

1872 • BELMAR 150 YEARS • 2022



**Belmar**

**CELEBRATES**

**150**

**YEARS**



A Special Supplement to The Coast Star • Thursday, August 25, 2022


**LOOKING  
BACK  
AT BELMAR**

**B**elmar officials, historians, residents and fans all join together to celebrate Belmar's 150th Anniversary.

This commemorative edition aims to capture highlights of Belmar's rich history and also the excitement of this year's celebrations.

To learn more about Belmar's history, visit extensive archives found at [belmarhistoricalsociety.org](http://belmarhistoricalsociety.org) and also at [starnewsgroup.com/archives](http://starnewsgroup.com/archives).

In person, you can visit the Belmar Historical Society Museum on E Street.



STAR NEWS GROUP ARCHIVES

1915 edition of The Coast Star.

**COVER PHOTOS:**

Top: Undated beach scene at top is courtesy of Belmar Historical Society.

Middle: Belmar lifeguards are pictured in 1947 courtesy of Belmar Historical Society.

Bottom: An undated postcard entitled, "Business section of Belmar, N.J." is courtesy of Pat Tecza.

# A brief history of Ocean Beach — Belmar

BELMAR HISTORICAL SOCIETY

*Note: This was excerpted from the 1989 Belmar Master Plan in the Belmar Historical Society Archives.*

The early history of Belmar is closely entwined with the history of Monmouth County. The earliest residents of Belmar were members of the Unami Tribe of the Lenape Indians who established summer fishing villages along the banks of Shark River. The first recorded history of Belmar occurred when the explorer Henry Hudson made reference in his journal to the Shark River by noting an inlet with high hills in the distance as he traveled up the New Jersey Coast towards what is now New York City.

In 1687, the land south of the Shark River was sold to Galvin Drummond by Chief Wanamasso. During the Revolutionary War, a salt works operation was established on the southern bank of the Shark River to provide salt for the Continental Army. During the mid-1800s, the Shark River area included the area now known as the Borough of Belmar, containing several farms and homesteads.

**OCEAN BEACH ASSOCIATION**

In 1872, the Ocean Beach Association was formed for the purpose of purchasing land south of the Shark River with the intent of developing a seaside community. The association purchased 375 acres including one mile of ocean frontage and one and a half miles of frontage on the Shark

River. This tract was planned in a grid pattern providing twelve 80-foot avenues extending from the ocean to the river, which was crossed by a series of 60-foot streets. The price of a 7,500 square foot lot ranged between \$300 and \$1,500, depending on the location. That same year the first hotel in Belmar was constructed. Named the Ocean Beach House, it was located at the intersection of Fifth Avenue and Main Street.

The Shark River was known to New York and Philadelphia sportsmen for its fishing and oyster beds. The combination of river- and ocean-front beaches encouraged summer tourism and year-round development. In 1875, railroad service was begun, linking Ocean Beach with northern New Jersey. During that same year, a post office was established, and the first school opened. In the 1880 "Seaside Directory of New Jersey," Belmar was noted as having a year-round population of 300, which would swell to 3,000 during the summer months.

Several buildings from the Philadelphia Centennial Exposition Fair of 1876 were moved to Belmar after the fair closed. Six hotels were developed from seven of these buildings. A former pavilion was moved to Seventh Avenue and A Street, to serve as a non-denominational summer tabernacle.

**INCORPORATION OF THE BOROUGH**

The Borough of Ocean Beach was formed by referendum in 1885, separating the association lands from

Wall Township. In April 1889, a referendum was passed, changing the name to the City of Elcho Borough and in May it was renamed the City of Belmar Borough. A referendum was passed in 1890 adopting the Mayor and Council form of government and changing the name to Borough of Belmar. However, final incorporation was delayed until 1897 by litigation. The commission form of government was adopted in 1928.

Additional lands from Wall Township were incorporated into the Borough in 1910, 1927 and 1931. Also in 1934, land was acquired from Neptune Township.

**COMMUNITY FACILITIES**

In 1888, a New Year's Eve fire destroyed most structures on Ninth Avenue between Main Street and the railroad. This prompted the formation of the first fire company in 1889: the Union Fire Company. The Volunteer Hook and Ladder Company was formed in 1894 and the Good Will Hose Company was established in 1900. In 1927, the Belmar First Aid Squad was organized as the first volunteer first aid squad in the United States. The squad provided assistance to the Hindenburg airship disaster and the S.S. Morro Castle disaster.

The first school opened in 1875 in a one-room structure located at Twelfth Avenue and Main Street. It was replaced in 1884 with an eight-room, two-story brick building. The nucleus of the existing school building was constructed in 1909 and pro-

vided high school classroom space until 1912. In 1929, the building was enlarged, doubling the classroom space and providing a gymnasium. A later expansion included construction of an auditorium. In the early 1970s, "portable" classrooms were installed facing Twelfth Avenue to provide additional space.

