average annual rainfall varies from 45.26 inches at Asbury Park to 50.96 inches at Long Branch; it is constant and fairly evenly distributed over the seasons. The snowfall is light, melts rapidly and is rarely of sufficient quantity to completely obstruct traffic. The sunshine percentage is 60. Prevailing wind direction is S. W. in spring and summer and N. W. during the remainder of the year.

Population

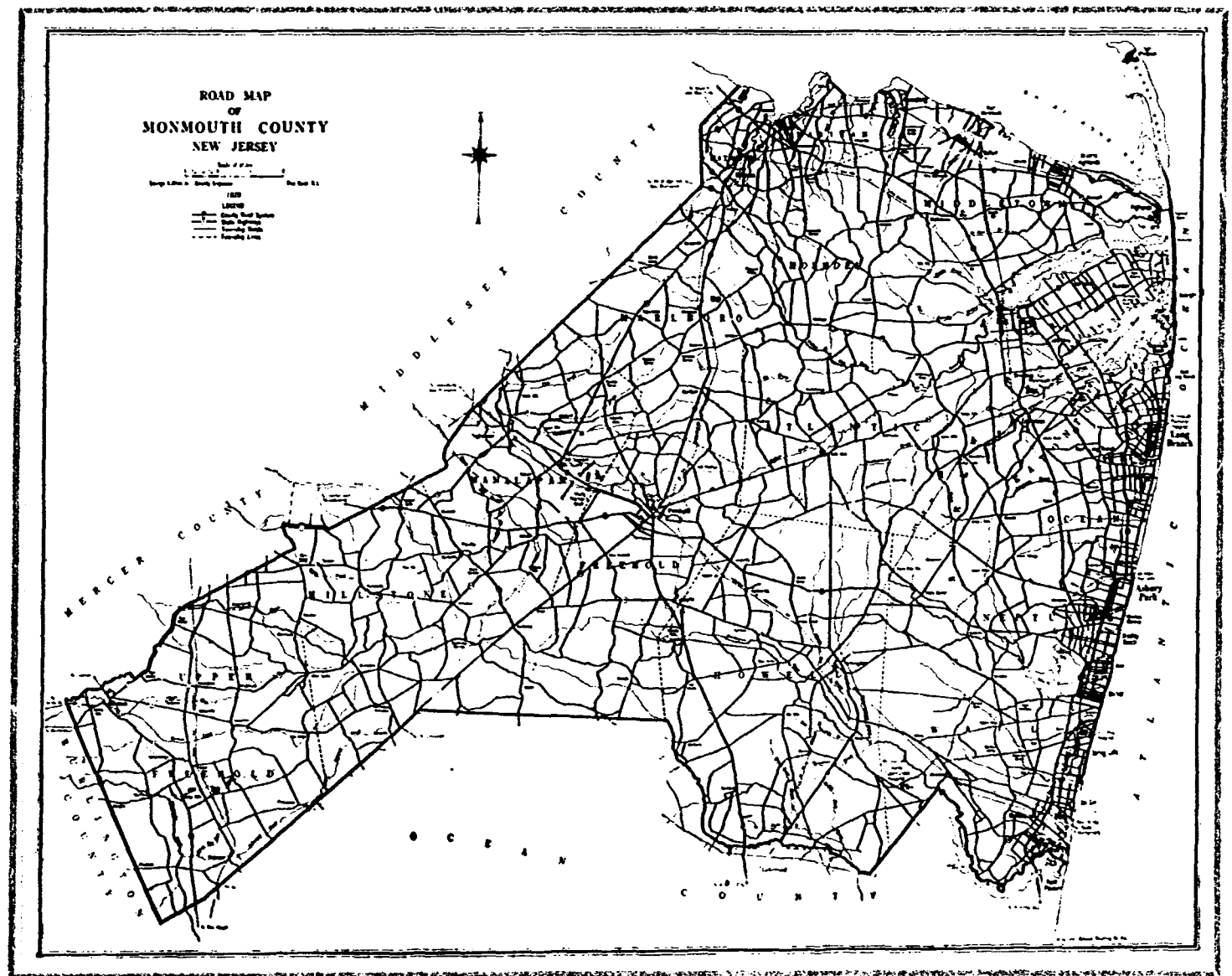
THE estimated present population of Monmouth County is 120,000.

In 1683, at the time the County was formed, the total number of Indians and whites was hardly 1000. Not till 1790 did any authoritative record of population appear and then it was recorded as 16,918 persons. From then on and for a period of 50 years the population of the County increased uniformly and on an average 320 each year, giving it a total of 32,912 in 1840. Whereas it dropped to 30,234 by 1850, in the following ten year period it jumped to 39,345 and from then on was increased by an average of 1242 persons each year until 1915 when the County's population totalled over 100,000.

The U. S. Census figures give the County's population in 1920 as 104,925 and estimate it as 111,700 for the year 1926. Each summer approximately 200,000 additional persons come to the County as vacationists or summer residents.

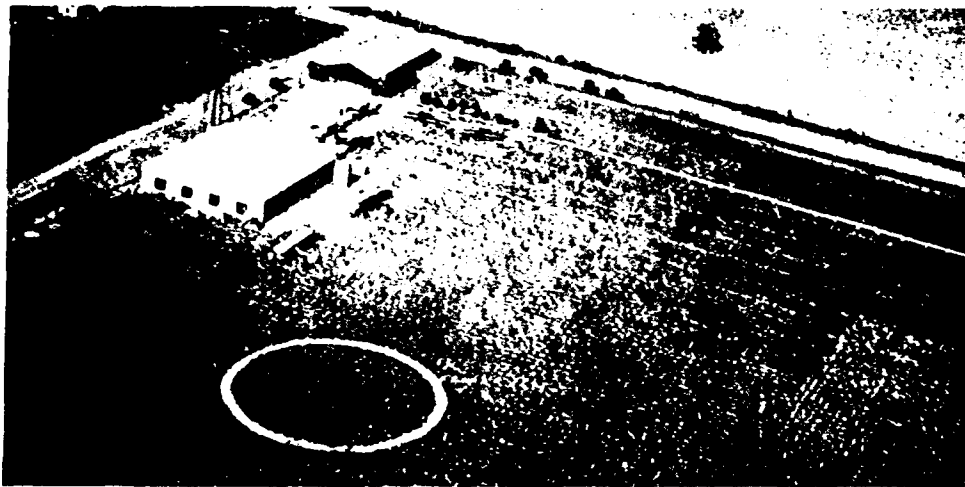
About 75% of the County's population is centred in the cities and towns along the coast and bays; Asbury Park, Long Branch, Red Bank and Freehold, the County Seat, being the principal centres. In 1920 the population of the County was classified as follows—Native

born whites, 82,957; foreign born whites, 13,030, colored 8938, and 57.7% of the total was rated as rural. In 1925, the distinctly farm population was given as 12,465, the second highest in the State. As of 1927 the following is given: Birth rate—19.60 per 1000 population; Death rate—15.86 per 1000 population; Marriage—9.60 per 1000 population.



1929 ROAD MAP OF MONMOUTH COUNTY—ROADS FOR EVERYONE TO EVERYWHERE

Transportation



AN EVERY DAY SCENE AT THE PRIVATELY OPERATED 160-ACRE FLYING FIELD
AT RED BANK—EVERY MODERN EQUIPMENT

MONMOUTH COUNTY has been ever mindful of the fact that transportation facilities have in every age blazed the way for the advance of civilization, and that to this modern day they continue to be of vital importance and intimately affect every phase of advanced life.

In consequence of much thought in this direction and after years of planning and building, the County now is equipped with every modern transportation facility by land, water and air.

LAND: Adequate systems of railroads, roads, busses, motor-freight and electric lines quicken and make easy transportation by land.

Railroads—The Central Railroad of New Jersey, the New York & Long Branch and the Pennsylvania Railroad Companies traverse the

County and offer direct connection with New York, Philadelphia and all centres of New Jersey. These companies operate a total of 116.5 miles of railroad line, 66 passenger stations and 41 freight stations in the County and their schedules meet present requirements. Thousands of residents commute daily to business in New York.

Roads—A coördinated system of 2167 miles of main highways, secondary roads and streets ramifies through the County, making every remote part accessible. The main arteries, a system of 173.2 miles of modern, hard, smooth-surfaced highways, connect the main points in the County and are parts of through routes to the principal cities of New Jersey and the surrounding States. The secondary roads tie into and feed this main system.

Busses and Motor Freight—Over this network of modern roads, 19 fast bus lines operate between local points; 13 lines that pass through or terminate in the County make connections with the metropolitan centres; and an ample number of motor freight lines offer constant service.

Electric—A trolley line, with a trackage of 26.7 miles, affords passenger service in and between the cities along the shore.

WATER: Steamboats operated by the Central Railroad of New Jersey make 7 trips daily from Atlantic Highlands to New York. High-speed boats also run to New York from Long Branch, Red Bank, Navesink and Port Monmouth. The coast rivers of the County are navigable for considerable distances to boats of light draft.

AIR: At Red Bank a privately operated flying service company has a modern flying field and hangar, where planes are always on hand for taxi service, instruction, aerial photography and rental. In addition, movements are now under way to establish airports at Long Branch and Asbury Park.

Agriculture

MONMOUTH is one of the leading agricultural Counties in the State of New Jersey and the Nation. It is a veritable garden spot. Many streams water its fertile soil; it has a long growing season of more than 200 days and contains some of the richest soil in the world.

PRINCIPAL PRODUCTS: The principal farm products, in order of their value are white potatoes, eggs, apples, asparagus, dairy products, tame hay and corn for grain.

STATE LEADERSHIP: It leads all other Counties of the State by a wide margin in the production of white potatoes, with a total value of \$2,523,675 as of 1925, and ranks with the national leaders. Among the States of the Nation, New Jersey has advanced within the past three years from seventh to second place in respect to yield per acre of potatoes and as goes Monmouth County with its vast potato area, so goes New Jersey. Monmouth leads all the Counties of New Jersey in the value of general farm crops, with \$3,907,561. With a total value of \$28,963,478 for its 2,672 farms and their 172,308 acres in 1925, Monmouth again found itself to be a State leader, pointing in positive manner to the industry of its farmers.

VALUES: The total value of all its farm products was estimated at \$8,114,210 in 1927, placing it third among the Counties of the State. It ranked fourth in truck crops with \$1,974,010, sixth in Fruits—\$874,881, and seventh in Dairy Products and Eggs—\$1,357,758.

CROP ACREAGE: In 1924 there were in crops 97,622 acres or 27% of the total area of the County. Of this crop area 26% was in hay, 21% in corn, 19% in potatoes, 15% in wheat and rye, 10% in orchards and 8% in vegetables. The area devoted to market garden crops is being increased rapidly. The thousands of acres of apple trees set out in the past few years will advance the position of the County as an apple grower.

MARKETING: Marketing conditions are excellent. An unparalleled system of highways leading to all principal markets, the Monmouth County Farmers' Exchange with headquarters at Freehold, the North Shore Market Growers' Association, and several smaller associations provide marketing facilities that are extraordinary. Several million dollars' worth of business is done by these associations annually.

COUNTY AGRICULTURAL AGENT: The farmers throughout the County receive valuable assistance and coöperative support from the office of Ellwood Douglas, County Agricultural Agent. His office acts as an educational bureau for promoting better farming, better farm home life and better living conditions among the rural residents of the County.

With the aid of an Assistant Agent, Home Demonstration Agent and Club Agent, crop yields per acre have been increased, live stock improved, farm home life modernized and a healthy interest in farming developed among the boys and girls. The County Agent has been publicly commended for his meritorious work in effecting a better understanding and a spirit of coöperation between the farmers and the bankers and business men of the County.



A TYPICAL AGRARIAN SCENE NEAR HOLMDEL

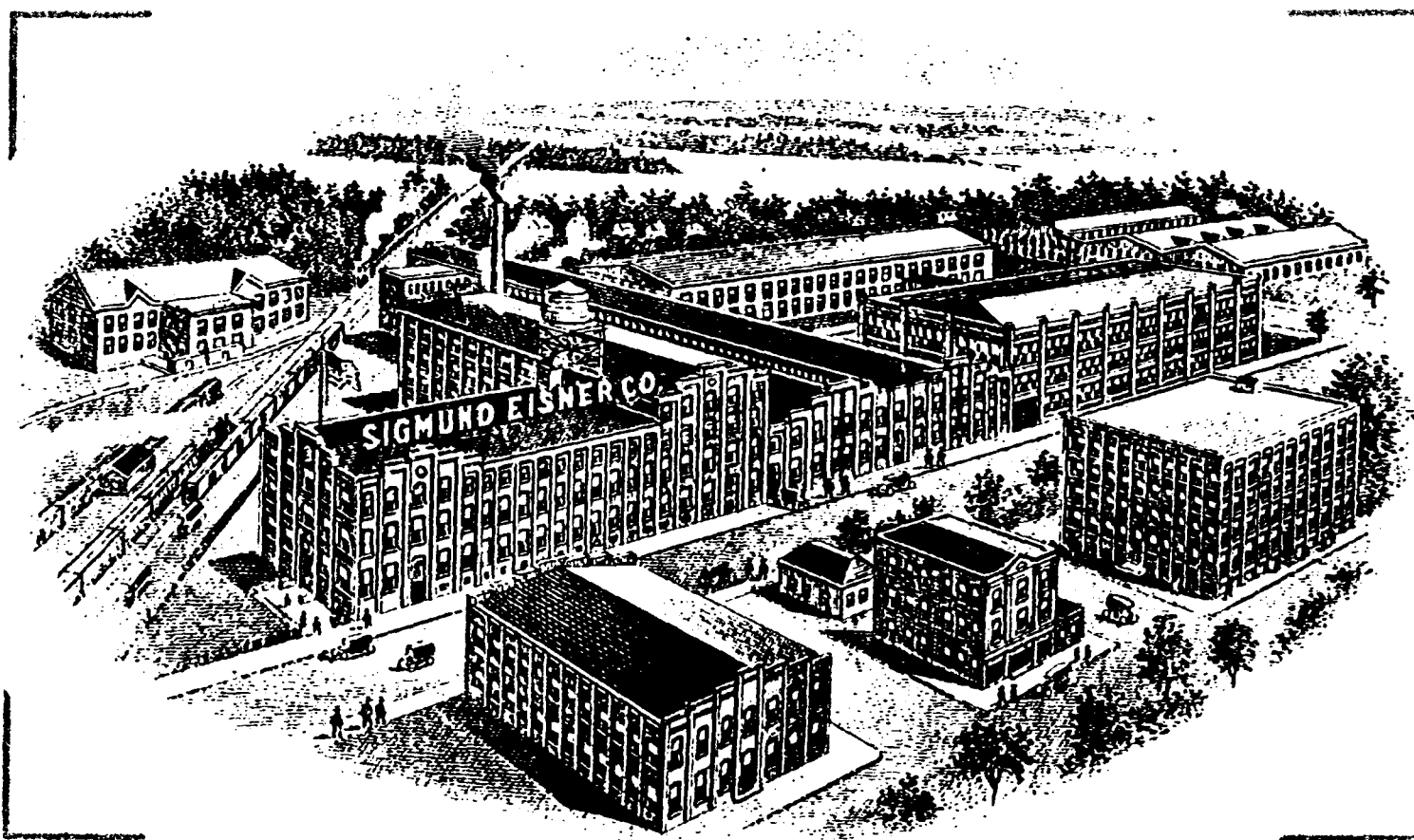
Industry

THOUGH Monmouth is primarily known as an agricultural and resort County, its industrial activities are of no small proportions. The U. S. census figures for 1920 show that there were 384 industrial establishments in the County and that the total annual value of their manufactured products amounted to \$20,443,398.

In the early days of the County the industries consisted largely of saw-mills, grist-mills and ship-building. At present the principal industrial products are rugs, army and navy uniforms, sleeping garments, clothing, tile and brick. Three of the establishments do a national and international business, have sizable plants and extensive organizations. Among the other products manufactured in Monmouth County and in such quantities as to deserve mention are files, drum and banjo heads, radio receivers, many articles of wearing apparel, dressed fur, artificial and broad silk, rubber sundries, chemicals, metals, electrical porcelain and apparatus, boats, mill-work and aircraft.

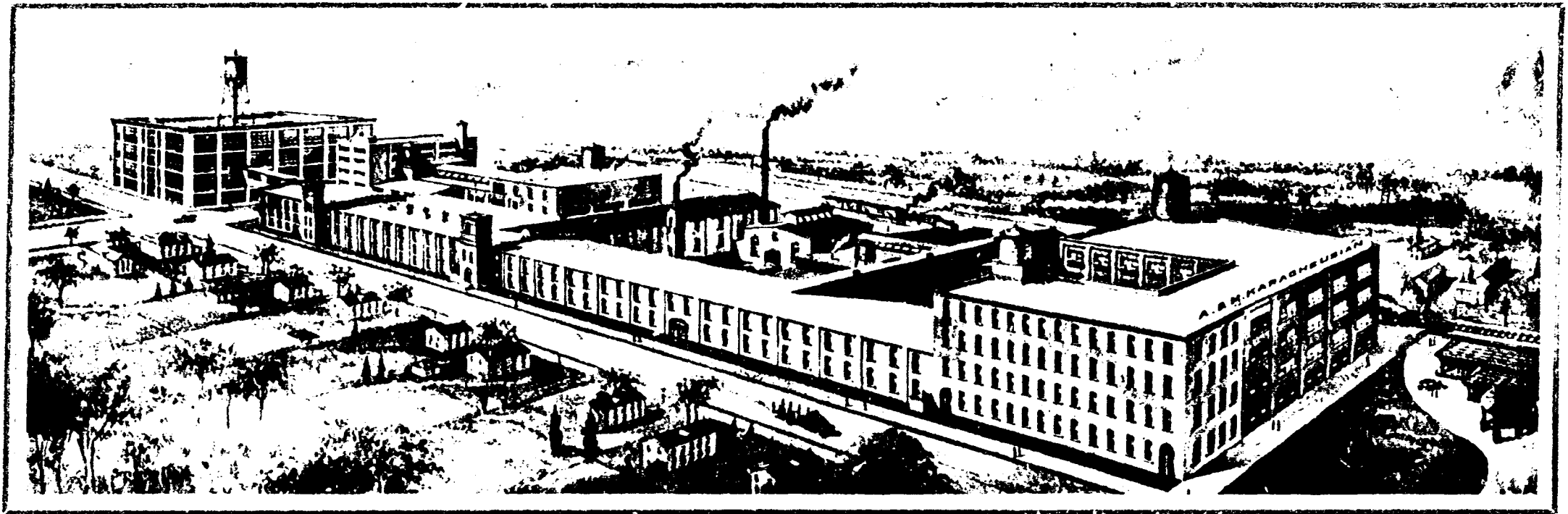
The 1920 figures further reveal that the 384 industrial establishments employ an average of 5184 wage earners who receive \$4,473,131 annually in wages, that \$9,218,619 was added to the wealth of the County by manufacture; and that the principal manufacturing centers were Long Branch, Red Bank, Freehold, Asbury Park, Keyport, Matawan, Neptune City and Bradley Beach.