**RECREATION**

Silver Lake is located in an area originally named Hell's Cove. The cove was the site of a Revolutionary War skirmish. The lake was first called West's Pond but was renamed in 1872 when it was acquired by the Ocean Beach Association. Years later, an island was created near the western end of the Lake as a refuge for swans. The "Belmar Swans" became the first breeding flock in America.

During the 1880s, the Shark River Amusement Company was formed. This company erected amusement and gaming galleries, rented boats, and sold fishing equipment. Several other similar enterprises followed. A merry-go-round, ice skating rink, bowling alley, open-air movie theaters and three movie houses were located within the Borough at various times. Several private pavilions, bathhouses and bathhouses have been operated. The first was the Tenth Avenue Bathhouse, built in 1879.

Note: Additional information on topics in this article may be researched at the Belmar History Museum and the Belmar Historical Society.

**We are proud to be a part of the history of Belmar as it celebrates its 150th Anniversary and we continue to serve our community and beyond!**

**CHURCH OF SAINT ROSE***Established 1890*603 Seventh Avenue • [strosebelmar.com](http://strosebelmar.com)**ST. ROSE GRAMMAR SCHOOL***Established 1921*605 Sixth Avenue • [srgs.org](http://srgs.org)  
Mrs. Jennifer Conover, *Principal***ST. ROSE HIGH SCHOOL***Established 1923*605 Seventh Avenue • [srhsnj.com](http://srhsnj.com)  
Mr. Robert J. Dougherty, *Principal*

Prayerful and joyous wishes!

Rev. Msgr. Edward J. Arnister, *Pastor*Rev. Christopher J. Dayton, *Parochial Vicar*

Deacon Eugene Malhame

Deacon Richard Weber

Deacon Robert Folinus

Sr. Donna D'Alia, RSM, *Pastoral Associate for Catechesis*

The Sisters of Saint Joseph

Robert Vuono and Claire Deicke, *Parish Trustees*

# Belmar's 150th anniversary celebration set for Aug. 31

Clock dedication to take place

BY JACK SLOCUM  
STAR NEWS GROUP

Belmar is celebrating its 150th anniversary, or its sesquicentennial, this year and has plans for a commemorative event.

The Founders Day event is set for Wednesday, Aug. 31, and will also feature the unveiling of a brand new clock downtown on 10th and Main streets. The dedication ceremony will begin at 4 p.m. that day.

The clock, along with a commemorative plaque, was paid for with funds raised from Mayor Mark Walsifer's Mayor's Ball last December. According to the borough, over \$70,000 were raised in donations at the ball for the purchase of the commemorative clock.

"I knew the 150th anniversary was coming up, so in December we had a Christmas Mayor's Ball," the mayor told The Coast Star. "All the money from that event is going to go towards the purchase of the clock and the rebuild

of that little section on 10th Avenue where we're going to place the clock."

Additionally, the borough sold personally engraved 8x8-inch bricks to be placed around the clock at \$250 per brick in an effort to raise money for the project. Residents could inscribe their names and/or a message on the brick and bring it to the borough. No money from taxpayers has gone toward the clock, the mayor said.

"We decided on the clock because we're putting the community together for the 150th year anniversary," he said. "We said 'Let's think of something that could withstand the test of time,'... And we started talking about a Main Street clock... It'll be a symbol for the sesquicentennial."

Mayor Walsifer said that he hopes that a future administration, during the borough's 150th anniversary, will see what the current administration did for the sesquicentennial and implement something else to commemorate that anniversary.



COURTESY OF JOHN SCHENDEL

Construction began on Aug. 8 for the municipal clock on 10th Avenue and Main Street, to commemorate Belmar's 150th anniversary. The Founders' Day ceremony officially celebrating the clock will be held on Aug. 31.



## Celebrating 150 Years of Belmar's Beautiful Sea Community

Join us for our Weekly Events

**MONDAYS** 10am- Summer Storytelling • 11am- Meditation • 1pm- Sewing

**WEDNESDAYS** 9:30am- Storytime • 12:30pm- Bridge

**THURSDAYS** 1pm- Knitting and Crochet

**SATURDAYS** 10am- English as a Second Language

### SPECIAL EVENT

Thursday, Sept. 15th at 6pm  
Pat Roddy Band  
Summer Closeout Concert  
Free to all.

Bring your lawn chairs for a rockin' great time!



517 Tenth Avenue • [BelmarLibrary.org](http://BelmarLibrary.org)  
Call 732-681-0775 for more info



## The Belmar Historical Society

is dedicated to the restoration, preservation and acquisition of Belmar sites and materials

Visit us today!

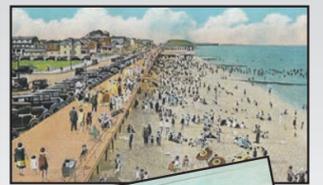
Online at [belmarhistoricalsociety.org](http://belmarhistoricalsociety.org)

or at our museum

### Museum



900 E Street,  
Belmar, NJ  
IN the Annex of the  
UNION FIRE HOUSE  
c. 1911



The Belmar Historical Society Museum & History Room is open to the public.

PLEASE NOTE: FACIAL MASKS REQUIRED for individuals who are not vaccinated.