But the above does not tell the complete story. Monmouth County has every natural advantage that industry seeks and requires. It is located in the very heart of America's greatest population, financial and business area; it is within an hour of New York; and an hour and a half of Philadelphia. It has an unmatched system of highways, three railroad lines, and transportation facilities by both water and air. An unusually healthful climate, fresh home-grown farm products, pure artesian well water and famous natural playgrounds at the very door offer to the worker exceptional conditions for health and recreation. And lastly, ample banking facilities, a modern system of schools and churches of every denomination complete the briefly drawn picture of Monmouth County's natural advantages for industry.



THE RED BANK PLANT OF THE SIGMUND EISNER CO.

But one of their many plants, in which are manufactured army and navy uniforms for our own as well as many foreign nations. They also have been official national outfitters for the Boy Scouts of America since its inception. The company employs about 1200 workers, has established a friendly relationship with them through constant kind and humane treatment and is a moving, progressive spirit in Red Bank and the County.

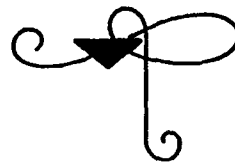


THE RUG MILLS OF A. & M. KARAGHEUSIAN, INC., AT FREEHOLD

Here was created and is now being produced the *Gulistan de Luxe* Rug, the first rug made on an American loom reproducing the sheen and beauty of expensive Orientals, such as the House of Karagheusian produces in Persia and China. They employ about 1000 workers and treat with them in humane and considerate fashion.

Monmouth is destined soon to become a great industrial section and an extensive land and aerial terminal yard. Today it stands on the very threshold of a period of quick-moving progress and industrial expansion. It is but for her citizens to recognize the County's incomparable natural advantages, to vision the future and to work together. They need but to put their united shoulder to the wheel to achieve greatness.

Already, one huge industrial establishment making Rugs, another manufacturing Army, Navy and Boy Scout Uniforms and still another which makes Sleeping Garments ship their product to the far flung corners of the Nation and world and have brought to the people of their native County marked and distinct recognition.





The Banks of the County, like the "Twin Beacon Lights" at Highlands here pictured, are an ever present guide to the harbor of safety.

Wealth and Banks

THE wealth of a community is to a considerable degree an excellent criterion of the industry, intelligence and character of its people. Savages and tribes of low mentality live from day to day with no thought of the morrow. Intelligent groups are not only forward looking for their own provision but also continuously make present sacrifices for the future of their offspring.

It is therefore with a feeling of pride that the people of Monmouth County present the facts concerning their wealth, savings, their banks . . . an impressive record.

Almost One quarter billion dollars in assessed value of real property in 1929—to be exact—\$231,124,709.00.

More than Ninety million dollars as the total resources of its 33 banks—to be exact—\$90,486,287.99.

More than Thirty-two million dollars as the total resources of its 37 building and loan associations—to be exact—\$32,416,948.00.

A passenger automobile for every 3.4 persons—the United States average is one to every 4.5 to 5 persons.

These are figures to conjure with and yet they do not include the value represented by the schools, churches, public buildings, civic improvements and items of personal property.

BANKS: The first bank of Monmouth County was chartered and began serving the people back in 1830. Since then each year has seen an increase of bank deposits and resources. Each year the banks have widened their sphere of service and taken upon themselves new responsibilities. The 33 banks at present in the County have fully assisted in helping to bring about the existing conditions of wealth and prosperity. They have in a sense come to be the schools of business and finance where the average citizen learns why and how to save, and how to invest safely and soundly.

For years the banks have stood solidly behind the commercial life of Monmouth County and been ever ready to extend the fullest financial assistance commensurate with safety. Through the Monmouth County Bankers' Association they cooperate to continue and maintain this highest character of banking service.

Banking facilities are available in every part of the County, and for the convenience of the public below is given a list of the banks and their locations:

Asbury Park
Asbury Park and Ocean Grove Bank
Asbury Park Trust Company
Merchants' National Bank
Seacoast Trust Company

Allenhurst
First National Bank of Allenhurst

Allentown
Farmers' National Bank

Atlantic Highlands
Atlantic Highlands National Bank

Avon
First National Bank of Avon

Belmar
First National Bank of Belmar

Bradley Beach
First National Bank of Bradley Beach

Eatontown
First National Bank of Eatontown

Englishtown
First National Bank of Englishtown

Farmingdale
First National Bank of Farmingdale

Freehold
Central National Bank
First National Bank

Freehold Trust Company
National Freehold Banking Company

Keansburg
Keansburg National Bank

Keyport
Keyport Banking Company
People's National Bank

Long Branch
Citizens' National Bank
Long Branch Banking Company
Long Branch Trust Company
New Jersey Trust Company

Manasquan
Manasquan National Bank

Matawan
Farmers' & Merchants' National Bank
Matawan Bank

Ocean Grove
Ocean Grove National Bank

Red Bank
Broad Street National Bank
Merchants' Trust Company
Second National Bank and Trust Company

Sea Bright
First National Bank of Sea Bright

Spring Lake
First National Bank of Spring Lake

Total deposits December 31, 1928, \$74,656,345.14, an increase of \$4,000,000 for the year. Total resources were \$90,486,287.99.

BUILDING AND LOAN ASSOCIATIONS: The 37 Building and Loan Associations located in various parts of the County had a total of 39,813 members in 1928. This is an average of one person in every three in the County with such a saving fund. This and the great number of bank savings accounts represents a huge financial reserve or purchasing power and is a true indication of the industry and progressiveness of the people of Monmouth County.

Education

PRIOR to 1831, when a State Amendment provided a system of common schools, there was no organized school system in Monmouth County. Teachers were self-constituted and almost entirely men. In 1832 the Freehold Academy, the first school of any consequence in the County, was opened. In 1895 the already extensive public school system was further improved by the standardization and approval of higher learning by the State Board of Education.

SYSTEM OF PUBLIC SCHOOLS: The present system is of high standard and provides ample facilities for the education of every child in the County. It is under the able supervision of William M. Smith, County Superintendent of Schools, whose responsibilities cover the educational and business administration of the County's entire system. The certification of all public school teachers is another of his duties. With his coöperation, the local boards of education prepare their budgets, and provide a course of studies to meet the minimum State requirements as well as suitable and adequate school facilities. Each civil division of the County, with but three exceptions, elects its own board and constitutes a school district.

There is a total of 141 public schools in the County. One hundred and twenty-seven are elementary and 14 are high or junior high schools. Of the elementary schools 31 are single room, 26 are of two rooms each, and 5 of three rooms. Modern schools are rapidly replacing the old and a system of free transportation for students figuratively brings a modern education to the very doors of those living in the remote farming sections.

During the school year ending June, 1928 a total of 902 elementary, high, special and evening teachers and a staff of 64 principals and supervisors were in service. An average of 29,367 pupils were daily enrolled, 4,935 of them were high school and 172 special class students and their total percentage of attendance was 93.34. An average number of 4,423 pupils were transported to and from school each day at an average cost of \$38.24 per student per year.

This high standard and modern educational system is now yielding and will in the future yield its limitless reward to Monmouth County, the State and the Nation.

PRIVATE SCHOOLS: Of the 18 private schools in the County, 10 are included in the system of Parochial Schools, of which one is a High School. That system had an average daily enrollment of 2,208 pupils during 1927. The Freehold Military School, one of the earliest private schools in the County, is a preparatory school and accommodates about 90 students. The other private schools are the De Vitte Military School, Le Master Institute, Inc., Rumson School, Inc., Riverside Academy, Asbury Park Business College, Sweet School and the Correll Peacock School.



THE BEAUTIFUL, MODERN AND NEWLY CONSTRUCTED SENIOR HIGH SCHOOL
IN THE CITY OF LONG BRANCH



A CLASSIC STRUCTURE—THE NEW ASBURY PARK HIGH SCHOOL

eminent poet and translator. Now there are published in the County two daily and twenty-six weekly newspapers. The *Asbury Park Press* and the *Long Branch Daily Record*, the dailies, have wide circulations and are published in modern establishments. The high calibre of the weeklies is indicated by the prizes awarded in recent years to the *Red Bank Register* and the *Freehold Transcript* by a State and a National Press Association for character of editorial page, classified advertising page and circulation. These 28 newspapers publish "all the news that is fit to print" and are most influential in directing public attention and opinion along proper lines. In the field of literature and journalism, among the many Monmouth Countians who have attained prominence may be mentioned Philip Freneau, Edwin Slater, William S. Auchincloss, Charles W. Shaw, John B. Kerfoot and Colonel George Harvey.

LIBRARIES: Due credit must be given the County Free Library Commission for its zeal and effort in expanding the County system to the point where library service is now available to every resident of Monmouth County. With 7 main stations included in the total of 136 stations, with a delivery truck and a total of 46,220 books, they sent 53,258 books to stations for reloading, delivered 33,154 by truck and sent 6,322 by mail in 1928. Books were purchased from John Wanamaker in Philadelphia and the Soney & Sage Co. in Newark, N. J.

Including the County system, there are in all 20 main free libraries in the County. They have a collective total of 174,397 books and in 1927 had a circulation of 871,640.

An interesting notation appears in an historical treatise and states that the old library of Middletown was started more than 100 years ago with the avowed purpose of affording the "*populace an opportunity to learn enough to keep out of the hands of the sheriff.*"

NEWSPAPERS: The first newspaper in Monmouth County, the *New Jersey Chronicle*, was published on May 2, 1795 by Philip Freneau, the



Religion

FROM the very day of its founding, Monmouth County dedicated its soil to freedom of worship. Embodied in the famous "Monmouth Patent," issued to the founders of the County in 1665, is the celebrated clause guaranteeing "*free liberty of conscience without any molestation or disturbance whatsoever in their way of worship.*" Here, the old Scots, religious exiles from Scotland, the Puritanical English, the Dutch, and the French Huguenots, early found freedom to worship God according to the dictates of their own consciences.

The first churches were established at Middletown, Shrewsbury, and Tennent in the late years of the 17th Century. Ever expanding, the religious life of the County is at present served by 216 churches of about 15 denominations. Its beneficent influence on the life of the community is constantly increasing. The clergy display an ever active and helpful interest in civic matters. And the people of Monmouth County continue along the paths of righteousness—a staunch group of God-fearing people, strong through their freedom from religious bigotry and hatreds.

A number of the churches hold services only during the summer for the accommodation of the increased population during that season.

County Government



FREEHOLDER BRYANT B. NEWCOMB
Director of the Board

MONMOUTH COUNTY is governed by a Board of Chosen Freeholders, consisting of five members chosen at large from the County. They control and manage the affairs of the County for the people, from the County Seat at Freehold. Two members are elected each year at the general fall election to serve for a term of three years each, excepting every third year, when one member is elected. The Board is thus never without the services of at least three experienced members.

On January 2nd of each year the Board meets and organizes. It elects one of its members Director of the Board and makes all other necessary appointments for the year. The newly elected Director then appoints the members to the six committees into which the activities of the Board are divided. These committees, each of three members, are (1) Finance and Auditing, (2) Roads, (3) Bridges, (4) Surplus Fund, (5) Court House and Jail, and (6) Tuberculosis Hospital and Welfare Board. In addition, there is assigned to each member a specified district of the County for his special attention and supervision of the roads and bridges therein. At this first meeting a tentative budget for the year is adopted. Thereafter, regular meetings of the Board are held on the first Wednesdays, which follow the first and third Mondays of each month, at the Court House in Freehold.

The members of the Board of Chosen Freeholders of Monmouth County for the year of 1929 are—

Bryant B. Newcomb, Director, Long Branch.
Harry G. Borden, Shrewsbury.
Borden A. Jeffrey, Elberon.

Elmer E. Polhemus, Cream Ridge.
Stephen C. Thompson, Matawan.

The 1929 Standing Committees of the Board are—

Finance and Audit—Messrs. Thompson, Borden and Polhemus.

Roads—Messrs. Borden, Polhemus and Thompson.

Bridges—Messrs. Jeffrey, Borden and Thompson.

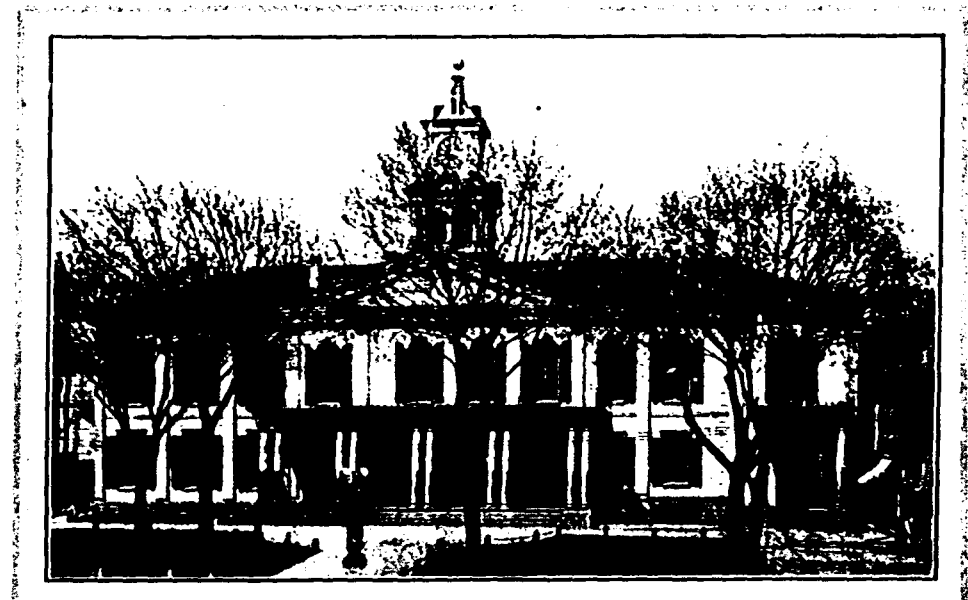
Surplus Fund—Messrs. Thompson, Polhemus and Jeffrey.

Court House and Jail—Messrs. Polhemus, Borden and Thompson.

T. B. Hospital and Welfare Board—Messrs. Thompson, Jeffrey and Borden.

DIRECTOR: The Director of the Board calls all meetings of the Board to order, guides the official procedure of its business, preserves order and decorum and appoints committees in accordance with the by-laws. The present Director, Bryant B. Newcomb, a Freeholder for the past 12 years, is experienced in the duties of the office, having been elected for nine consecutive years. In ably directing the affairs of the Board he has brought credit to it, and esteem and respect to himself.

Directly serving and coöperating with the Board, the Clerk of the Board, the Counsel and Treasurer are among the first appointments made. The 1929 appointees to these offices and their duties are:



THE COUNTY COURT HOUSE AT FREEHOLD, N. J.



CHARLES E. COLE
Clerk of the Board
Freehold



HON. WILLIAM A. STEVENS
County Counsel
Long Branch



C. ASA FRANCIS
County Treasurer
Long Branch

CLERK OF THE BOARD: All official and business matters of the Board are cleared through this officer, who is the first appointee of the Board. He prepares the minutes of all meetings, handles all official Board correspondence and is custodian of the County Seal. The work, necessitating an intimate knowledge of all official procedure has been most efficiently handled for the past seven years by the present clerk.

COUNSEL: The County Counsel advises and acts for the Board of Chosen Freeholders on all legal matters pertaining to the official business of the Board. He functions to guide the Board and to protect the interests of the entire people of Monmouth County in all County contracts, law suits, official procedure, etc. The responsibilities of the office are great and the County may deem itself fortunate in having at its service so able and prominent a counsel as the present incumbent.

COUNTY TREASURER: As the fiscal officer of the County and acting under heavy bond, the Treasurer holds a position of great trust and responsibility. Handling several million dollars annually; he is custodian of all money received by the County and supervises the banking of same. As disbursing officer, he and the County Auditor sign all checks. Under his supervision and direction all bonds authorized by the Board of Freeholders are advertised and issued, interest on them paid when due and monthly statement of balance prepared. The position requires a technical knowledge of banking and meticulous care. Neither under the present Treasurer, nor at any previous time, has Monmouth County ever defaulted in interest payment or redemption of its bonds.

The County Officers, appointees and representatives for the year 1929 are as follows:

Appointed by the Board—County Road Supervisor, William M. Bergen, Belmar; County Engineer, George K. Allen, Red Bank; County Auditor, Howard W. Roberts, New Monmouth; Clerk of the Finance Committee, O. W. F. Randolph, Freehold; Assistant Clerk, Mrs. Viola C. Russell; County Adjuster, John L. Montgomery, Red Bank; County Physician, Dr. Harvey W. Hartman, Keyport; County Superintendent of Schools, William M. Smith, Freehold; County Board of Elections—William D. Hulse, Secretary, Freehold; William F. Lefferson, Chairman, Manasquan; Frank E. Price, Red Bank, and Daniel A. Naughton, Rumson; County Board of Taxation—Albert L. Ivins, Chairman, Red Bank; Jacob R. V. M. Lefferts, Matawan; Frederic P. Reichy, Bradley Beach, and Secretary to Board of Taxation, John L. Sweeney, Atlantic Highlands; Sealer of Weights and Measures, Glenn L. Berry, Asbury Park; Assistants, Robert M. Marks, Manasquan, and George B. Goodrich, Avon; Game Warden, Arthur Davison, Asbury Park.

Elective—State Senator, vacant; Members of General Assembly, E. Donald Sterner, Belmar, and Thomas M. Gopsill, Red Bank; County Clerk, Joseph McDermott, Freehold; Surrogate, Joseph L. Donahay, Freehold; Sheriff, Harry N. Johnson, Highlands; Coroners—Edwin G. Bacon, Freehold, and Harry J. Bodine, Asbury Park.

Appointees Not Named by the Board—Justice of the Supreme Court, Frank T. Lloyd, Merchantville; Judge of the Circuit Court, Rulif V. Lawrence, Freehold; Presiding Judge of Common Pleas, Jacob Steinbach, Jr., Long Branch; District Court Judge of the First Judicial District, Asbury Park, Ward Kramer, Asbury Park; District Court Judge of the Second Judicial District, Long Branch, Leo J. Warwick, Long Branch; Prosecutor of the Pleas, John J. Quinn, Red Bank; Assistant Prosecutor of the Pleas, Langdon E. Morris, Long Branch; Sergeant-at-Arms, Michael Quirk, Freehold; Court Stenographer, Arthur W. Kelly, Red Bank; County Law Librarian, Frederick Quinn, Freehold; Probation Officer, John H. Houghton, Long Branch; Assistant Probation Officer, Frank L. TenBroeck, Asbury Park; Deputy County Clerk, Lester E. McQueen, Red Bank; Special Deputy County Clerk, William N. Callahan, Freehold; Deputy Surrogate, John A. DeRoche, Freehold; Deputy Sheriffs, John A. Butler, Asbury Park, and John B. Johnson, Freehold; District Supervisor of Inheritance Tax, Edgar I. VanDerveer, Freehold; County Farm Demonstrator, Ellwood Douglas, Freehold; Home Demonstration Agent, Miss Mabel E. Smith, Freehold; Supervisor of Child's Study, Miss Mary B. Longman, Red Bank; County Attendance Officer, Bessie H. Woodward, Freehold; County Free Library Commission—William M. Smith, Freehold; Mrs. Bertram H. Borden, Rumson; Mrs. George M. Bennett, Ocean Grove; Harry E. Taylor, Freehold, and Miss Estelle Moore, Belmar; Librarian, Matilda R. Hilson; Superintendent of Soldiers' Burial, Robert E. Miller, Spring Lake; State Fire Warden of Central Division, Joseph E. Abbott, Toms River.

Finances, Auditing and Surplus Fund



FREEHOLDER STEPHEN C. THOMPSON
Chairman—Finance and Auditing,
Surplus Fund and the Tubercu-
losis Hospital Committees

THE supervision of the finances of the County; the auditing of all bills presented for payment which is required to be authorized by the Board; the borrowing of monies for County needs on tax anticipation notes; the auditing of all books required by the Board to be audited are the exacting duties of the Board's Finance and Auditing Committee, of which Freeholder Thompson is the Chairman and Freeholders Borden and Polhemus the other members. Giving scrupulous attention to the work, the committee is measurably aided and assisted by County Treasurer, Hon. C. Asa Francis, County Auditor, Howard W. Roberts and their clerk O. W. F. Randolph and his assistants.

COUNTY AUDITOR: The County Auditor acts to completely check the propriety of all County expenditures. His responsibilities include certification that all disbursements have proper authority, that they are proper charges and that there are appropriations or available funds for the payment of them. He competently serves to further protect the taxpayers' funds.

CLERK OF THE COMMITTEE: The Clerk of the Committee, under bond of \$10,000.00 serves as custodian of County financial records which come under the jurisdiction of the Board. Under his charge the books of account are ably kept, records filed and statements prepared.

Bank accounts and balances, expenditures and debt position are always checked and verified to assure accuracy and to safeguard the funds of the County. Never having defaulted in the redemption and interest payments on its bonds, their market value has become enhanced and resultantly, Monmouth County bonds hold high standing in the financial world, are much sought after and normally yield the County an attractive premium when put on the market.

The issues of 1927 brought a premium of 4½% when sold. Messrs. Caldwell and Raymond, attorneys of New York City, are the recognized authorities who render approving opinion as to the legality of the bond issues.

The County tax rate of \$0.785 per \$100. of assessed valuation for 1929, ranks among the lowest in the State, and though taxes everywhere are constantly increasing, it is actually less now than the rate of the past few years. The net valuation, on which County, State and School taxes are apportioned for 1929 is the big sum of \$231,124,709. The value of public school property alone is assessed at \$6,595,800. The statement of the auditors shows a healthy financial condition—

ON DEC. 31, 1928 THE COUNTY HAD—

Cash	\$399,178.30
Accounts Receivable	59,160.68
Total	\$458,338.98

THE COUNTY OWED—

Bonds outstanding (issued for roads, bridges, buildings, etc.)	\$6,056,000.00
Temporary Notes and Interest.....	546,051.44
Accounts Payable	181,969.98
Surplus Revenue	64,697.85
Total Indebtedness	\$6,848,719.27
Less the Total Assets.....	458,338.98
Net Debt	\$6,390,380.29

Much credit is due the Finance and Auditing Committee and their aides for the excellent condition of the County's financial records. The Committee also receives the willing coöperation and support of all the banks in the County. At the end of the year a further check is provided by a separate audit, prepared by Auditor A. J. Skevington.

SURPLUS FUND: As stated in the minutes of the Board, its Surplus Fund Committee supervises all the investing and reinvesting of monies in the surplus fund and looks after matters pertaining to that fund. Freeholder Thompson is chairman of the Committee and Freeholders Polhemus and Jeffrey complete it. In line with their duties, all such funds have been safely invested and are periodically examined to insure against changes which might jeopardize that safety.



HOWARD W. ROBERTS
County Auditor



O. W. F. RANDOLPH
Clerk of the Finance
Committee



FREEHOLDER HARRY G. BORDEN
Chairman, Road Committee

adhered to and proven highly effective. Dangerous curves and angles in roads, laid out in the days of the horse-drawn vehicle, are being eliminated as rapidly as finances permit. New primary roads are built as increased traffic demands them to a minimum graded width of 30 feet; to a minimum paved width of 20 feet; to a grade necessary for proper drainage; and to coördinate and tie in with the State and County primary systems. Permanent drainage structures, of a type which will outlive many road surfaces, are built when conditions require and at times amount to as much as 25% of the entire cost of the road, though usually between 8% and 10% of the cost. Each road is built in the most economical manner consistent with plans and policies. To help the minor civil divisions of the County with their road problems, the County takes over their important roads and extends financial aid as circumstances warrant and in proportion as the County is relieved of other roads by the State.



GEORGE K. ALLEN, JR.
County Engineer

During 1928, the County constructed on 6 routes a total of 9.79 miles of new, hard surface, concrete

Roads

THE 2,167 miles of roads and streets in Monmouth County would form one continuous highway stretching across the Continent from Freehold to a point near San Diego, Cal. They represent a cost of millions of dollars and years of planning and work.

Of this vast network, 77 roads, aggregating 231.62 miles are the County system and are under the jurisdiction of the Board of Freeholders. Nearly half, or 100.20 miles, of this system is modern, concrete smooth-surfaced roads and the balance of 131.42 miles is macadam and gravel and in excellent condition.

Road work is one of the most important and major activities of the Board. It consists of New Road Construction, Maintenance and Repair and Snow Removal, and is under the direct supervision of the Board's Road Committee, composed of Freeholders Borden, Committee Chairman, Polhemus and Thompson. They receive most able technical assistance from County Engineer George K. Allen, Jr., and his staff of six trained men.

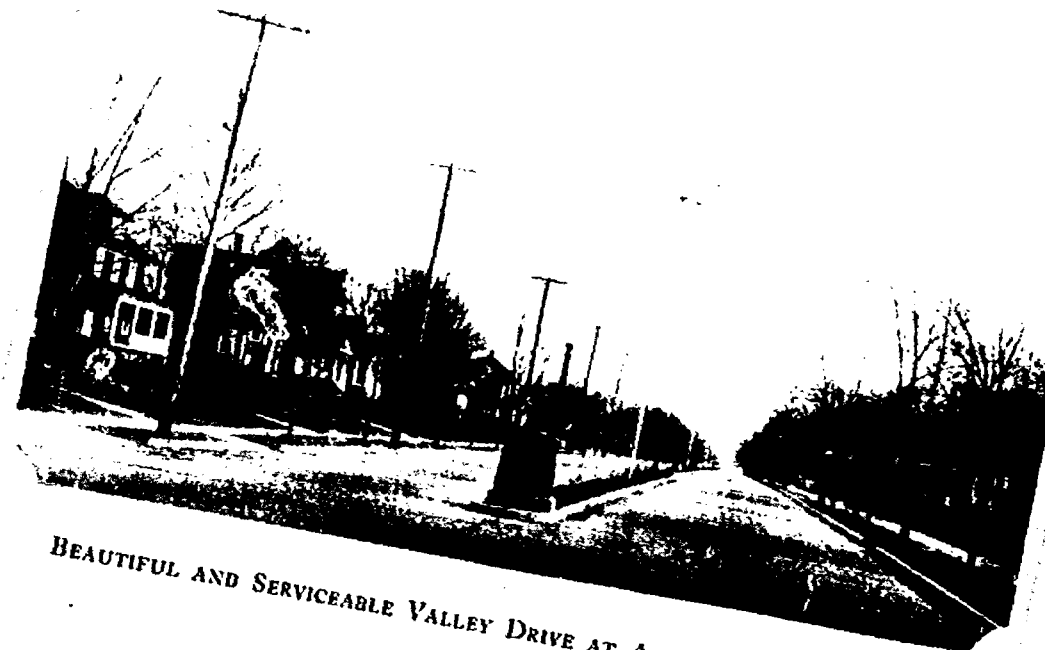
NEW ROADS: With constantly increasing speed and density of traffic and load-weights on the highways, it is imperative that future needs be carefully studied in the planning and construction of new roads, especially in view of the heavy travel in Monmouth County. After such constant study several major, "new-road" policies have been



A GLIMPSE ALONG BEAUTIFUL AND ARISTOCRATIC RUMSON ROAD



SMOOTH, CONCRETE HIGHWAY AT AVON



BEAUTIFUL AND SERVICEABLE VALLEY DRIVE AT ATLANTIC HIGHLANDS



RED BANK-HOLMDEL ROAD, WHERE IT BRIDGES NEWMAN SPRINGS



ASBURY AVENUE LOOKING EAST TOWARD ASBURY PARK

ROADS CONSTRUCTED BY E. T. MCNIERNEY, OF BRADLEY BEACH, N. J.



COUNTY ROAD EAST OF IMLAYSTOWN AFTER TAR SURFACE DRESSING by W. G. Harrington, of New York City, Representing the Barrett Paving Co.

dressing, 2600 tons of crushed stone, hundreds of tons of slag and 130,000 gallons of lignin binder. The mountainous quantity of materials used helps to convey some idea of the immensity of the task. The total cost of road maintenance and repair work for the year averaged but \$1,145.95 per mile, a comparatively low figure, which meant completion of the work for a total sum less by \$12,575.65 than the amount appropriated.

Tar surface dressing was supplied by W. G. Harrington, of New York City, as representative of the Barrett Paving Co.; asphaltic oil by the Tar Asphalt Service, Inc., of New Brunswick, N. J.; crushed stone by F. R. Upton, Inc., of Newark, N. J.; and slag by the Duquesne Slag Products Co., of Pittsburgh.

Equipment and trucks were furnished by Loder & Sharp, Inc., of Philadelphia, Pa.; H. L. Zobel Co., of Freehold; C. H. Roberson, of Freehold, and Dorman McFaddin, of Long Branch.

Insurance was written by H. W. Green & Bro., Inc., of Long Branch, and Hawkins Bros., of Red Bank.

road, at a total cost of \$567,857.55, averaging \$58,003.84 per mile. They are a much needed and invaluable addition to the County's primary road system and were excellently constructed by the contractors.

The major road contractors who have built roads are: E. T. McNierney, of Bradley Beach; Jannarone Contracting Co., of Bellville, N. J.; S. S. Thompson & Co., of Red Bank; United Construction & Supply Co., of South Amboy, N. J.; C. H. Earle, Inc., of Atlantic City, N. J.; the Standard Bitulithic Co., of New York City; Ruffini & Ambrosio, of Red Bank; Peter Diponti, of Red Bank, and Fred McDowell, of Asbury Park.

Contracts for 1929 have been let to E. T. McNierney, The Camden Paving Co., of Camden, N. J., and to Jannarone Contracting Co.

The County received \$155,792.00 as State aid for road maintenance work for 1928.

ROAD MAINTENANCE AND REPAIR: This work on the 231.62 miles of County Roads is becoming greater and more extensive each year. Greater and heavier traffic is ever increasing the problem. On the concrete roads the drainage systems must be kept in working order; all joints and cracks kept sealed to prevent water from seeping below and undermining the surface. Macadam roads require constant patching and surface treatments of asphaltic oil and tar, and ditches and shoulders must be kept in condition. A trained force of about 40 road men, under the efficient guidance of Road Supervisor William M. Bergen, operates most effectively and brings about a considerable saving to the County by eliminating contractors' profits. During the active seasons this force is increased to about 75 men. By owning its road repair equipment of heavy trucks, scrapers, small trucks, cars and tools, costs are further reduced. During the year 1928 there were used to maintain and repair the roads 300,000 gallons of asphaltic road oil, 150,000 gallons of hot tar surface



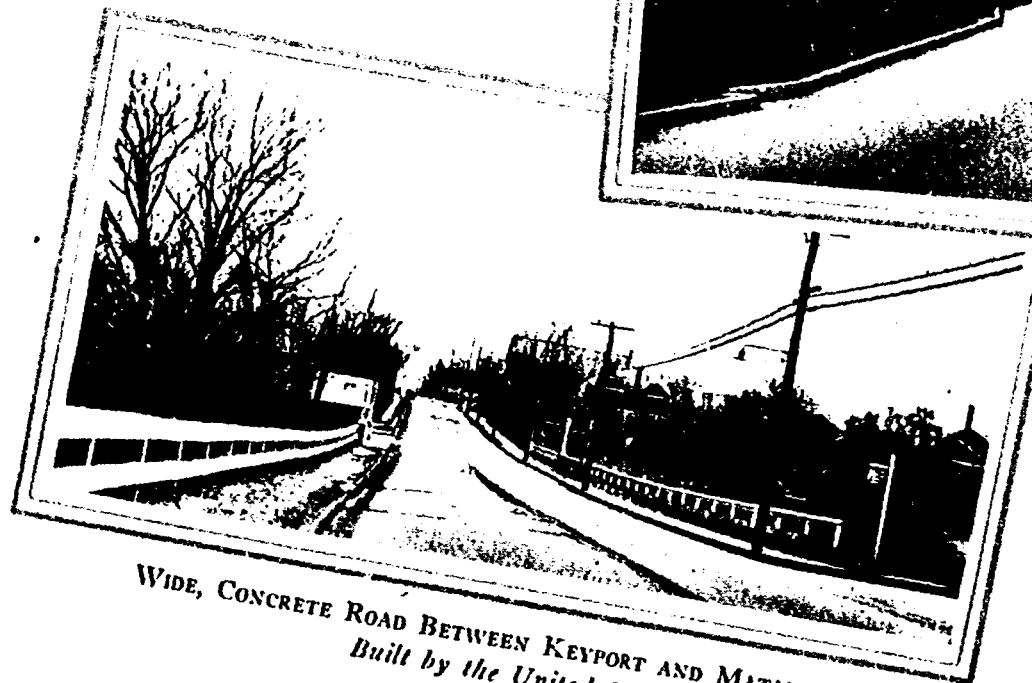
CONCRETE BOULEVARD THROUGH THE
STATELY WEST END OF
LONG BRANCH
Built by C. H. Earle, Inc.



ROAD THROUGH RESIDENTIAL
PART OF FAIRHAVEN
LOOKING WEST TOWARD
RED BANK
*Constructed by Jannarone
Contracting Co.*



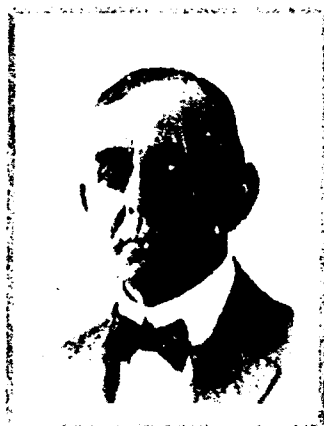
GRASSMERE AVENUE
AT INTERLAKEN
*Built by Jannarone
Contracting Co.;
Crushed stone by
F. R. Upton, Inc.*



WIDE, CONCRETE ROAD BETWEEN KEYPORT AND MATAWAN
Built by the United Construction & Supply Co.



OCEAN PARK AVENUE IN BRADLEY BEACH, ANOTHER OF THE WIDE,
HARD SURFACED THROUGH ROADS
Built by the Standard Bitulithic Co.



WILLIAM M. BERGEN
COUNTY ROAD SUPERVISOR

Supplies and service were obtained from Solvay Sales Corporation, of New York City; Newark Concrete Pipe Co., of Newark, N. J.; General Drafting Co., of New York City; American Blue Print and Supply Co., of Asbury Park, and Burke's Express, of Freehold.

SNOW REMOVAL: In winter the permanent force of road repair men becomes a snow-removal organization. To anticipate the first snowfall and be prepared to keep the roads open, a removable snow-plow is attached to each County truck; and shovels, tow chains and lighting equipment for night

work are gotten in readiness. Men and equipment are assigned to various sections of the County. Weather forecasts are watched. When snow begins falling and before it reaches a depth of three inches, a signal is given, whether day or night, and the entire force sets out to clear the roads. Work does not stop until the roads are clear and the storm has ceased. Preparedness and speed are imperative if snow is to be removed from the roads economically. For if given time, snow becomes ice encrusted, drifted and hard packed, making removal costs prohibitive. Due principally to the mildness of the past winter, snow removal costs were kept down to the unusually low average of about \$4 per mile.

The thorough and economic manner in which the Road Committee plans, directs and supervises the important work of road construction, road maintenance and repair and snow removal attests the efficiency of its methods and management.

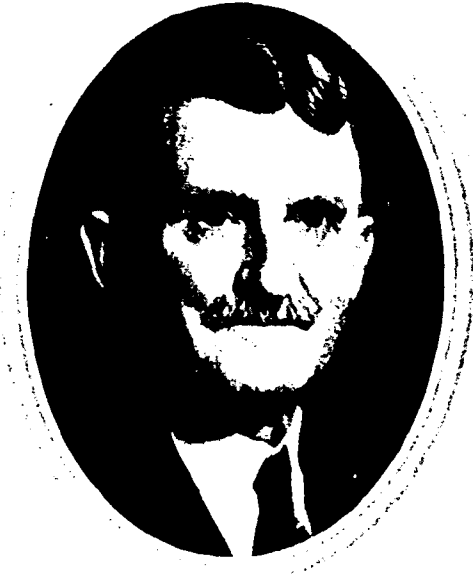


THE ROAD SUPERVISOR, HIS ASSISTANT AND THE KEY MEN OF THE MAINTENANCE AND REPAIR FORCE—AND A FEW OF THE COUNTY'S BIG MACKS, *Supplied by the H. L. Zobel Co.*



JUST SOME OF THE COUNTY OWNED ROAD MAINTENANCE AND REPAIR EQUIPMENT
Equipment supplied by Loder & Sharp, Inc.; G. H. Roberson and Dorman McFaddin.