Monday 2-4pm • Thursday: 10-Noon • Second Saturday: 1-3pm  
(Closed on Saturdays in July & August)

Please direct all inquires via email or phone below.  
Email: [info@belmarhistoricalsociety.org](mailto:info@belmarhistoricalsociety.org)  
Phone: (908) 309-3380

**CONGRATULATIONS FROM THE BELMAR HISTORICAL SOCIETY ON BELMAR'S 150TH ANNIVERSARY 1872 - 2022**

# Sesquicentennial celebration includes shows, tours, games and more

BY JACK SLOCUM  
THE COAST STAR

Belmar officials, residents and organizers have certainly been kept busy since the start of 2022, coordinating a variety of celebrations and events to commemorate the borough's 150th anniversary.

From old-timey baseball games to historical tours, dozens of borough organizers have gone above and beyond to celebrate the milestone.

## TREASURE TRAIL WALKING TOUR

A special walking tour has been created for residents and visitors to learn the history of the borough. There are 50 special sites to see, with a unique summary of each one available on a QR code-accessible podcast. Councilman Thomas Brennan and a volunteer team helped organize the trail. It is expected to be fully completed by the end of the summer, according to Councilman Brennan.

The tour is split into two routes, with one covering the Main Street and Shark River sections of town and features stops one through 27. The first trail takes about two hours to complete, and is about four miles long. The second route covers the ocean area and features stops 28 to 50. It's about two-and-three-quarters miles and will take around an hour and-a-half to complete.

Each section is one of three categories; an art stop, a historical stop or an environmental stop.

The very first stop on the tour is Belmar's historic public library, located at 10th and E streets. If you can't find the QR code to start the tour, look for the 7-foot-tall guitar displayed out front. The guitar, according to the podcast,



Members of the Belmar Council were instrumental in anniversary celebration plans including Business Administrator Ed Kirschenbaum, [from left] Councilwoman Jodi Kinney, Mayor Mark Walsifer, Council President James McCracken, Councilman Tom Carvelli and Municipal Clerk April Claudio. Not pictured is Councilman Thomas Brennan.

was created by sculptor Bob Mataranglo with metal pieces made by Denis Nalepa. The piece is meant to commemorate Jersey Shore rock legend Bruce Springsteen, who frequented Belmar in his youth.

The podcast also talks about the history of the library itself.

"This beautiful gem in the center of town got its start in 1911 when several local friends wanted to give young people access to books and educational activities. They opened a small library that was so popular, it needed to move to a larger building just a year later," it says. "Then, just two years after that, it expanded again into the colonial-style building you see

here, which opened to the public in December 1914."

## A DAY OF BASEBALL

On May 25, the borough finally was able to hold A Day of Baseball in Belmar, which was rescheduled many times prior due to weather conditions. The event took place at Memorial Field, located at 12th and Railroad avenues.

The day consisted of a special ceremony in which a bronze plaque was dedicated to the Belmar's Negro League in the '30s and '40s. Additionally, the two dugouts were named after two Negro National League stars who played in Belmar, Josh Gibson and Martin Dihigo.

Mr. Gibson is said to have hit a 600-foot home run

during a game over 85 years ago. Mr. Gibson's home run went too far; the ball is said to have landed in the front yard of what was the Belmar Post Office.

The plaque can be found behind the field's backstop. It reads; "In honor of the baseball hall of famers who played at Memorial Field and competed against the Belmar Braves, a semi-pro baseball team, and starred in the Negro National League from 1933 to 1941."

The plaque also mentions Mr. Gibson's home run, reading; "The Great Josh Gibson hit a legendary 600-foot home run that reached the backyard of the Belmar Post Office located at 13th Avenue

and Main Street on July 24, 1936.

Other honored players aside from Mr. Gibson and Mr. Dihigo are; "Cool Papa" Bell, Roy Campanella, Oscar Charleston, Leon Day, Ray Dandridge, Judy Johnson, Buck Leonard, Satchel Paige, Mule Suttles and Willie Wells.

In addition, a vintage-style baseball game was played. The Monmouth Furnace and The Hoboken Nine competed, part of a special league in which players go by rules from the mid-19th century. The players even dressed the way they would have back then.

"I never realized this field had this much history," said Mayor Mark Walsifer, who

attended the ceremony. "When the Historical Society researched it, I said we have to make this part of our 150th year [anniversary celebration.]"

## FOURTH OF JULY LIGHT SHOW

On the Fourth of July, the borough put on another spectacle in addition to its annual fireworks. A free, "concert-scale" lightshow lit up the Taylor Pavilion in celebration of Belmar's 150th anniversary. Set with spotlights, pyrotechnics and patriotic music, the display acted as a beacon for residents to celebrate their patriotism and Belmar pride.

Raising4 Inc., a New Jersey-based non-profit, orchestrated the light show in coordination with the borough, and sponsor Daniel Brateris with Jersey Mike's Subs., one of the lightshow's designers, said the show went "very well." Donations raised went to help New Jersey veterans.