Bridges



FREEHOLDER BORDEN A. JEFFREY
Chairman Bridge Committee

REMEMBERING that 11%, or 38,002 acres of Monmouth County's 538 square miles is water surface; that the county's vast network of roads must be carried over these many water barriers of stream, river and lake; and that the County's strategic location near and between busy population centres means heavy traffic, it is most apparent that the bridge requirements of the County are a big problem.

However, the problem has been squarely met and creditably handled by the Board's Bridge Committee, composed of Freeholder Jeffrey, Chairman, and Freeholders Borden and Thompson, who received the capable support of County Engineer Allen. The work has been shrewdly planned, carefully carried out and costs kept within reasonable bounds. The Committee's activities may be divided into New Bridges, Maintenance and Repair, and Coast Protection.

NEW BRIDGES: After careful study, several major policies in the construction of new bridges have been adopted and have proved their worth. New bridges are built of a permanent type, structural steel encased in concrete and reinforced concrete; and also to meet future traffic requirements. On all main highways they have a minimum paved roadway of 30 feet. In or near towns they have sidewalks for pedestrians and provision is made for lighting. By giving attention to shape and form, beauty and artistry of the structures is achieved without sacrificing strength or increasing cost. Antiquated timber and unsafe bridges, a constant menace to life and a potential liability to the County are being replaced by new structures of steel and concrete as rapidly as finances permit.

At present 685 bridges and culverts which span the barricades of water and drain are under the supervision of the Bridge Committee.

In 1928 there were built or brought near to completion, two bridges of structural steel encased in concrete, with reinforced concrete decks and sidewalks; one of reinforced concrete; three timber trestle structures and three new timber bulk-heads, at a total cost of \$99,932.36. The work was satisfactorily completed by the contractors, of whom the principal ones are S. S. Thompson & Co., Inc., of Red Bank; Jesse A. Howland, of Sea Bright; Thomas Proctor, of Long Branch; the Westinghouse Electric & Mfg. Co., of New York City, and Owen J. Melee, of Long Branch. Contracts for 1929 have been let to the Watchung Construction Co., of Summit, N. J., for the construction of a 200-foot, 4 span, plate girder bridge with concrete deck and sidewalks, and a concrete culvert in Ocean Township; and to E. A. Todd, of Drexel Hill, Pa., for a bridge near Allentown.

MAINTENANCE AND REPAIR: Savings in maintenance and repair costs are effected by the Board's unique arrangement for the supervision and inspection of bridges. A designated portion of the County being assigned to each Freeholder, he becomes immediately responsible for the inspection of all County roads and bridges therein, reports instantly all needed repairs and sees that they get attention. This plan has been the means of keeping the bridges always in good condition and



ARTISTIC WANAMASSA BRIDGE, SPANNING DEAL LAKE



SEA WALL OF MASSIVE BOULDERS TO PROTECT OCEAN AVENUE AT
MONMOUTH BEACH

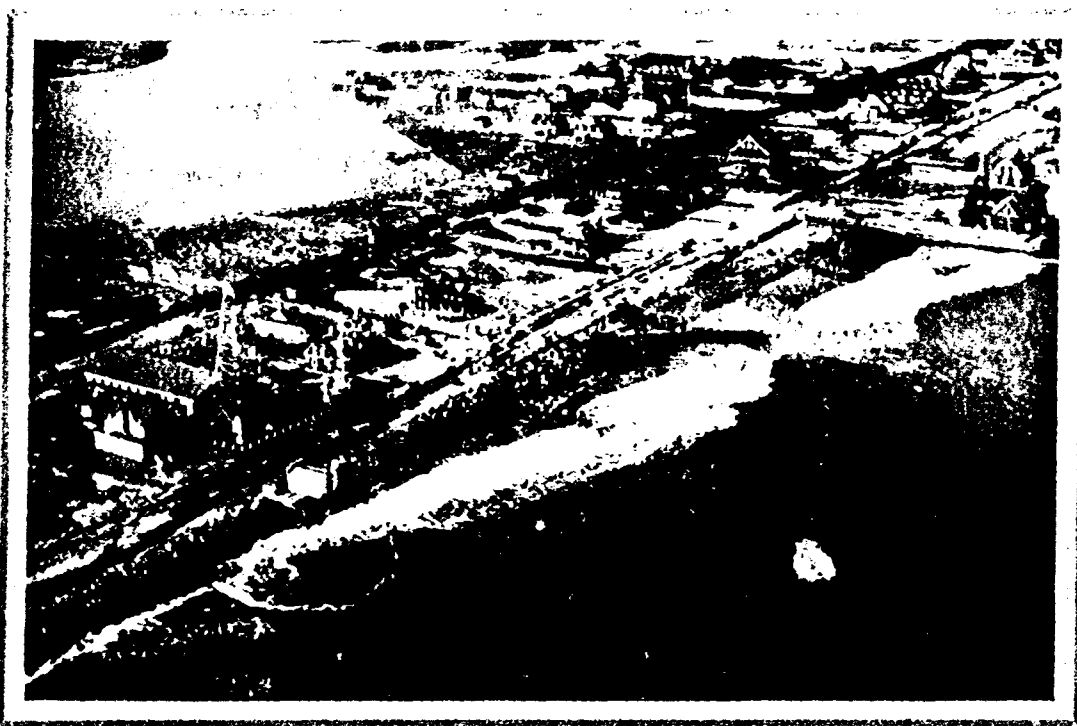
Built by Jesse A. Howland

of avoiding the costs of undue negligence. Due to the fact that a large part of the County bridges are now of steel or concrete, maintenance and repair costs have been greatly reduced by the elimination of rust and paint expenses.

During the year 1928, the repair work directly supervised by County Engineer Allen consisted of repairing and replacements on a bridge and repairs to a retaining wall at a total cost of \$9,160.31. Services were obtained from Thomas Proctor, a bridge contractor of Long Branch, and William F. Conklin, a plumber of Long Branch. Supplies and materials were furnished by the Morehouse Co., of New York City; Frank Anderson, Matawan; I-Deal Lumber & Coal Co., of Deal, N. J.; Howland Lumber Co., Sea Bright; Buchanon & Smock Lumber Co., Inc., Asbury Park; Bennett & Schock, Spring Lake Beach; Lewis Lumber Co., Asbury Park; Sterner Coal & Lumber Co., Belmar; and Byrnes & Herman, of Asbury Park. Insurance was written by C. F. Borden, of Shrewsbury.

COAST PROTECTION: To help build and protect the beach and preserve the roads along the coast, the County has built and also extended financial aid to seaside communities to construct jetties and sea-walls. To further support this work the Board of Freeholders has used its influence in obtaining State aid for such projects.

In 1928, the repairing of a timber bulk-head was almost completed and work on a 200-foot addition to the Monmouth Beach jetty was started. For the latter, \$30,000 was obtained as a contribution from the State. Its total cost is estimated at \$60,000. Jesse A. Howland, of Sea Bright and Thomas Proctor, of Long Branch, are recognized authorities in coast protection work and are usually engaged by the County for such undertakings.

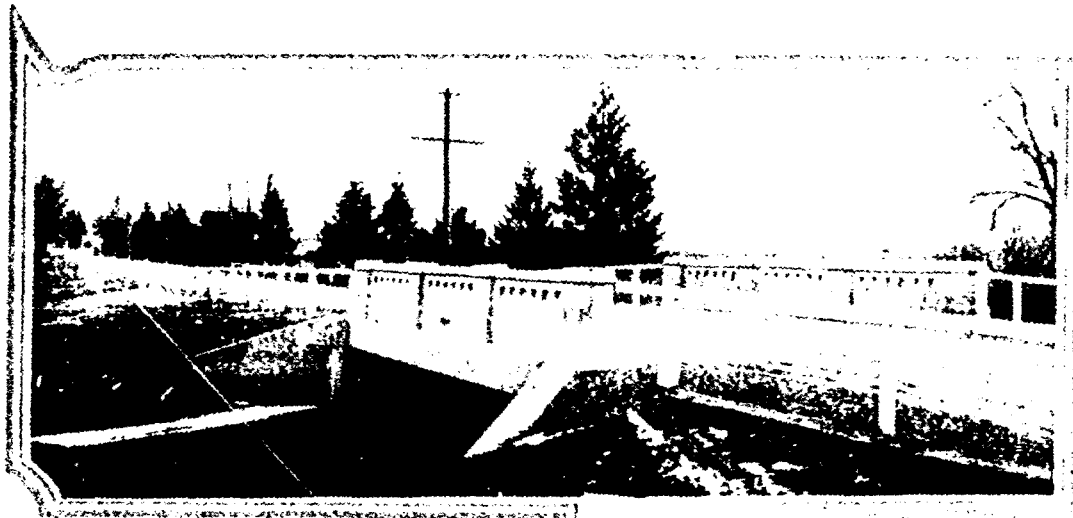


DAMAGE WROUGHT BY STORM WAVES AT MONMOUTH BEACH WHEN THERE IS NO
PROTECTING SEA WALL, AS SEEN FROM THE AIR

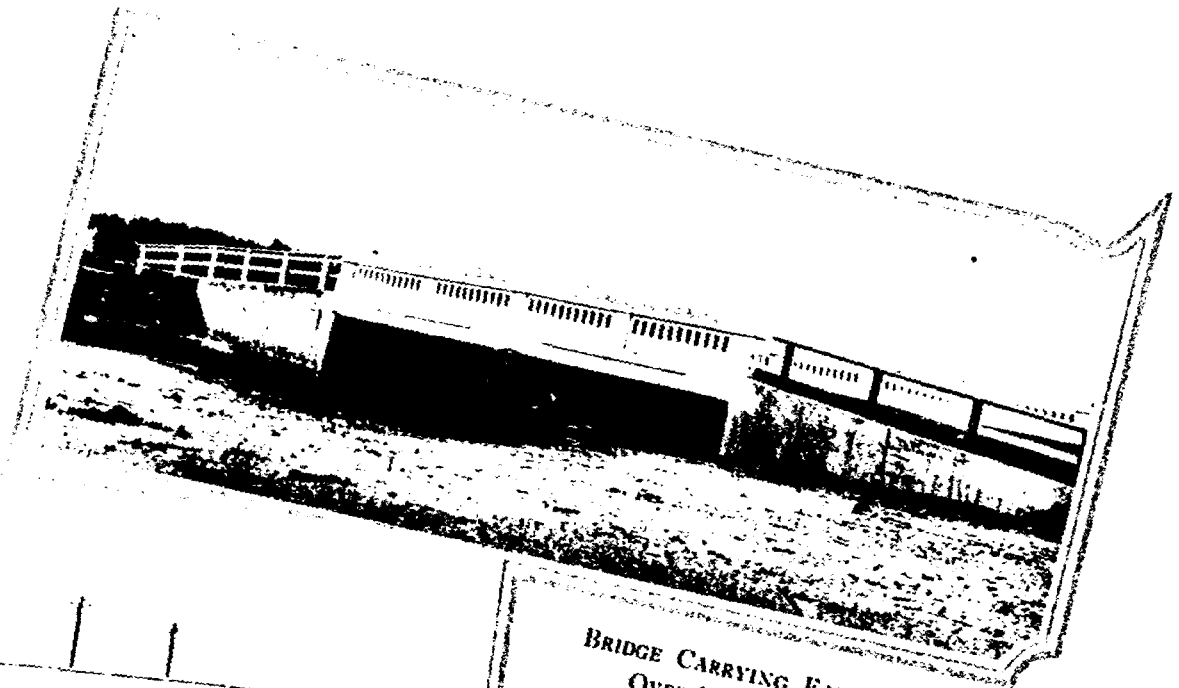


AIRVIEW—AFTER CONSTRUCTION OF SEA WALL AND
BEACH BUILDING JETTIES

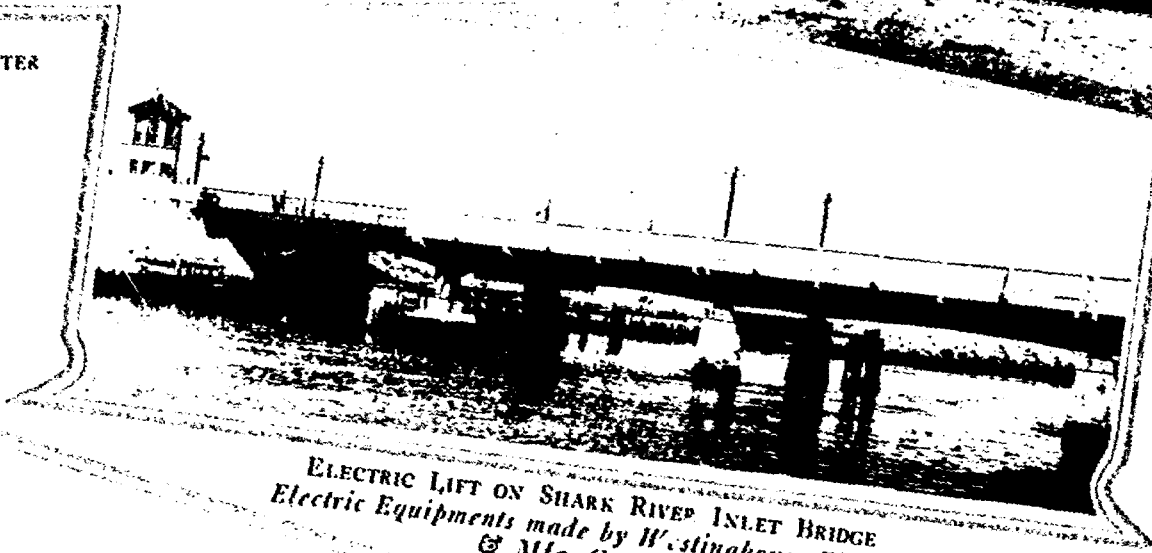
By Jesse A. Howland



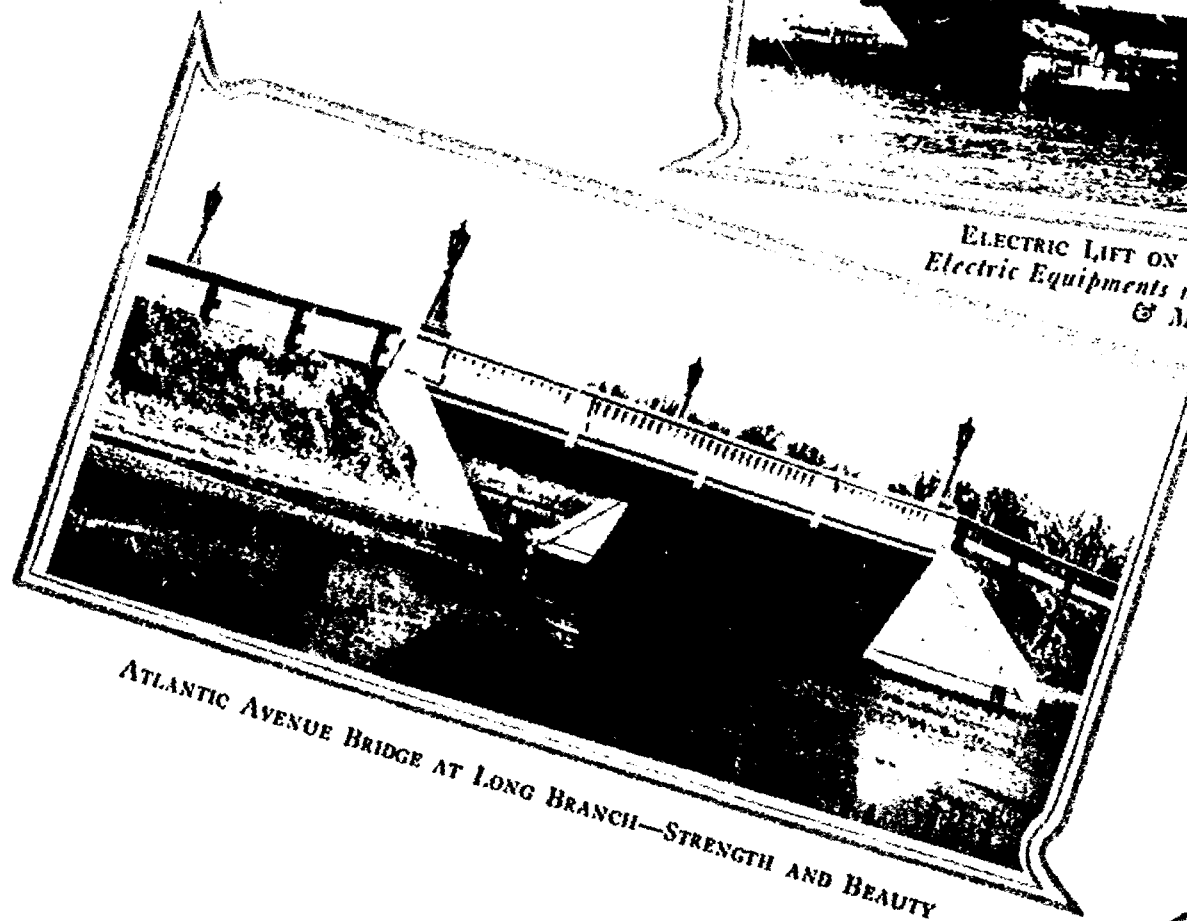
MODERN TYPE BRIDGE OVER A WATER
BARRIER NEAR TENNENT
Built by S. S. Thompson & Co.



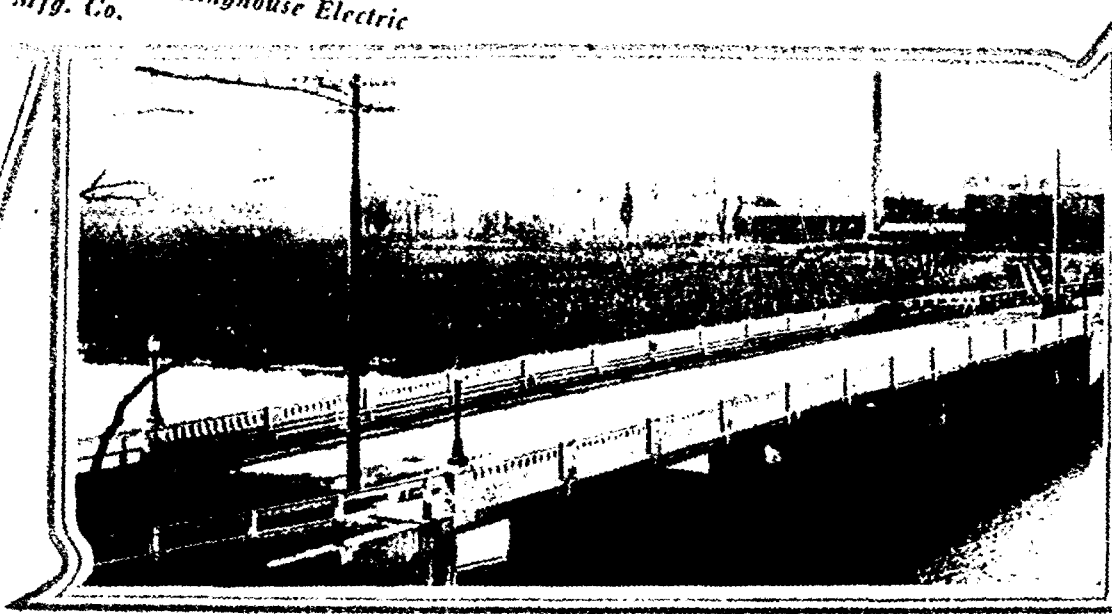
BRIDGE CARRYING EAST MAIN STREET
OVER WATER AT MANASQUAN
Constructed by Owen J. Melec



ELECTRIC LIFT ON SHARK RIVER INLET BRIDGE
*Electric Equipments made by Westinghouse Electric
& Mfg. Co.*



ATLANTIC AVENUE BRIDGE AT LONG BRANCH—STRENGTH AND BEAUTY



NEWMAN SPRINGS BRIDGE—Built by S. S. Thompson & Co.



FREEHOLDER ELMER E. POLHEMUS
Chairman, Court House and
Jail Committee

Court House, Jail and County Officials

THE Court House and Jail Committee, composed of Freeholders Polhemus, chairman, and Borden and Thompson, are authorized by the Board to have supervision of the Court House, Jail and other County buildings, and perform such other duties as are assigned to it from time to time by the Board. The maintenance, repair and up-keep of these buildings are given close attention by the Committee.

COURT HOUSE: The history of Monmouth County's Court House is interesting. The first, a small wooden building, was erected at Freehold in 1715. Destroyed by fire in 1727, it was not rebuilt until 1730. During the intervening three years, court was held in a private residence. The new Court House, a frame building, nearly square and topped with a small cupola endured for 75 years. Standing at the time of the Battle of Monmouth, it became historic as the bivouac of the British troops. Outliving its usefulness, in 1806 it was sold at auction and a new and enlarged Court House was built.

On Oct. 30, 1873, a "tremendous conflagration" swept over part of Freehold and left nothing but the solid walls of the Court House standing. At once arrangements were made to rebuild and in a short time the present Court House of colonial architecture was completed. Housing nearly all of the County offices and somewhat con-

gested with the expanding business of the County, it also is rapidly outlasting its usefulness, and must in the near future be replaced by a modern structure to meet modern requirements. Meanwhile the committee is making an obsolete structure of 1874 vintage do high-speed 1929 work, a feat deserving of high compliment.

Cars were furnished offices of the Court House by H. L. Zobel Co., Freehold; Stein-Heimlick Auto Co., Inc., Long Branch; and Thixton Motor Co., Freehold. Supplies and equipment were obtained from Gilbert Combs Co., Sutphen's Garage, Sylvester McKelvey, and Sinclair Stationery Store, Inc., of Freehold; from L. C. Smith & Corona Typewriters, Inc., and Lackawanna Laundry Co., of Newark, N. J.; from J. Meyers Stationery & Printing Co., Borne Scrymser Co., and H. W. Dubois & Co., of New York City; from Alfred S. Rushton and Bill's Tire Shop, of Asbury Park; from Boro Busses, Inc., Red Bank; Long Branch Vulcanizing Co., Long Branch; and Burroughs Adding Machine Co., of Trenton. Insurance was written by H. W. Green & Bro., Inc., and Wolley & Sherman Co., of Long Branch, the Mount-Butcher Agency, of Freehold, and C. F. Borden, of Shrewsbury.





COUNTY CLERK
JOSEPH McDERMOTT



SURROGATE
JOSEPH L. DONAHAY



SHERIFF
HARRY N. JOHNSON

In the Court House the business of most of the County officials is transacted. Their duties and activities are below briefly reviewed—

COUNTY CLERK: The present incumbent having served in the same capacity for 31 consecutive years, is believed to be the oldest County officer in the State of New Jersey in point of such continuous service. The County Clerk, elected by the people of the County, is the official recorder of all instruments affecting real estate and personal property, such as deeds, mortgages, conditional sales contracts, etc. He is also Clerk of the County Courts of Oyer and Terminer, General Quarter Sessions, and Special Sessions; as well as of the Circuit, Common Pleas and Juvenile Courts. As such he keeps all records of their transactions. He also functions in the naturalization of aliens, in elections, incorporation, etc.

Among the precious records in the office are original books of deeds and mortgages dating back to the Colonial days of 1667. An idea of the great bulk of work the office handles is gleaned from the fact that during the year 1928 there were recorded 22,875 deeds, mortgages, etc., and 6500 conditional bills of sale, revolver permits, etc., filed, exclusive of court case papers numbering into the thousands.

To facilitate the work and reduce the cost of title searches, the effective Russell Index System is being installed. This system, at present used by some of the biggest corporations in America and by 15 Counties in New Jersey, is expected to "prolong the life and improve the service of these records from which such a great proportion of the people will share the benefit."

Mr. McDermott's long experience has made him a recognized authority on all matters pertaining to the office of County Clerk. As marking the operating efficiency of the Clerk and his deputies, it may be stated that on the evening of the last day of each year, all work is up to date and the year's business closed. The office returned to the County treasury \$93,888.51 as fees collected in 1928.

THE SURROGATE: The Surrogate, elected by the people for a five-year term, takes care of all papers and instruments required by law in the settlement of estates of those who die. He also probates wills, issues letters of administrations, appoints guardians and oversees the settlement and distribution of estates. The authority to declare persons legally dead when absent or missing for the periods specified by law is also his. In addition, he is clerk of the Orphans' Court, judge and clerk of the Surrogate's Court and custodian of all the records of these courts.

The office comes in close contact with the intimate matters of the home and its records have become a history of Monmouth County families. "Surrogate" is a Latin word meaning deputy or substitute, and originated when the bishops of the Churches in England, who were authorized to receive last wills and testaments, appointed substitutes to act for them.

The present Surrogate, Mr. Joseph L. Donahay, has ably filled the office for the past 27 years and is one of the but five Surrogates which Monmouth County has had in the past 75 years. During 1928 the office returned to the County Treasurer \$34,365.59 in fees collected.

SHERIFF: The Sheriff, elected by the people, is chief peace officer of Monmouth County. He executes all orders of any court in so far as they affect the residents of the County. He is also legal custodian of all prisoners in the County Jail, and as head of the Jury Commission has charge of grand and petit jurors. He is assisted in his work by two deputy sheriffs. The sum of \$48,908.94 was returned to the County Treasurer in fees collected by the office in 1928. The Sheriff is elected for the term of three years and cannot succeed himself in office.

COURTS: In addition to the Justice and the Police Courts in the County, the following Courts administer justice and determine matters of the law—the First District, Second District, Quarter Sessions, Common Pleas, Circuit, Surrogates', Orphans' and Oyer and Terminer Courts. The terms of Court are third Tuesday in April, fourth Tuesday in September, third Tuesday in December. A supreme Court Justice is assigned to the County.



ONE OF THE TWO COURT ROOMS IN THE COURT HOUSE—WHERE PUNISHMENT TO OFFENDERS AND JUSTICE IS METED OUT.

THE PROSECUTOR OF THE PLEAS: He is a Counsellor at law appointed to use all reasonable and lawful diligence for the detection, arrest, indictment and conviction of offenders against the law. Assisting him in the protection of the lives and property of the people of the County are an assistant prosecutor and a staff of detectives. During 1928 investigations were made for the Prosecutor by Cosgrove's Detective Agency, of Newark, N. J., and services obtained from Given & Dubois and S. S. Silvers, of Freehold.

PROBATION OFFICER: He investigates the character and previous conduct of all defendants, for the sole use of the Judge of the Court of Common Pleas to assist him in passing judgment. With the help of an assistant, those under probation are supervised and fines and monies collected as directed by the Court.

COUNTY PHYSICIAN: The County Physician performs all necessary autopsies and post mortem examinations and issues death certificates after determining the cause or causes of death.

SEALER OF WEIGHTS AND MEASURES: Moving continually about through the County, the Sealer and his two assistants test and inspect all weighing and measuring appliances. Those found to be incorrect are adjusted or condemned and the people protected against fraud.

COUNTY BOARD OF ELECTIONS: It consists of four members, two from each of the major political parties, and are appointed for two years each. They act to revise and correct the registry lists and to insure honest elections in the manner prescribed by law.

COUNTY BOARD OF TAXATION: Composed of three members, not more than two of whom are of the same political party, and appointed by the Governor, by and with the consent of the Senate. It functions in the County for the equalization, revision, review and enforcement of taxes. It has supervision and control of all County tax assessment officers, subject to the State Board of Equalization of Taxes.

JAIL: Built in 1874, the jail is located directly to the rear of the Court House. Recently, it was completely remodeled and renovated, converting it into a penal institution of the most modern fireproof type. A brick, concrete and steel structure, it contains 124 cells, arranged in tiers. Each tier is a separate unit, containing six cells, a shower, a wash bowl and a closet and is barred off and completely enclosed. With this arrangement of separated tiers it is possible to segregate hardened offenders, youths, colored women and white women from each other, by assigning one or more tiers to each group, as conditions demand. One prisoner is placed in a cell. Four guards, working in shifts are on duty day and night. The prisoners themselves keep the place clean and sanitary and, excepting for one paid cook, do all the kitchen work. Separate chambers for witnesses and those held for action at law are large enough to accommodate ten persons each. The Warden's residence is part of the jail and places him in the position of practically living with this work.

The average number of prisoners per day during 1928 was 112.2; the highest daily average, 146.5, occurred during August and September, and the lowest, 95, in May. Average costs per prisoner per day ranged from 25¼c to 33c for food.

The jail was remodeled by H. F. Soden & Bro., General Contractors, George J. Mulholland, plumbing contractor and Marcel M. Krater Electric Co., electrical contractor, all of Freehold. Food stuffs and supplies were purchased from W. V. Voorhees, A. Robert Kehs, Bertram Birch, D. V. Perrine, S. L. Wood, and Levy Bros., of Freehold; and D. J. Barry & Co. and Ellis Davidson Co., Inc., of New York City.



MAIN HOSPITAL BUILDING AT THE MONMOUTH COUNTY TUBERCULOSIS HOSPITAL AT ALLENWOOD.

Tuberculosis Hospital and Welfare Board

A COMMITTEE of Freeholders, composed of Stephen C. Thompson, chairman, and Borden A. Jeffrey and Harry G. Borden are authorized by the Board of Freeholders to have supervision of the Monmouth County Tuberculosis Hospital and the Welfare House, and the matters pertaining thereto, in conjunction with the Boards of Managers of said institutions.

TUBERCULOSIS HOSPITAL: Opening modestly on January 10th, 1921, in a small one-story frame building of 28-bed capacity, the County Tuberculosis Hospital at Allenwood is today a model institution of recognized high standards and with complete accommodations for 73 patients. It has become an indispensable agent in promoting and maintaining County health.

The main buildings of the institution are the hospital, nurses' home, power house and chapel. They are located on a large tract of land at Allenwood in the southeastern part of the County, where the elevation is 90 feet—100 feet above sea level. Here in the health-giving atmosphere of the sea and pines, the patients are provided with expert medical attention, home atmosphere and comfort. Complete X-ray apparatus and Alpine lamps are available. Radio programs, even for bed patients, moving pictures twice a week and special entertainment donated by kind friends, keep cheerful and buoyant the spirits of the patients.

The nurses' home provides commodious quarters for the nurses. The power house supplies heat, light and power. The chapel, built through the donations of patients and benevolent persons, provides a non-sectarian house of worship for the spiritual needs of the sick.



PLENTY OF CHEERFUL SUNSHINE AND FRESH AIR FOR THE BED PATIENTS.

abeth Hynes, secretary-treasurer. The medical staff is comprised of Dr. Warren H. Fairbanks, Medical Director and Attending Physician. Dr. Frank Altschul, Visiting Physician, five consultants, a roentgenologist, a dental surgeon, Miss Elizabeth Hynes, R. N., superintendent and six registered nurses.

Fresh, wholesome food stuffs were obtained from Swift & Co., Wm. Freihofer Baking Co., and Harry H. Hulit, of Asbury Park; Henry Rapp, Jr., Farmingdale; John A. Frazee, Allenwood; J. S. Silvers & Bros. Co., of Hightstown, and Seeman Brothers, Inc., of New York City. Supplies, equipment and service were furnished by Mahoney & Harvey, Sea Bright; Farry Motor Co., Asbury Park; Burrough's Pharmacy, Manasquan; Henry F. Pierce, Belmar; Wm. H. Allen, Allenwood; Steinbach Co., Asbury Park; Rhoads & Company, Philadelphia, Pa., and the American Laundry Machinery Co., of New York City. In the burial of soldiers, F. Leon Harris, undertaker of Asbury Park, has served the County.



COUNTY ADJUSTER
JOHN L. MONTGOMERY

THE COUNTY ADJUSTER: Acting in his official capacity as agent for the County, he makes adjustments for the care and protection of the dependent, neglected, delinquent, physically handicapped, mentally defective and diseased of the County. In Monmouth County, however, the scope of this humane work, under Adjuster John L. Montgomery, has been more effectively broadened. Many of the County's organized public and private welfare agencies have been joined together and now coöperate as the "Monmouth County Organization for Social Service." A recent communication from the State Department of Institutions and Agencies

A total of 182 patients were cared for and treated during 1928, the highest daily census being 75 in February. All expenditures are carefully checked against standardized figures to assure economy of operation. The cost of food for each patient per day ranged between 70 and 75 cents, and the total number of patient days for the year was 24,015. The high medical standing and efficient control and management of the Allenwood Hospital have been of such calibre as to merit the glowing praises of well-known authorities in the work. This splendid accomplishment was made possible only through a fine spirit of coöperation between the Freeholders' Committee and the Board of Managers, the intense interest and support of the hospital superintendent and staff, a kind and humane interest for the afflicted, and public support of the work.

The present members of the Board of Managers are—Mrs. Lewis S. Thompson, president; Mr. Samuel Heilner, vice-president; Dr. James F. Ackerman, Dr. William G. Herrman, Miss J. Palmer Quinby, Mrs. C. C. Snyder, Mrs. Henry E. Ackerson and Miss Eliz-



ASSEMBLY AND RECREATION ROOM

classes it as "the most notable County organization in the State. It has taken the leadership in developing coöperation, in promoting and extending all types of health and recreational organizations; in establishing a County tuberculosis hospital and a County-wide tuberculosis nursing service;—and in supporting movements for child health and welfare, a county advisory nurse and a district health officer."

Through the Adjuster, the County makes provision for the poor residents of the County, who are sick and unable to pay for medical attention. In 1928 the County paid a total of \$99,069.34 to the general hospitals, the major portion going to the Monmouth Memorial and Ann May hospitals of the County for relief of such sufferers. It represented a total of 37,908 patient days at an average cost of \$2.61 for each such patient day.

The tubercular, the insane, epileptics, feeble minded and incorrigible are established as wards of the County in City, County, State or private institutions. The 1928 record in this direction is as follows: Insane—283 average per month, at average cost of \$4.08 a week; Epileptics—26 average per month, at average cost of \$3.85 a week; Feeble minded—85 average per month, at average cost of \$3.76 a week; Tubercular—17 a month, Allenwood

excluded, at average cost of \$8.91; Incorrigibles—9 average per month, at average cost of \$9.50 a week.

Eight blind persons were committed to the State Commission and an average monthly allowance of \$20 made for each. Of dependent orphans or neglected children, 233 was the monthly average number cared for, of whom 128 were paid for by the County at the average rate of \$5 per week and the balance, or 105, placed in free homes and under the continued supervision of the State Board of Children's Guardians.

After proper application and investigation 132 widows, having children and without visible means of support, were granted pensions averaging \$27 per month to each family. Ten thousand dollars annually is expended by the County exclusively for preventative treatment among poor children, who have a predisposition or tendency toward tuberculosis.

A staff of 40 nurses, coöperating with the Adjuster, not only makes original investigations and promotes social welfare, but follows up all indigent cases after their discharge. By a system of "friendly supervision" County costs have been reduced and results of inestimable value obtained.



THE NURSES' HOME



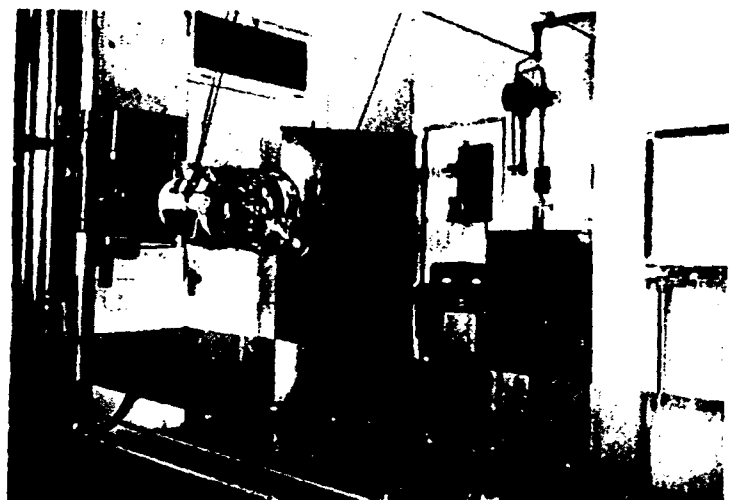
THE HOSPITAL DINING ROOM

WELFARE BOARD: Monmouth is the first County in New Jersey to function under the State Welfare Act of 1924. A Welfare Board has been appointed by the Board of Freeholders to—Provide institutional care for the poor, incurable and aged residents of the County; to supervise and provide homes for such persons if the cost does not exceed that of institutional care; and to act as overseers of the poor when municipalities of the County fail to appoint one of their own. Functioning energetically since their organization, the Welfare Board has made a survey of the County in respect to the needy, aged and incurables; has inspected various institutions for the poor and is at present preparing plans for a modern Welfare House large enough for at least 100 occupants. A site has already been purchased at Briar Hill, located about one-half mile from Freehold.