"We heard a lot of applause and a lot of people really enjoying it," Mr. Brateris said. "And the fireworks after were tremendous."

"It was really nice from our viewpoint because we think we put on a really good show... We really enjoyed it and we thought it was a very patriotic and inspiring way to celebrate Independence Day and Belmar, and we did some good with it," he continued.

Mayor Mark Walsifer attended the event as well, and said people enjoyed it so much they might do it every year.

"It turned out really well," the mayor told The Coast Star. "We did [the lightshow] for the 150th Anniversary, but so many people liked it that I think we're going to try to have them do that every year."

Pat Tecza & Nostalgic Nonsense Vintage Clothing  
Have Been a Part of Belmar's History for the Past 30 Years

**EST. 1989**  
**NOSTALGIC NONSENSE**  
Vintage Clothing  
50s, 60s, 70s & 80s  
Retro New & Used Clothes & Stuff  
For Guys & Girls  
Corner of 9th & Main, Belmar  
732-681-8810  
Look for the Bold Yellow Awning

Congratulations on Belmar's 150th Anniversary

**lofidelic**  
ETHAN AND I WOULD LIKE TO WISH BELMAR A HAPPY BIRTHDAY!

**HAPPY BIRTHDAY BELMAR!**  
LOFIDELIC RECORDS 904 MAIN ST. BELMAR, NJ 07719

**BELMAR**  
OFFICIAL GEAR  
AVAILABLE AT EASTERN LINES SURF SHOP & TAYLOR HARDWARE

**BELMAR**  
BEAUTIFUL SEA

HAPPY 150TH ANNIVERSARY WITH LOVE FROM  
**BelmarGear.com**

**MR. SHRIMP SEAFOOD**  
RESTAURANT AND MARKET

1608 Hwy. 71, Belmar  
732-681-7755  
www.mrshrimp.com

Open 7 Days All Year!

DAILY LUNCH & DINNER SPECIALS  
MARKET OPEN 10AM  
RESTAURANT OPEN 11AM  
PRIVATE PARTY ROOM  
TAKE-OUT & CATERING AVAILABLE  
OFF PREMISES RAW BARS  
HUGE SELECTION OF SEAFOOD AVAILABLE IN OUR MARKET FRESH DAILY

WISHING BELMAR ANOTHER 150 YEARS OF SUCCESS!

# Belmar Historical Society prepares for milestone anniversary

BHS doubles down to celebrate sesquicentennial

BY JACK SLOCUM  
STAR NEWS GROUP

As one might imagine, the Belmar Historical Society [BHS] has been extremely involved with organizing the borough's monumental 150th anniversary celebrations and events.

While the society works hard every year to research, preserve, restore and acquire thousands of historical documents and items, it has put in extra effort this year to remind people of the borough's rich history.

Among this work was a series of presentations and tours throughout 2022 hosted by the historical society. For example, the society held an event titled "New Jersey Shipwrecks," on May 24 for just one of the many installments of its 150th anniversary series.

Speaking at the event was Dan Lieb, President of the New Jersey Historical Divers Association, and trustee of InfoAge in Wall. Mr. Lieb discussed the rich history of shipwrecks off New Jersey's coast.

According to the BHS, the coast off New Jersey and New York has an interesting history regarding thousands of vessels that have sunk in the area over the past three centuries. This includes Belmar's own shipwreck, The Malta, an iron-hulled steamer that was converted to sail that sank in November of 1885. Today, you can still see the ship's mast at low tide just off the Eighth and Ocean avenues' waterfront.

In addition, the BHS presented "Piracy To Prohibi-

tion - Rum Running On The Jersey Shore," in March, a presentation featuring guest speaker Kristen Hohn from the Monmouth County Parks System. Ms. Hohn spoke of the complicated relationship with prohibition and organized crime during the 1920s, and focused on bootlegging areas throughout the Jersey Shore.

Also in March, the BHS hosted a tour of the historic Union Firehouse on Ninth Avenue and E Street. Participants were able to check out many rooms in the firehouse including the courtroom and the jail cells.

In addition to the many presentations, the BHS also created a special 2022 calendar, featuring photos from over a century ago. The calendar could be found for sale in local businesses, the BHS museum and in borough hall.

While members of the society will be present for Founders Day, which will entail a commemorative clock dedication on Aug. 31, the society will also be sponsoring its own "Belmar Day" on Sept. 10.

Belmar Day, which is set to take place at the Taylor Pavilion from 10 a.m. to 2 p.m., will feature a number of local organizations offering information and showcasing the work they do.

"Belmar Day is planned to be fun, like a birthday party for Belmar. Belmar organizations will be able to show off what they do, sharing their work and encouraging new members," said BHS trustee Pat O'Keefe. "Belmar would not be the town we love without these wonderful groups."

The BHS will also have its own display at the event, which will feature a number of historical items, photographs and documents.



FILE PHOTO THE COAST STAR

The Belmar Historical Society has held a number of events and presentations for Belmar's 150th Anniversary, and has more to come for the remainder of the year.