The members of the County Welfare Board are—Mrs. Leon Cumberly, president; Mr. James D. Carton, vice-president; Mr. Adrian Moreau, secretary-treasurer; Mr. J. Lester Eisner, Mr. Bryant B. Newcomb, Mr. John S. Applegate, Mrs. Annie H. Kerfoot, and Mr. John L. Montgomery, assistant secretary.



AN ANNUAL GATHERING OF GUESTS AND FRIENDS OF THE SICK,
ON THE SPACIOUS LAWN, LISTENING TO AN ADDRESS
BY DIRECTOR NEWCOMB



MODERNLY EQUIPPED X-RAY ROOM



PATIENTS WINNING BACK HEALTH IN THE SUNSHINE ON THE UPPER PORCH



AN AIRVIEW 3500 FEET UP, LOOKING FROM ELDERON NORTH ALONG THE COAST. BOTH BRANCHES OF THE SHREWSBURY RIVER, SANDY HOOK AND EVEN STATEN ISLAND ARE DISCERNIBLE.

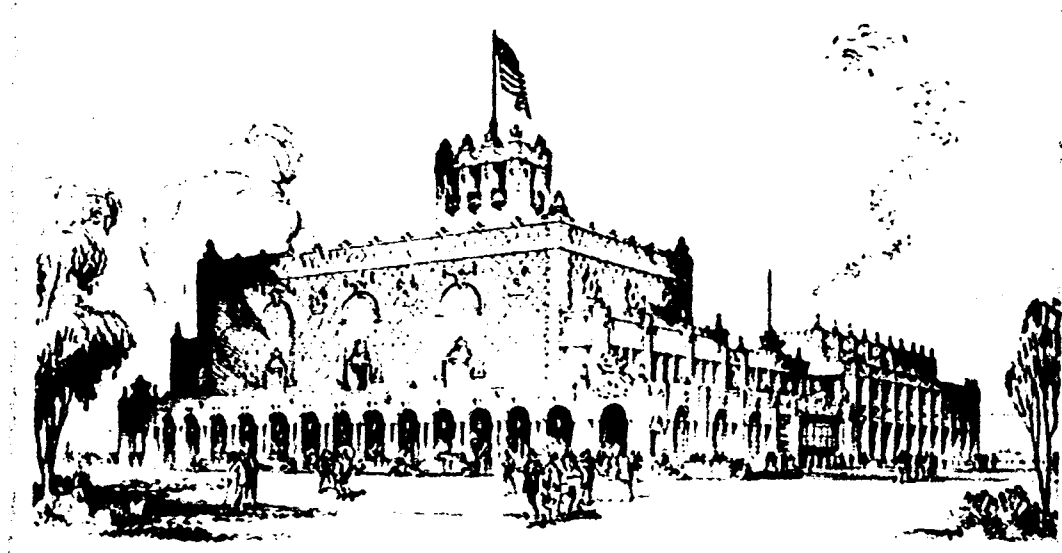
Cities, Townships and Boroughs

FOR the information of vacationists, home seekers, manufacturers seeking sites and farmers desiring to locate in the County, the following facts are presented.

The territory of Monmouth County is divided into 50 civil divisions to facilitate local governmental control. They comprise 2 Cities, 15 Townships and 33 Boroughs.

As stated elsewhere, in every community of the County climatic conditions are unusually healthful; pure water from artesian and ordinary wells is obtainable; telephonic, telegraph and postal service are available; the highway system ties-in; and an adequate number of schools and churches are available. This statement will eliminate the need of repeating the same facts under each civil division.

CITIES



ARCHITECT'S DRAWING OF ASBURY PARK'S NEW CONVENTION HALL,
AMUSEMENT PIER AND THEATRE

The City has 4 banks, 4 building and loan associations, an extensive shopping centre with 3 large department stores, 120 acres of park and 32 industries employing an average of 546 persons. Principal manufactured products are sleeping garments and radio sets. It has three newspapers. The net valuation taxable for 1929 is \$36,050,913 and the tax rate \$4.57 per \$100 of assessed valuation. Major improvements under way are—a Casino, a Convention Hall, a board-walk theatre, new apartment hotels and additional Boardwalk construction.

For further information address Thomas F. Burley, Jr., Executive Manager, Chamber of Commerce, Asbury Park, N. J., under whose direction Radio Station WCAP is conducted.

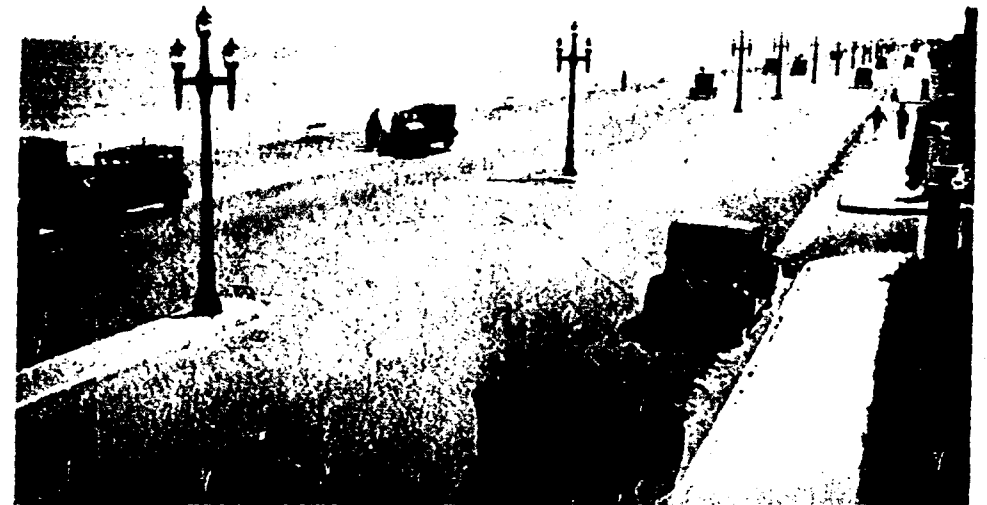
Long Branch—America's first seaside resort was founded in the early years of the County when John Slocum and his two brothers settled there. The City originally was located about one mile inland and was named after the long branch of the South Shrewsbury River. As early as 1850 it attained international reputation as a seaside resort and had thousands of inhabitants. Even then, groups of the world's most brilliant personages were entertained in the magnificent homes of the City.

Through the years, Long Branch has grown and expanded and today has a population estimated as almost 20,000. It has an area of $5\frac{1}{4}$ square miles, $4\frac{1}{2}$ miles of ocean frontage, and a $2\frac{1}{2}$ -mile boardwalk along the bluff over the beach. Ocean.

The two Cities, Asbury Park and Long Branch, are located on the coast and each is a noted seaside resort and trade centre, with industrial establishments and homes. Each has efficient and adequate systems of transportation, of police and fire protection, of streets, of lighting, gas, electricity and sewage disposal. And each has won especial prominence as a healthful and fashionable seaside resort.

Asbury Park—was a wilderness as late as 1869. Founded 60 years ago by James F. Bradley, he named it in honor of Rev. Dr. Francis Asbury, the first Methodist Episcopal bishop ordained in the United States. The City was incorporated March 25, 1897.

It is 54 miles from New York and 89 miles from Philadelphia and covers an area of about two square miles. At present it is essentially a modern resort City with a permanent population estimated at 20,000, and holds title to its mile of ocean front and its boardwalk buildings. Guests to the number of 18,000 can be accommodated in the 150 hotels. Facilities for every form of recreation and amusement are available and are too varied and many to permit of enumeration. The Baby Parade held annually for the past 40 years, alone attracts over 100,000 visitors. Asbury Park is known as "the Resort of a Thousand Delights."



THE MAGNIFICENT OCEAN DRIVE ALONG THE BEACH AT LONG BRANCH

Avenue, skirting the beach, is one of the finest marine drives in the world. It is equipped with every modern requirement for the health, protection and progress of its citizens. On March 29, 1904, it was incorporated as a City.

Approximately 100 hotels, ranging from the luxurious to the modest, accommodate the thousands of all-year-round visitors. Thirty-four industries employ an average of 1120 workers and the principal products are dressed fur, clothing, white goods and silk. Business interests are served by four banks, and a central shopping district meets requirements. Many advantageous sites are available for new industries. The 1929 net valuation taxable is \$20,847,500 and the tax rate \$6.02 per \$100 valuation. One daily and one weekly newspaper are published in the City.

Long Branch is at present known as the "City of Gardens by the Sea." Princely mansions and sumptuous estates line the beautiful drives. Three presidents of the United States here established their summer white houses. It continues as one of the popular summer resorts of the famous Jersey Coast. For further information address Bryant B. Newcomb, General Manager, *Long Branch Daily Record*, Long Branch, N. J.



THE CHARMING INTERIOR COUNTRY OF WOODED HILLS AND VERDANT VALLEYS

TOWNSHIPS

They are the principal geographic divisions of the County and are 15 in number. For the sake of brevity the characteristics common to all of them will be here stated, while under each separately will be given its settlement, naming, creation, most recent population figures, net valuation taxable, tax rate per \$100.00 of valuation and distinctive characteristics, as obtainable.

Each Township is governed by a Township Committee of three members. The Townships are large in area and agriculture is the principal activity of their people. Excepting in those Townships lying in the southeastern part of the County, soils are extremely fertile, and farms are well kept and intensively cultivated. The Townships of Middletown, Shrewsbury and Freehold were the original ones into which the entire area of the County was divided in 1693, the other Townships being later formed from a part or parts of these.

The following abbreviations will be used—Population, pop.; Net Valuation Taxable—Net V. T.; and Township—Twp.

Atlantic Twp.—Formed from parts of Freehold, Middletown and Shrewsbury Twps. in 1847. Pop. 1920—1,074; 1929 Net V. T.—\$1,389,945, and tax rate per \$100 valuation—\$4.34.

Shortly before 1844 a group of disciples of Fourier established themselves in the Township as the North American Phalanx. They were exponents of the idealistic principles of equal division of the products of labor. The Phalanx flourished and grew for a



APPLE BLOSSOM TIME IN MONMOUTH COUNTY—
AN ORCHARD IN MIDDLETOWN TOWNSHIP

time but in 1855 came to an end. The experiment held the intense interest of the eminent New York journalists Horace Greeley, Parke Godwin and Albert Brisbane, father of Arthur Brisbane, the nationally prominent editorialist.

Freehold Twp.—One of the three original Townships, it appears to have been settled very shortly after 1664 by Thomas Boels, John Reid, John Johnson, Richard Salter, Cornelius Thomson, Peter Watson, Sr., Benjamin Van Cleve, Thomas Smith, John Okerson and others. Originally set apart as free-lands or free-hold to be purchased directly from the Indians, the Township was named Freehold and formed in 1693. Pop. 1920—1,498; Net V. T.—\$1,698,044 and tax rate per \$100 valuation—\$3.33. The Borough of Freehold, the County Seat, was formed from part of the Township and is located within its bounds.

Holmdel Twp.—was settled as early as 1667 by Jonothan Holmes and John Bowne, one of the original 12 patentees of the County. It was named after the prominent and influential Holmes family and erected in 1857 from part of Raritan Twp. Pop. 1920—1,100; 1929 Net V. T.—\$1,177,772 and tax rate per \$100 valuation—\$3.60. The village of Holmdel was first known as Freehold.

Howell Twp.—was erected February 23, 1801, from Shrewsbury Twp. and named after Governor Richard Howell. Wall Twp. was later taken from it but it still is the largest Township in the County. Pop. 1920—2,549; 1929 Net V. T.—\$2,146,557 and tax rate—\$3.84.

Manalapan Twp.—Erected from Freehold Township in 1848, was first settled by the Scots in 1685 at Old Tennent. Manalapan is an Indian word meaning "good land." Pop. 1920—1,080; Net V. T.—\$1,315,216 and tax rate—\$3.64. The historic Old Tennent Church and the Monmouth Battlefield are located in the Twp.

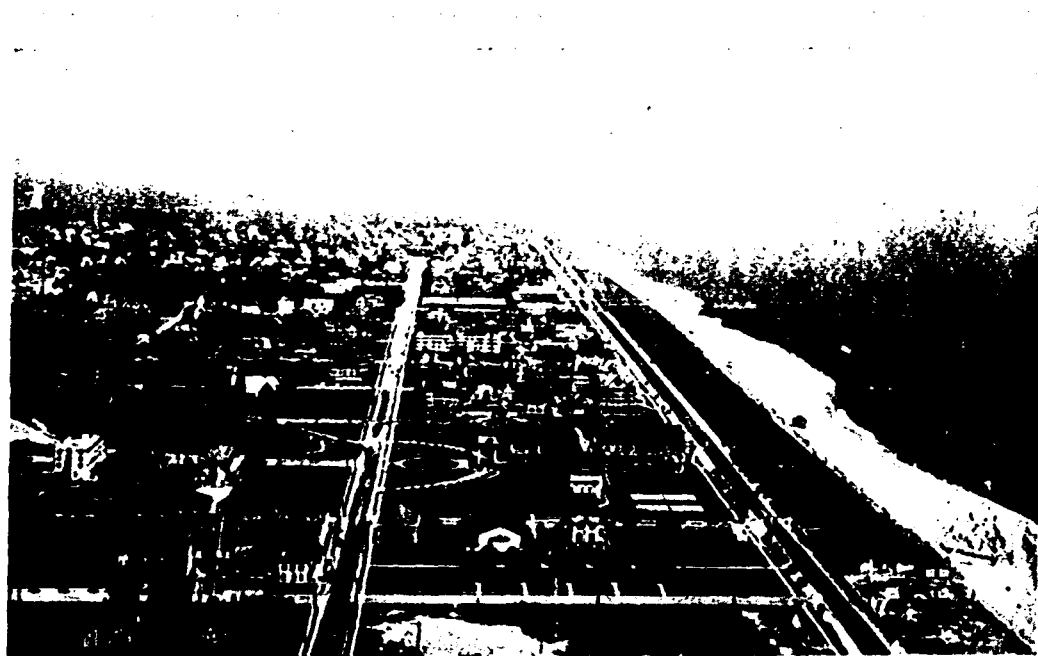


BOARDWALK AND BEACH AT ASBURY PARK

Marlboro Twp.—First settled by the Quakers under the leadership of George Keith at Topanemus in 1685, was erected in 1848 from Freehold Twp. It took its name from the village of Marlboro, where marl was first discovered in 1768. Pop. 1920—1,710; 1929 Net V. T.—\$1,828,764 and tax rate—\$3.23. Before marl was discovered, Marlboro, the principal village, was known as Bucktown after the tavern owned by John Buck.

Matawan Twp.—was settled by a group of Scotch before 1690 at Middletown Point, then named New Aberdeen. It was erected as a township from Raritan in 1857. Pop. 1920—1,856; 1929 Net V. T.—\$2,014,918 and tax rate—\$4.22. Tile and brick are manufactured here.

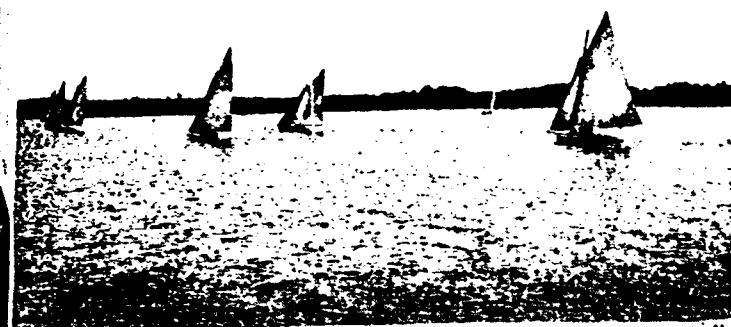
Middletown Twp.—was the first township settled. In October, 1663, a group of English from Long Island settled at the present site of Middletown Borough and among their number were John Bowne, Richard Stout and other original patentees. It was one of the three townships first created and from it have since been erected Raritan, Holmdel, Matawan and part of Atlantic Twps. Pop. 1920—5,917; 1929 Net V. T.—\$10,108,045 and tax rate—\$4.23. In addition to the large agricultural activity in the Township, there are many resort developments and large country estates along the beautiful Navesink River, the Bay and the drives. The boulevard extending through Atlantic Highlands and Highlands is traveled by thousands of visitors for its scenic splendor.



A SKY VIEW OF THE FASHIONABLE COAST RESORTS, LOOKING NORTH FROM SPRING LAKE



HOMESTEAD GOLF AND COUNTRY CLUB, AT SPRING LAKE.
But one of almost a dozen in the County



BELMAR YACHT CLUB RACE
On the Shark River



BOARDWALK AND BATHING SCENE AT ASBURY PARK
Typical of the County's seaside resorts

Millstone Twp.—was erected February 28th, 1844, from Freehold, Upper Freehold and Monroe (Middlesex County) Townships. Pop. 1920—1,405; 1929 Net. V. T.—\$1,228,865 and tax rate—\$3.74. Millstone, Perrineville and Clarksburg are the main villages.

Neptune Twp.—was erected February 26th, 1879, from Ocean Twp. Resorts assume the proportions of an industry in the Township. Present estimated pop.—12,000; 1929 Net V. T.—\$17,493,451 and tax rate—\$3.58. Ocean Grove is located in the Township and its area of 260 acres was acquired by the Ocean Grove Camp Meeting Ass'n, December 22, 1869, through the efforts of Revs. Elwood H. Stokes, W. B. Osborn, R. Andrews, G. Neal and others of the Methodist Church, to provide a religious retreat at the sea for all people. At present it has about 2,000 dwellings, wide, shaded streets and parks, a bank and a newspaper. It is known as the "Happy City."

Ocean Twp.—was formed February 24th, 1849, from Shrewsbury but since then the townships of Eatontown and Neptune have been taken from it. The early settlers were John Slocum, Joseph and Peter Parker and Eliakim Wardell, who came in 1668. Present estimated pop. 2500; 1929 Net V. T.—\$7,090,874 and tax rate—\$3.04. In addition to agriculture it is an extensive resort section.

Raritan Twp.—the most northern township of the County, was settled in 1676 and formed from Middletown Township in 1848. In 1857 Matawan and Holmdel Twps. were erected from a large part of it. At Tanner's Landing the first steamboat that came to the County docked. Pop. 1920—1,659; 1929 Net V. T.—\$939,582 and tax rate—\$4.23.