Aside from the many organizations one can learn about, the day will also feature a history trivia game with the opportunity to win a prize, a tour of the Friends of the Belmar Harbors' sailboat, an opportunity to examine the Union Firehouse's equipment and more. Also, there will be a large cake for participants, for it wouldn't be a proper birthday party without one. The cake cutting starts at noon that day.

The BHS will be featuring another special event on Oct. 11: a presentation entitled "The Hidden History of Monmouth County."

The program will feature guest speaker, author and historian Rick Gefken, who will present "an eclectic combination of amazing events and stories about people and places in Monmouth County history."

The presentation will be at Taylor Pavillion at 7 p.m.

## HISTORICAL SOCIETY'S HISTORY

The BHS was incorporated in 2011, and consists of four officers, 11 trustees and approximately 30 members. The four current officers are President Spencer Heulitt, Vice President Lucille Maddalena Hohn, Secretary Karen Heulitt and Treasurer Jim Hohn.

The current trustees are Brian Magovern, Irene McCann, Pat Melango, Pat O'Keefe, Naomi Reissner, Christina Spina and Rickey Stein.

According to the BHS, it is "dedicated to the restoration, preservation and acquisition of Belmar sites and materials. The BHS seeks to inform the public about Belmar's history through its programs and displays."

The BHS museum is located at 900 E Street in what previously was the Belmar Police Department. Even prior to the police department,

it operated as the Union Firehouse Building, and is over a century old.

The museum contains thousands of historical artifacts, including invoices, maps, silverware and more dating back to the 19th century. It acquires these artifacts through donations, restores them through outside sources and preserves them using special preservation materials and techniques.

In 2011 and 2012, the BHS had been petitioning with the borough council for an area to display and store its acquisitions. The borough gave the BHS the former firehouse, and the opening ceremony was scheduled for early November, 2012.

Unfortunately, just a few days before the museum was scheduled for its grand opening, Superstorm Sandy rocked the Jersey Shore, including Belmar.

According to BHS officials, thousands of materials were

destroyed due to flooding from the ocean and Silver Lake. While BHS members somewhat prepared for the possibility of flooding, the museum was "not considered in jeopardy."

"When the water receded and the damage was assessed it was obvious and heart wrenching that not only would destroyed materials have to be thrown out," a BHS statement read. "But the space in its condition was no longer suitable to store archives let alone be a museum."

Despite losing a number of acquisitions to the storm, many were still able to be preserved. They were stored in different places including the municipal building, as well as the Monmouth County Library in Manalapan.

After three years of restoring artifacts and renovating the museum, the BHS was able to host its grand opening in April of 2015.

"Today, the BHS is a proud organization that weathered Sandy and is so grateful for the support it receives from so many," a statement read. "The museum is a symbol of perseverance and its anchor. We hope it is enjoyed by anyone who has any interest in Belmar."

The museum can be visited on Mondays 2 to 4 p.m.; Thursdays 10 a.m. to noon; every second Saturday 1 to 3 p.m. [It is closed on Saturdays in July and August.]

Additionally, one can find a plethora of historical information on the BHS website at [belmarhistoricalsociety.org](http://belmarhistoricalsociety.org). The website contains documents, photos and videos for one's browsing pleasure.

The BHS can be reached at [info@belmarhistoricalsociety.org](mailto:info@belmarhistoricalsociety.org) or 908-309-3380.

# Cheers to 150 Years!

CHARLES J.  
**HOFFMANN**  
— JR & SON —

SOIL TESTING • TANK LOCATING

**OILTANK REMOVAL**

[www.HoffmannTankRemoval.com](http://www.HoffmannTankRemoval.com)

**732-681-1985**



**WE'RE CELEBRATING TOO...  
100 Years in Business!  
4th Generation, Family-Owned**

# Community groups celebrate 150th anniversary

Library creating film, Belmar Arts Center has exhibit

BY JACK SLOCUM  
STAR NEWS GROUP

Aside from the borough administration, other organizations around Belmar have been celebrating the sesquicentennial. Entities like the Belmar Public Library, the Belmar Arts Center and more have embraced Belmar pride in celebrating historical milestones.

### BELMAR PUBLIC LIBRARY

The Belmar Public Library, in coordination with the Belmar Recreation Department, hosted a special Juneteenth celebration on June 20 at the Taylor Pavillion, featuring live music and a guest speaker.

The holiday commemorates the emancipation of the slaves after the Civil War, marking the anniversary of when Union general Gordon Granger proclaimed freedom for enslaved people in Texas on June 19, 1865, just seven years before Belmar's founding.

For the celebration, the John Luckenbill Pops Band played a number of songs that celebrated "the African American Spirit." Additionally, guest speaker Tasha Youngblood Brown spoke to attendees about the history of Juneteenth, and its place in today's world.

Luis Pulido, library assistant, lent a hand in organizing the event.

"Juneteenth is not just a celebration of the end of slavery, but also a celebration of the very foundational American ideal that all men are created equal," Mr. Pulido said. "Any opportunity to celebrate



COURTESY OF BELMAR ARTS CENTER

the progress our great nation has made towards achieving that more perfect union, the Belmar Public Library and the Borough of Belmar will be happy to take, now and into the future."