Shrewsbury Twp.—was one of the three original townships erected in 1693 and had a very large area, which included part of present Ocean County. It was granted to Wm. Goulding and his associates in 1665, Shrewsbury being one of the earliest settlements in the County. It is also an extensive resort section with beautiful drives and magnificent estates of the wealthy. Pop. 1920—1,994; 1929 Net V. T.—\$943,680 and tax rate—\$4.39.

Upper Freehold Twp.—was laid out about 1730 from Freehold Twp. In 1767 part of Shrewsbury Twp. was added and in 1844 Millstone Twp. formed part of it. Elisha Lawrence, Richard Salter and Nathan Allen were among the earliest settlers. Pop. 1920—1,737; Net V. T.—\$2,202,688 and tax rate—\$2.90. It is the most western township of the County.

Wall Twp.—erected in 1851 from Howell Township was named after Senator Garret D. Wall. In 1685 the land was purchased from the Indians; Hartshorne, Hance, Allen and Wardell being the patentees. Pop. 1920—1,816; 1929 Net V. T.—\$2,164,039 and tax rate—\$4.90. It is the southernmost coast township and contains within its bounds the County's Tuberculosis Hospital, Allaire and the New Jersey State Encampment and U. S. Lighthouse at Sea Girt. *Allaire*—founded

by Mr. Allaire, builder of the air chamber for Fulton's first steamboat, reached its height about 1837 as an active industrial and business community. Purchased about 20 years ago by Arthur Brisbane, the noted editorial writer, it has recently had a reawakening. He has magnanimously dedicated it to the use of the Boy Scouts, by giving them a long lease at practically no cost.

Boroughs

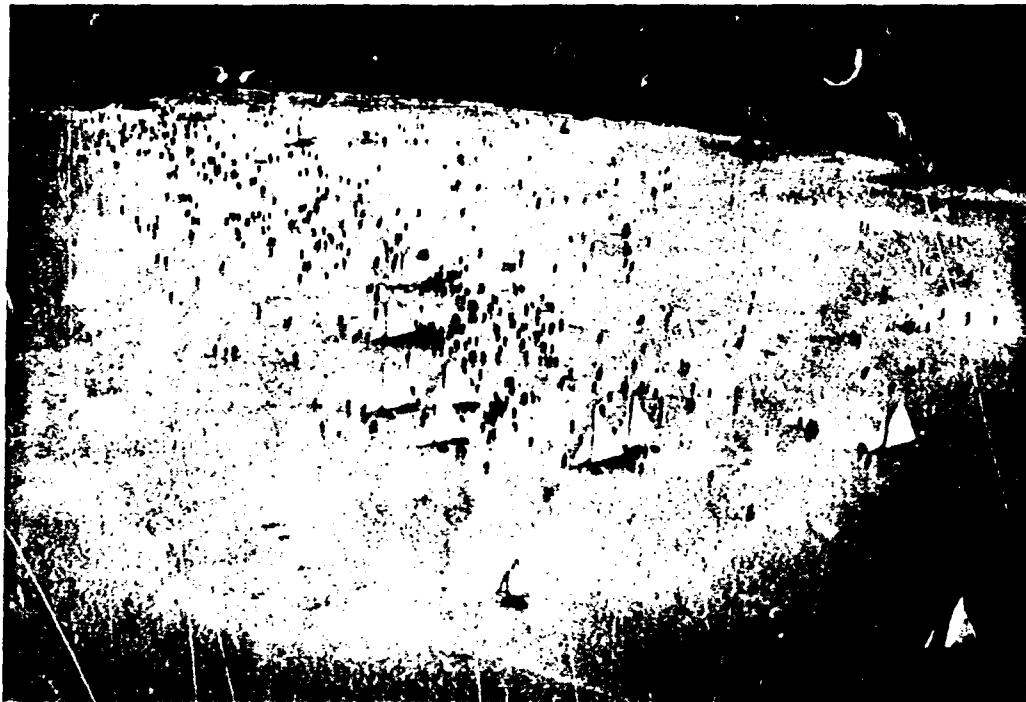
There are 33 incorporated Boroughs in the County, each being governed by either a Mayor and a Board of two or three Commissioners or by a Mayor and a Council of from two to seven members. Each is equipped with schools, churches, streets, transportation, water, sewage disposal, lights, gas, electricity and police and fire protection commensurate with its size and particular needs. The Boroughs are here classified into two groups, namely Resorts and Industrial and Trade Centres. The same abbreviations as above will be used and "incorp." be used as an abbreviation for incorporated.

RESORTS: The fair lands of Monmouth County have brought joy to man in every age. For untold centuries it was the happy hunting and fishing ground of the Indians—their Paradise. Then in 1609 the beauteous country charmed Sir Henry Hudson. With quaint phrase he expressed his delight: "This is a good land to fall in with and a pleasant land to see."

And to this day it has continued as the play-ground, health resort and recreation section of our nation.



SKY PICTURE OF RED BANK ON THE BEAUTIFUL SHIREWSBURY



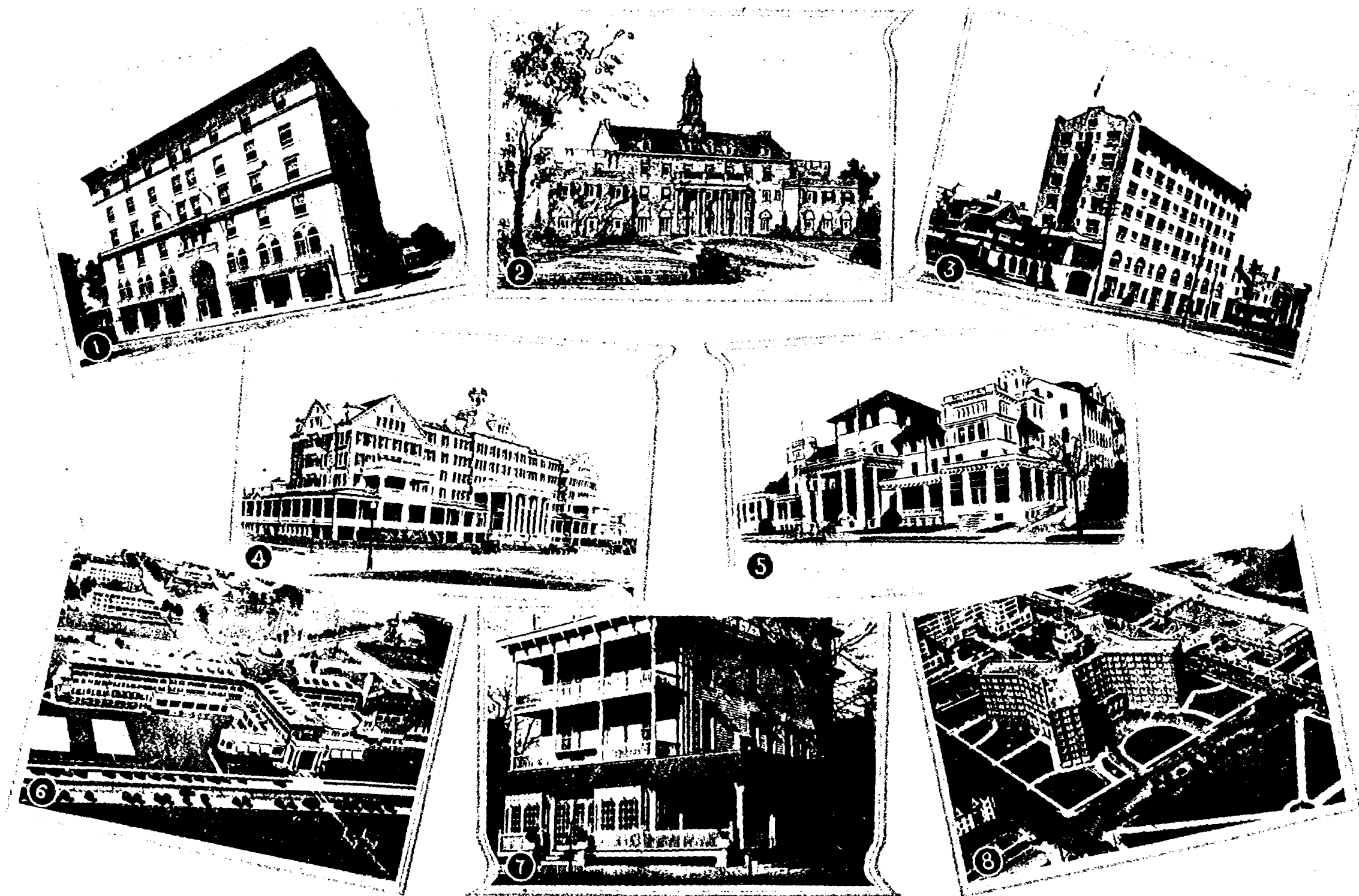
ICE BOATING AND SKATING ON THE NORTH SHIREWSBURY RIVER AT RED BANK

It seems as if Nature, in the long ago, had planned and built it for this purpose. Along a 20-mile beach of soft white sand, the tumbling waves of the blue Atlantic sing a soothing, endless song. Atlantic Highlands, the only promontory on the Atlantic Coast between Maine and Florida, lifts its wooded head 400 feet above the waves. Directly below it lies Sandy Hook outlined in the shimmering waters, while the limitless Atlantic spreads far to the distant haze of the horizon. Back from the Coast, green, fertile fields and fragrant orchards, sylvan uplands and pine woods are swept by fresh and invigorating ocean breezes. Shaded streams, lagoon-like rivers and placid lakes were the final touch of Nature in making Monmouth County a veritable fairyland.

To Nature's work of art man has added his handiwork. An unbroken string of brilliant and fashionable seaside resorts adorn the ocean front. Palatial homes and magnificent estates of the nation's wealthy dot the shore along its full length. Here are assembled and entertained companies of the world's most brilliant personages—statesmen, scientists, stage luminaries and princes of finance and commerce.

Every facility for comfort, pleasure and entertainment is available. A great number of hotels afford ample accommodations for the thousands upon thousands of visitors and range from magnificent 500 room establishments offering every luxury to small, homey hostleries. Bathing, boating, canoeing and fishing; golf, tennis, polo and baseball; dancing and the theatres, all may be enjoyed at one's pleasure.

Lavishly endowed by Nature, ably equipped by man and uniquely combining the joys of hills and sea, Monmouth County is a real **WONDER PLAYLAND** for health and recreation. Most of the resort Boroughs are located along the Coast and waterways.



A FEW OF THE COUNTY'S LEADING HOTELS—(1) THE NEW GARFIELD-GRANT AT LONG BRANCH—a community project. (2) THE BEAUTIFUL NEW MOLLY PITCHER HOTEL AT RED BANK. (3) THE ASBURY-CARLTON HOTEL AT ASBURY PARK; J. Walter Butcher, owner; the latest in hotel construction. (4) ESSEX AND SUSSEX HOTEL, SPRING LAKE; direction of F. Schock. (5) THE METROPOLITAN HOTEL AT ASBURY PARK; known as the pioneer all-year-round hotel. (6) NEW MONMOUTH AT SPRING LAKE. (7) ST. ELMO HOTEL AT OCEAN GROVE; B. R. Shubert, proprietor; one of the oldest hotels in the County. (8) BERKLEY-CARTERET AT ASBURY PARK.



MONMOUTH COURT HOUSE AT FREEHOLD—1778

Allenhurst—was developed into a beautiful residential community on Deal Lake by a Realty Company and incorp. April 26, 1897. Pop. 1920—343; 1929 Net V. T.—\$4,233,450 and tax rate—\$3.50; and one bank.

Atlantic Highlands—was settled in 1667 by the Brown and Leonard families. Formerly called Portland Point, it is 200 feet above the waters of Sandy Hook Bay and here James Fenimore Cooper laid the plot of his novel "Water Witch." Incorp.—1891; pop. 1920—1629; 1929 Net V. T.—\$3,539,131 and tax rate—\$4.24; one bank; and two newspapers. Fast steamboats make several trips daily to New York City.

Avon by the Sea—was formerly known as Key East. It was developed by Wm. Batchelor, of Philadelphia, and incorp. Mar. 23, 1900. Pop. 1920—647; 1929 Net V. T.—\$3,657,929 and tax rate—\$4.69; and one bank. Many improvements are under way or planned.

Belmar—was developed about 1875 by a group of 25 summer residents from Ocean Grove. Originally called Ocean Beach, it was incorp. and named Belmar April 2, 1891. Pop. 1920—1,987; Net V. T.—\$6,937,662 and tax rate—\$5.06; one bank; one newspaper; and 10 industries employing 250 workers. Streets are being repaved and a fishing club house is being built. For further information refer to Mr. Reichy, Chamber of Commerce, Belmar, N. J.

Bradley Beach—was formerly known as Neptune Village and incorp. Mar. 28, 1893. Pop. 1920—2,307; 1929 Net V. T.—\$7,548,860 and tax rate—\$4.87; one bank and one newspaper. Improvements under way or planned are a municipal building and two sewage disposal plants.

Brielle—a resort development project of the Brielle Land Co. was incorp. April 19, 1919. Pop. 1920—392; 1929 Net V. T.—\$1,158,381 and tax rate—\$4.05.

Deal—was settled in 1682 and named Dale or Deale. Incorp. 1894 and is today a residential community and place of beauty. Pop. 1920—420; 1929 Net V. T.—\$8,790,381 and tax rate—\$2.75. Improvements under way or planned are rebuilding of the Casino, surface drainage and a park.

Fair Haven—first dwelling erected here in 1816 by Jeremiah Chandler. In 1870 a fleet of steamboats were in operation to New York City. Incorp.—Mar. 28, 1912; pop. 1920—1295; 1929 Net V. T.—\$2,278,700 and tax rate—\$3.66; and one newspaper.

Highlands—was first settled by members of the Hartshorne family. The original Monmouth Steamboat Co. operated steamboats between New York City, Sandy Hook and Highlands. In 1880 it was established as a summer colony of New York stage favorites. Located on the promontory overlooking the Shrewsbury River, with an elevation of about 390 feet and within sight of Coney Island across the bay, it is one of the most beautiful locations in the world. The United States "Twin-Light" houses are here situated. Incorp. Mar. 22, 1900; pop. 1920—1731; 1929 Net V. T.—\$2,472,371 and tax rate—\$4.89. Boat works and fishing are the industries. A new modern school and a garbage incinerator are two of the recent improvements.

Interlaken—is a recently incorporated borough located on Deal Lake and a unique residential resort community, from which all business and industry is excluded. Pop. estimated—700; 1929 Net V. T.—\$1,668,525 and tax rate—\$4.25.

Keansburg—was formerly known as Granville and settled about 1878. Today it is a resort and amusement centre and referred to as a small Coney Island. Pop. 1920—1,321; 1929 Net V. T.—\$4,226,117 and tax rate—\$4.70; one bank and two newspapers. Additional concrete streets and additions to the sewage systems are among the present improvements.

Monmouth Beach's—earliest residents as recorded in 1670 were Eliakim Wardell and his wife. In 1871 it was laid out as a summer resort and incorp.—Mar. 9, 1906. Pop. as at present estimated—1,000; 1929 Net V. T.—\$1,911,474 and tax rate—\$5.31; and one newspaper. It is happily located on a narrow strip of land between the ocean and river. Fishing is unusually attractive and the Monmouth Beach Club and an exclusive Community bathing beach are features of the Borough.

Neptune City—located on the wide mouth of the Shark River, is a combination of resort and industrial town. It was first incorp. Oct. 4, 1881, and in 1907 annexed to Bradley Beach. Estimated present pop.—1200; 1929 Net V. T.—\$1,448,041 and tax rate—\$5.91. The principal industrial products are pajamas, cement blocks and iron work. A new school building is reported as a present improvement.

Ocean Port—was a point of interest back in 1760. In 1840 it became a shipping point. The Edwards, Pembertons, Corlies and Fields were the early land owners. Incorp.—May 11, 1920; present estimated pop.—500; 1929 Net V. T.—\$2,010,945 and tax rate—\$2.57.

Red Bank—was in 1808 part of the farm of Barnes Smock, a tavern proprietor, and received its name from the red soil of the river banks. It was incorporated March 17, 1870, and the Borough created March 10, 1908. Trading with New York City was early started. Essentially a summer and winter resort, it is also an industrial and trade centre. Palatial homes line the banks of the river, the hillsides and drives. In summer the lagoon-like river is alive with sail boats, fishing and pleasure craft, while in winter it is famous for ice-boating and skating. It has 25 manufacturing and 23 other industries which employ an average of 1997 workers, while clothing, boats and gold leaf are the principal products. An extensive shopping district occupies the centre of the Borough. Present estimated pop.—14,000; 1929 Net V. T.—\$14,267,219 and tax rate—\$4.52; three banks; three newspapers; flying field; and radio station WJBI. The new modern Molly Pitcher Hotel with 250 rooms opened recently. For further information write to Red Bank Chamber of Commerce, Red Bank, N. J.

Rumson—was settled by John Hance and Joseph Parker in 1669. Incorp. May 15, 1907, it was first known as Rumson Neck. It is a community of rural colonists of wealthy and social representation. The Rumson Country Club maintained by the wealthy residents is the largest exclusive club of its type in the County. The beauties of Rumson Road and its magnificent estates is widely known. Present estimated pop.—2200; 1929 Net V. T.—\$8,393,025 and tax rate—\$3.15; and one newspaper.

Sea Bright—was developed by Mr. Paul, W. W. Shippen and S. B. Dod, and the Borough government established in 1886. It is an exclusive resort, restricted to club members and social registerites. At the Seabright Lawn Tennis and Cricket Club is held the annual "warming up" practice for the national tennis championship. The Seabright Beach Club maintains a luxurious and exclusive bathing club on their private beach. Pop. 1920—856; 1920 Net V. T.—\$1,850,967 and tax rate—\$4.04; one bank and one newspaper.

Sea Girt—was known as Wreck Pond for generations past and harvest home festivals were annually celebrated there. It was developed by the Sea Girt Land Improvement Co., which in 1875 laid out lots. In 1887 the State purchased a site, which is the rendezvous of the National Guard of the State of New Jersey during its summer encampment. In 1895, the United States Government purchased a site and later erected a 60 foot light house. It was incorp.—1917; pop. 1920—110; 1929 Net V. T.—\$2,254,729 and tax rate—\$3.70; and a 2 mile ocean front. Water system is at present being extended.

Shrewsbury—one of the first settlements in the County was settled by emigrants from Connecticut in 1664-5. Its history is largely that of the County's pioneer churches. Today, it is a residential community of the wealthy. Pop. 1920—675; 1929 Net V. T.—\$1,583,865 and tax rate—\$2.54.