The library has also been in the process of producing a documentary video on the history of Belmar for the 150th anniversary. The documentary, which is planned to be screened in November, features a number of interviews of residents, current and former officials and more.

"We're now interviewing local residents whose families have been in town for a long time, and getting their perspectives on what life was like in Belmar over the years, what did they experience growing up," said Mr. Pulido. "Belmar's history is rich, with all sorts of aspects of history from baseball, to life on the beach."

Mr. Pulido added that this upcoming documentary will be about 40 to 60 minutes long. The library also has plans to produce a series of episodes in 2023, with each

episode doing a "deep dive" on different aspects of Belmar's history.

The library is taking steps to make a "good quality" documentary by shooting in 4K, using advanced microphones, using proper lighting, having interviewees sit down and more.

### BELMAR ARTS CENTER

The Belmar Arts Center [BAC] is hosting an ongoing exhibition called "Beautiful Sea: The Belmar Anniversary Show."

Dozens of creations will be on display at the arts center from now until Oct. 8. The center is hoping that the submissions portray nautical and Belmar themes including the beach, the boardwalk, the sand and sea, boating, surfing, swimming, fishing, lifeguards, historic buildings and "all the other elements that make Belmar a beautiful place by the sea."

The pieces consist of many mediums including photography, paintings, drawing, collage, mixed media, and more.

"To celebrate this event we invite artists to enter works

showing their impressions of and experiences in Belmar," the website says. "All forms of art are welcome and they can be about Belmar today, experiences you and your family have had through the years, or works inspired by historical events and images."

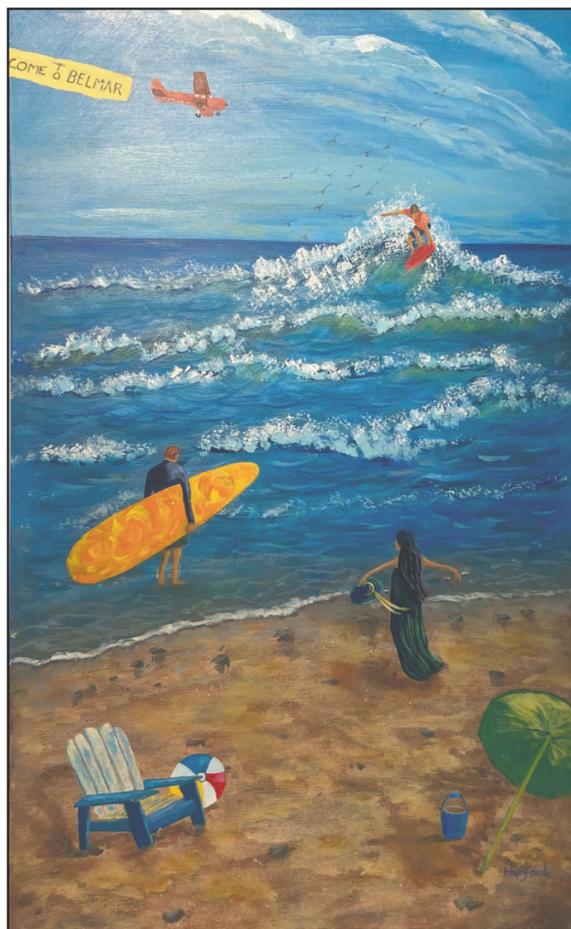
A special reception kicking off the exhibition is scheduled for Saturday, Aug. 20 at the center.

The pickup times for featured artwork will be Sunday, Oct. 9, 10 a.m. to 1 p.m. and Monday, Oct. 10, 10 a.m. to 1 p.m.

In addition to the special exhibition, the BAC intends on donating a special, weatherproof piano to the borough as a gift for its 150th anniversary.

The weatherproof piano, a cadenza, is "an idea that will live beyond the sesquicentennial birthday celebration and contribute to life, music and art in Belmar for years to come," according to the BAC. It is planned to be placed in Pyanoe Plaza.

The piano will also be dedicated to former resident Da-



COURTESY OF BELMAR ARTS CENTER

vid Sancious and his mother, Stelma. Mr. Sancious is a musician, born and raised in Belmar, who was one of the founding members of Bruce Springsteen's E Street Band. Since then, Mr. Sancious has gone on to make a number of records and play with the likes of Stevie Wonder, Lady Gaga and more.

"Long after the dedication and anniversary celebrations are over, having this public piano will open the door to innumerable opportunities to bring live music to the center of town year-round," the BAC

said. "By installing a year-round playable weatherproof piano by Cadenza in the town center, we hope to encourage our young musicians to reach for the future and to have our musically inclined citizens and visitors play the piano, to celebrate David and the music inside all of us."

The BAC is currently seeking donations to acquire the piano which, with installation/delivery fees, is expected to cost approximately \$75,000. Visit belmararts.org to find out how to donate.