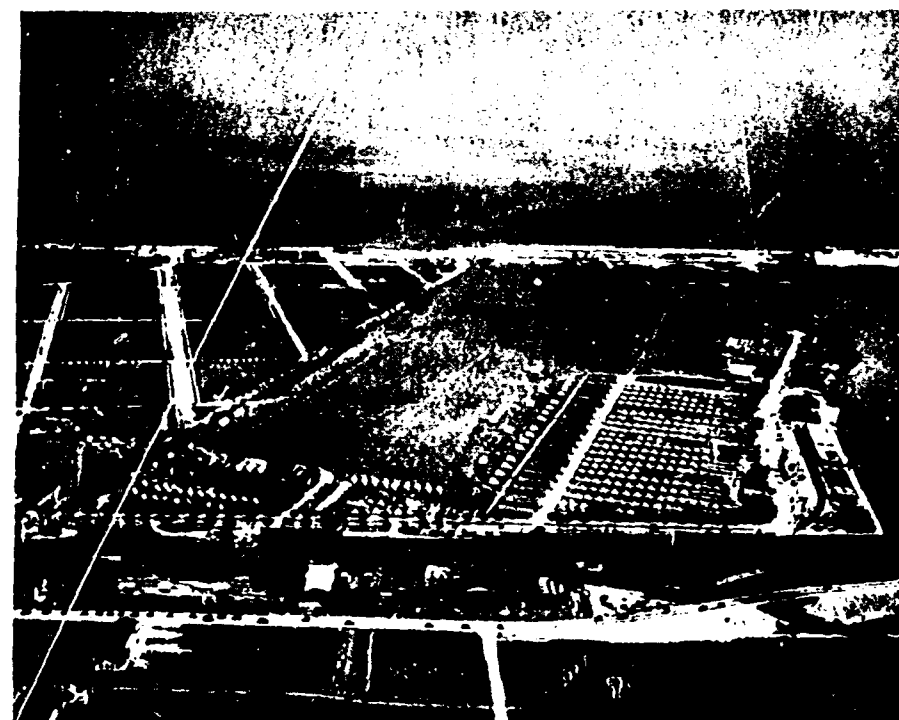
South Belmar—has been incorp. as a borough within the past few years. It is on the coast and adjoins Belmar. Present estimated pop.—900; 1929 Net V. T.—\$767,025 and tax rate—\$6.04.

Spring Lake—developed by the Coast Co., was incorp. Mar. 8, 1893, and is today one of the most fashionable resorts on the Jersey Coast. It takes its name from the unusually clear spring water of the lake on whose bank it is located. It also has an extensive ocean front; sumptuous hotels; pop. 1920—1009; 1929 Net V. T.—\$7,010,491 and tax rate—\$3.94; one bank and one newspaper. Improvements recently noted are a bathing group and large modern swimming pool and concrete paving.

Spring Lake Heights—was rather recently incorporated. Like Spring Lake, it is a cottage resort community. Present estimated pop.—1000; 1929 Net V. T.—\$561,250 and tax rate—\$5.55. Plans are under way to supply water throughout the Borough.

Union City—originally known as Graham's Landing, at one time extended a half mile farther out into the bay. About 1870 it was built to be a port of some size; a long dock and many buildings were constructed. The effort, however, was not successful. At present it is a summer resort and improvement projects nearing completion should make for growth and expansion. Present estimated pop.—2000; 1929 Net V. T.—\$1,505,487 and tax rate—\$6.38. The principal industry is the manufacture of clothing.

West Long Branch—was incorporated in 1908 and Monroe V. Poole was mainly responsible for effecting its organization. It is largely a residential resort district about two miles square. A silk mill employs 100 workers; pop. 1926—966; 1929 Net V. T.—\$2,076,110 and tax rate—\$4.40. A paving improvement was recently completed.



AIRVIEW OF THE NATIONAL GUARD OF THE STATE OF N. J. SUMMER ENCAMPMENT AT SEA GIRT ON GOVERNOR'S DAY—GOVERNOR'S SUMMER HOME TO LEFT, NEAR BEACH.



"RUMSON HILL"—PALATIAL ESTATE OF THOMAS MCCARTER.
One of the very many such estates in the County.

INDUSTRIAL AND TRADE CENTRES: These boroughs are located inland and each has equipped itself for its particular requirements. Each serves as a trading centre for its surrounding agricultural area, in addition to its industrial activities.

Allentown—was settled about 1706 by Nathan Allen, after whom the Borough was named though not incorp. as a Borough until July 3, 1897. Four of its sons have served as United States Senators from New Jersey and David Brearly was the first Chief Justice of the State. It is principally a trade centre, the industry consisting of but a few small establishments. Pop. 1920—634; 1929 Net V. T.—\$752,535 and tax rate—\$3.04; one bank and a newspaper.

Eatontown—took its name from Thomas Eaton, an Englishman who settled about 1670. The Borough was created April 6, 1920, and its activities are directed mostly toward trading. It has five small industries and the major product is sleeping garments. Pop. 1920—1,225; Net V. T.—\$1,577,361 and tax rate—\$4.96; and one bank.

Englishtown—was named after James English, the original proprietor of the land. It is essentially a trade centre. The industries consist of four small establishments and rugs form the chief product. Pop. 1920—641; 1929 Net V. T.—\$490,622 and tax rate—\$4.95; and one bank.

Farmingdale—here Thomas Borden kept a tavern during the Revolution. At that time it was known as Marsh's Bog, as Upper Squankum after 1813, and the name Farmingdale adopted April 1, 1854, being then the centre of a farming section. The Borough was incorp. in 1903. It is mainly a trade centre, there being but four industries, whose principal products are underwear, ketchup, pickles and printed textiles. Pop. 1920—474; 1929 Net V. T.—\$390,797 and tax rate—\$5.23; and one bank.

Freehold—was known as Monmouth Court House after it became the County Seat in 1713. John Reid appears to have been the founder of the Borough and Richard Lippincott and Peter Buckalieu among the earliest settlers. Freehold is today a thriving inland town, of beautiful old homes and rich historic interest. In addition to being a trade centre, it has 15 industries, whose major products are rugs, clothing, shirts, files and iron work. The rug mill alone employs 1000 workers. Present estimated pop.—6000; 1929 Net V. T.—\$6,336,302 and tax rate—\$4.12; four banks and three newspapers. For further information address the Freehold Chamber of Commerce.

Keyport—one of the earliest settlers was Minrod Beale; Thomas Kearney settled about 1717. In 1831 it was named Keyport and a year later when vessels began making regular trips to New York City, it became a shipping centre. The Borough was erected in 1908. It is now an active industrial community and trade centre. The 9 industries have 690 employees and their principal products are air craft, buses, boats, ship repair, tile, rubber sundries, chemicals and sleeping garments. Present estimated pop.—4,909; 1929 Net V. T.—\$4,486,867 and tax rate—\$4.57; two banks and two newspapers. Paving and water supply improvements are at present under way. For additional information address the Board of Trade.

Little Silver—was originally named Parkerville after William Parker, the earliest settler. It is today a trade centre and noted for its nurseries and the cultivation of flowers. It is also a summer resort. Present estimated pop.—903; 1929 Net V. T.—\$1,740,166 and tax rate—\$3.30. The garbage and sewage disposal systems are at present being improved.

Manasquan—is located one mile inland on the Manasquan River. In 1818, Timothy Bloomfield opened a tavern in "Squan Village," as it was then known. The Borough was created Dec. 2, 1887. Now, it is an all-year-round resort and trade centre, with 4 industries employing about 120 workers and producing electrical porcelain, sleeping garments, ice, and fish products. Present estimated pop.—2500; 1929 Net V. T.—\$3,442,644 and tax rate—\$4.51; one bank and one newspaper. Improvements under way or planned are new streets, a memorial park and zoning.

Matawan—was early settled by the Scotch, but not incorporated until Mar. 7, 1885. It is now principally an industrial town and according to the 1920 U. S. Census had 17 industries employing about 900 workers. The major industries produce tile, refined metals, chemicals and piano plates. Present estimated pop.—2200; 1929 Net V. T.—\$1,722,930 and tax rate—\$5.61; two banks and one newspaper. Improvements to sewage disposal plant are being completed.

Future

By ATTORNEY GENERAL WILLIAM A. STEVENS



History has convincingly established the fact that means of transportation and communication have been a most conspicuous factor in the development and advance of civilization. And this is the age of Advanced Civilization and of Speed. To-day, highways are the pulsing arteries over which flow the life giving activities of the County, State and Nation. They serve and vitally affect people in every walk of life.

Monmouth County has kept abreast of the times and even looked to the future. We, the public servants of the County, have given highway problems careful thought and study. We have planned not only for the present but for future generations. And through the years, a primary and secondary system of highways totaling 2167 miles has been progressively built up that is second to none in the State. Wide smooth bands of concrete, bind together the principal centres of the County, connect with all surrounding metropolitan centres and markets and serve every commercial, agricultural, industrial and social activity of the County. And ever increasing traffic problems are being met in the same forward looking manner.

In the future, Monmouth County will continue to reap the immeasurable advantages and enlightening influences of an ultra modern highway system. It should unceasingly bring to the people of Monmouth County ever greater wealth and prosperity.

HON. WILLIAM A. STEVENS

By MRS. LEWIS S. THOMPSON, member N. J. State Board of Control, Institutions and Agencies

A great leader in the field of Public Health has said, "Health is a purchasable commodity," and again, "Health is often the only capital of the workingman," and again, "A healthy mind in a healthy body should be the birthright of every American child born into the world of today."

In Monmouth County, State, County and small municipalities have organized themselves into an interrelated constructive program of Public Welfare and Social Service, using Public Health Nurses as their social agents in the field. Already established facilities are utilized with wise efficiency and economy; additional institutions and agencies have been supplied where obvious human needs were clearly indicated.

Under the pressure of this community Health Program, public opinion has been growing more aware, alert and informed. Better laws have been enacted and constructive plans have found general support. Private monies have been contributed to public services. Public monies have been allocated to incorporated private organizations. This has resulted in a more careful supervision of both public funds and private charity in a valuable combination of official and volunteer leadership.

Success depends upon enlightened public opinion led by individuals and community groups ready to adventure and sacrifice for the improvement of living standards, both for their own and their neighbors' children. Monmouth County is moving in this direction and therefore can look forward to the day when "the crooked paths will be made straight, the rough places plain, the parched ground become a pool and the thirsty land, springs of water."

MRS. LEWIS S. THOMPSON

By JOSEPH McDERMOTT, former President Monmouth County Bankers' Association

The future of a people is rooted in their past and present morals and conduct. A sound structure cannot be reared on an unstable foundation. The forefathers of Monmouth County have bequeathed to its people a strong love of righteousness and liberty, an enduring patriotism, and a sturdy industriousness. Blessed with such an heritage, they have not only played a rich part in the history of our Country but have also added immeasurably to the wealth of the State and nation.

The County's present record of almost One Quarter Billion Dollars in assessed value of real property; more than Ninety Million Dollars as the resources of its 33 solid Banks; more than Thirty-two Million Dollars as the resources of its Building and Loan Associations; a Rich Agricultural Production; nearly 400 Industrial Establishments and nationally known Seaside Resorts, forcibly tells the story of its people's industry and thrift. Monmouth County has never faltered in its forward march of progress. Each succeeding year sees a greater and greater total of wealth and expansion.

The future of the County can only be expressed in glowing superlatives. It presents the picture of a people united in purpose, marching ever forward in the paths of righteousness, patriotism and industry, toward a goal of complete happiness.

JOSEPH McDERMOTT



Acknowledgment

IN behalf of the entire people of Monmouth County, the Board of Chosen Freeholders here acknowledges its full and sincere appreciation to the following persons and firms, most of whom do business with the County, for their kind and generous financial assistance which made possible this useful publication on Monmouth County.

- ACCOUNTING:** A. J. Skevington.
- ATTORNEYS-FINANCIAL:** Caldwell and Raymond, New York City.
- AUTOMOBILES, TRUCKS AND SUPPLIES:** Farry Motor Co., Asbury Park; Dorman McFaddin, Long Branch; Stein-Heimlick Auto Co., Inc., Long Branch; Thixton Motor Co., Freehold; H. L. Zobel Co., Freehold.
- AUTO SUPPLIES, REPAIRS AND GARAGES:** Boro Busses, Inc., Red Bank; Long Branch Vulcanizing Co.; Bill's Tire Shop, Asbury Park; S. S. Silvers, Freehold; Sutphen's Garage, Freehold.
- BANKS:** All the Banks of Monmouth County.
- BOOKS:** John Wanamaker, Inc., Phila., Pa.; Soney & Sage Co., New York City.
- BRIDGE CONTRACTORS AND BUILDERS:** Thomas Proctor, Long Branch; Jesse A. Howland, Sea Bright; S. S. Thompson & Co., Inc., Red Bank; Watchung Construction Co., Summit, N. J.; Owen J. Melee, Long Branch; E. A. Todd, Drexel Hill, Pa.
- BUILDING CONTRACTOR:** H. F. Soden & Bro., Freehold.
- CARPENTER:** Henry F. Pierce, Belmar.
- COAL:** Gilbert Combs Co., Freehold; Sterner Coal & Lumber Co., Belmar; I-Deal Lumber & Coal Co., Deal.
- DETECTIVE AGENCY:** Cosgrove's Detective Agency, Newark, N. J.
- COAST PROTECTION ENGINEERS:** Thomas Proctor, Long Branch; Jesse A. Howland, Sea Bright.
- DRUGS AND HOSPITAL SUPPLIES:** Givens & Dubois, Freehold; Geo. V. W. Burrough's Pharmacy, Manasquan; S. L. Wood, Freehold.
- ELECTRICAL INSTALLATION AND CONTRACTORS:** Westinghouse Electric & Mfg. Co., Newark, N. J.; Marcel M. Krater, Freehold.
- FOOD STUFFS:** Swift & Company, Asbury Park; W. V. Voorhees, Bakery, Freehold; Wm. Freihofer Baking Co., Asbury Park; A. Robert Kehs, Freehold; Henry Rapp, Jr., Farmingdale; John A. Frazee, Allenwood; Harry H. Hulit, Asbury Park; J. S. Silvers & Bro. Co., Hightstown; Seeman Brothers, Inc., New York City; Armour & Co., Long Branch.
- FURNITURE AND RUGS:** Sylvester McKelvey, Freehold.
- GENERAL MERCHANDISE:** Wm. M. Allen, Allenwood; Bertram Birch, Freehold; Levy Bros., Freehold; The Big Red Store, Freehold; Steinbach Co., Asbury Park; D. J. Barry & Co., New York City.
- HAULING:** Burke's Express, Freehold.
- HOTELS:** Asbury-Carlton, Asbury Park; Metropolitan, Asbury Park; New Molly Pitcher, Red Bank; Garfield-Grant, Long Branch; St. Elmo, Ocean Grove; Berkley-Carteret, Asbury Park; Essex and Sussex, Spring Lake; New Monmouth, Spring Lake.
- INSTITUTION LINENS:** Rhoads & Co., Philadelphia, Pa.
- INSURANCE:** H. W. Green & Bro., Inc., Long Branch; Woolley & Sherman Co., Long Branch; Hawkins Bros., Red Bank; Mount-Butcher Agency, Freehold; E. I. Vanderveer, Freehold; C. F. Borden, Shrewsbury.
- LAUNDRY EQUIPMENT:** American Laundry Machine Co., New York City.
- LUMBER, MILLWORK AND BRIDGE SUPPLIES:** Frank Anderson, Matawan; Buchanan & Smock Lumber Co., Inc., Asbury Park; Bennett & Schock, Spring Lake; Howland Lumber Co., Sea Bright; I-Deal Lumber & Coal Co., Deal; Lewis Lumber Co., Asbury Park; Sterner Coal & Lumber Co., Belmar.
- MEMORIAL AND BRIDGE TABLETS:** The Morehouse Co., New York City.
- OFFICE EQUIPMENT AND SUPPLIES:** L. C. Smith & Corona Typewriters Inc., Newark, N. J.; Burroughs Adding Machine Co., Trenton, N. J.; Alfred S. Rushton, Asbury Park.
- OILS, CYLINDER AND ENGINE:** Borne Scrymser Co., New York City.
- PAINTS AND SUPPLIES:** Byrnes & Herman, Asbury Park.
- PLUMBING AND HEATING, INSTALLATIONS AND SUPPLIES:** Mahoney & Harvey, Sea Bright; George J. Mulholland, Freehold; Wm. F. Conklin, Long Branch.
- PRINTING AND STATIONERY:** Sinclair Stationery Store, Inc., Freehold; American Blue Print & Supply Co., Asbury Park; General Drafting Co., Inc., New York City; H. W. Dubois & Co., New York City; J. Meyers Stationery & Printing Co., New York City.
- RECORD INDEXES:** Russell Index Company, Pittsburgh, Pa.
- ROAD BUILDERS AND CONTRACTORS:** E. T. McNierney, Bradley Beach; Thomas Proctor, Long Branch; Jannarone Contracting Co., Bellville, N. J.; Camden Paving Co., Camden, N. J.; S. S. Thompson & Co., Inc., Red Bank; United Construction & Supply Co., South Amboy, N. J.; Standard Bitulithic Co., New York City; C. H. Earle, Inc., Atlantic City, N. J.; Ruffini & Ambrosio, Red Bank; Peter Diponti, Red Bank; Fred McDowell, Asbury Park.
- ROAD BUILDING MACHINERY AND SUPPLIES:** Loder & Sharp, Inc., Phila., Pa.; C. H. Roberson, Freehold; Newark Concrete Pipe Co., Newark, N. J.
- ROAD OILS AND TAR:** W. G. Harrington, representing Barrett Paving Co., New York City; Tar Asphalt Service Inc., New Brunswick, N. J.
- ROAD BUILDING MATERIALS:** F. R. Upton, Inc., Newark, N. J.; Bound Brook Crushed Stone Co., Bound Brook, N. J.; Duquesne Slag Products Co., Phila., Pa.; Solvay Sales Corp., New York City.
- RUGS:** A. & M. Karagheusian, Inc., Freehold.
- SANITATION SUPPLIES:** Ellis Davidson Co., Inc., New York City.
- TOWEL SERVICE:** Lackawanna Laundry Co., Newark, N. J.
- UNDERTAKER:** F. Leon Harris, Asbury Park.
- UNIFORMS:** Sigmund Eisner Co., Red Bank.