**We are proud to care for Belmar & the surrounding Shore Communities**

An All Inclusive Day Program incorporating

- Socialization
- Entertainment
- Enrichment
- Transportation
- Nutritional Meals
- Nursing Services

~~~

**Come Join the Fun!**

**1979 Hwy. 34 South • Wall, NJ**  
**Call 732-974-7666 or**  
**Visit [www.allairecare.com](http://www.allairecare.com)**

**JERSEY SHORE AWNING, INC.**

**Call: (732) 380-8012**

**Visit: [jerseyshoreawning.com](http://jerseyshoreawning.com)**

**607 Memorial Drive, Neptune**

**Congratulations Belmar!**  
**Proud to serve the community for over 75 years.**

Whether you have had awnings for years and are looking for a change, or are just starting out, **JERSEY SHORE AWNING** would be happy to work with you.

We proudly manufacture, install, and service patio canopies, window awnings, flagpoles, flags, patio enclosures, grill covers, cushions, Bimini tops and boat covers, along with motorized awnings, screens, and retractables. We also specialize in commercial awnings and shade structures.

**JERSEY SHORE AWNING** is the premier awning cleaning service in the area! Stop in or call for an estimate. Cleaning your awnings, cushions every few years can extend life exponentially. Now is the perfect time to clean for Spring!

**HIGHEST QUALITY RETRACTABLE AWNINGS ON THE MARKET!**

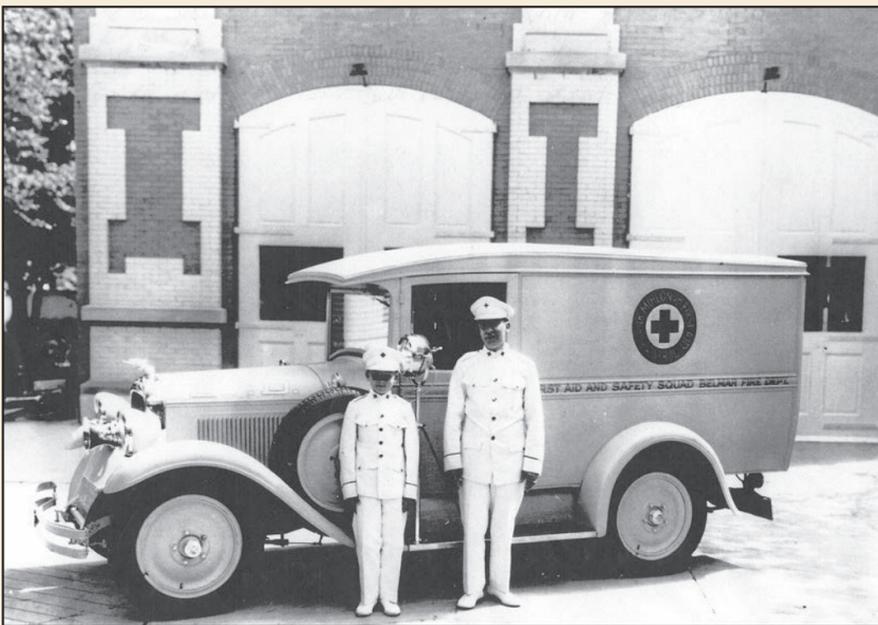
Our promise to you is that we will be honest, fair, diligent, and reliable. Our expert staff works from our full service facility located close by in Neptune. With over 100 years combined experience along with youthful enthusiasm, you can count on us...



*Guaranteed*



LOOKING BACK  
AT BELMAR  
**DEJA  
VIEW**



PHOTOS COURTESY OF BELMAR HISTORICAL SOCIETY

**BELMAR FIRST AID SQUAD WAS  
THE FIRST IN THE NATION**

BELMAR HISTORICAL SOCIETY

The Belmar First Aid was the first in the country. The idea originated with Charles Measure of Belmar, who was an ambulance driver with the Rainbow Division in France during World War I.

As a fireman in Belmar, Measure saw many accidents at the beach and on the highways. Victims were hurried off to the hospital in the nearest car available, regardless of whether the injuries were aggravated by improper handling.

Measure's war experience plus his years as an employee at a lighting company, where he learned the virtues of skilled first aid, led him to advocate for a trained rescue squad. Several men agreed to take a course.

Frank C. Mihlon, a well-to-do business man, financed the purchase of the first ambulance, at the urging of his young son. The cost was \$1,700.

The Belmar Rescue and First Aid Squad was formed in 1927. It ceased operations in April 2021 and EMS services for Belmar and Lake Como are now being provided by the Borough of Belmar's municipal EMS.



***The RAT ROCKS!***

**ROCKIN' BELMAR FOR  
OVER 25 YEARS**

**CongRATs Belmar on 150 years!**

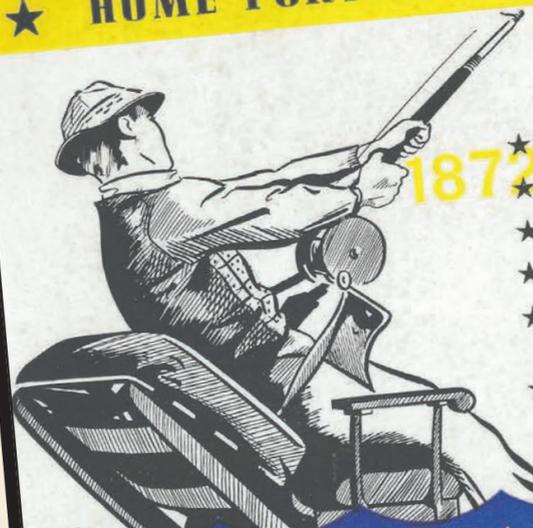
# DEJA VIEW LOOKING BACK AT BELMAR



COURTESY OF ARCADIA PUBLISHING



**★ HOME PORT 1947 U. S. ATLANTIC TUNA TOURNAMENT ★**



**1873 1947 75 YEARS**

- ★ Three Fishing Piers
- ★ Surf Fishing and Bathing
- ★ Wide and Spacious Boardwalk
- ★ Finest Yacht Basin on New Jersey Coast
- ★ Direct Thru Highways and Easy Commuting Distance from New York and Philadelphia
- ★ Hotels and Cottages

PETER MACLEARIE, Mayor  
HOWARD HAYES, Commissioner  
JOHN FERRUGGIARO, Commissioner

*The Ideal*  
**ALL YEAR RESORT**

**BELMAR**



COURTESY OF BELMAR HISTORICAL SOCIETY

### ANNUAL TUNA-CATCHING TOURNAMENTS DREW CROWDS

Tuna-catching contests were held annually through the 1950s and were very popular. Crowds gathered at the Belmar Marina to await the name of the winner of a tuna-catching contest in 1947 in the top left photo.



## Chocolate Carousel Congratulates Belmar on 150 Sweet Years!



*Serving the Belmar Community for More Than 20 Years*

Specializing in Desserts, Custom Cakes, Wedding Cakes, Custom Cookies, Edible Favors, Pastries, Cookies, Chocolates & More!

Located on Belmar Boulevard in Colfax Plaza, Wall



2510 Belmar Blvd., Wall • 732-280-0606 • [chocolatecarousel.com](http://chocolatecarousel.com)



COURTESY OF BELMAR HISTORICAL SOCIETY

The World War I Doughboy Statue was dedicated in 1930. Other monuments throughout town are also shown above including the World War II monument, the Volunteer Fireman's monument and the Vietnam and Gulf War monument.

# Belmar remembers those who served

BELMAR HISTORICAL SOCIETY

In 1925, the American Legion Home of the Herbert-Worthington-White Post No. 151 was built at Eighth and River Road (today Route 35). It was named after three local men who died in World War I: Raymond B. Herbert; Robert M. Worthington and Stephen S. White. In the 1950s, the building became the Belmar Municipal Building. Today the building serves as a banquet hall.

The World War I Doughboy Statue was dedicated on May 24, 1930 in the park across from the American Legion Home. The plaque contains 102 names of local men who served during the Great War. It was restored with a matching grant from the Monmouth County Historical Commission awarded to the Belmar Historical Society and with the aid of the borough, rededicated in 2006.

Belmar maintains a special display case in the Borough Hall lobby, Sixth Avenue en-

trance, in memory of the four Belmar men who died on the Navy cruiser USS Juneau, which was torpedoed by a Japanese submarine on Nov. 13, 1942 during a sea battle off Guadalcanal. The four youths who grew up together in Belmar were: Robert E. Sherman, Alfred J. Ferruggiaro, Francis E. Class, Jr., and Joseph R. McConnell. There is also a large photo in the lobby of the USS Juneau with officers and sailors on the deck of the warship. The four young men enlisted in the Navy together, went to naval training station together and wound up being assigned to the same ship together. Every year there is a memorial service hosted by rotating churches to remember and honor the four "Juneau" boys from Belmar. The local Veterans of Foreign Wars post was established in 1945 and was named after the four boys, Belmar/Wall Juneau Post 2620.

The World War II Monument was dedicated on May 30, 1949. The huge boulder

monument bears a plaque with the names of 14 Belmar men who died in World War II. A Memorial Day parade preceded the 1949 dedication at Memorial Field. Fourteen trees were planted along Memorial Row to honor these local men, which still stand today.

The Volunteer Fireman's Monument was dedicated in May, 1959. A brick-and-concrete construction with a gable-roof effect, the protective overhang contains a bronze bell that was first loaned to the Union Fire Company when the Belmar company was organized in the 1880' by the Union Fire Company No. 1 of Trenton, and for many years hung in the bell tower of the original Union Company fire house at Ninth and E Streets, and was used for sounding alarms. The Volunteer Fireman's Monument was rededicated in 2005.

In 2000, a committee was appointed and planned to erect a new monument honoring those who served in

Korea, Vietnam and the Gulf War, with all of the committee members being veterans of the wars. The committee held fundraisers to pay for

the new monument, and the Korea, Vietnam & Persian Gulf War Monument was dedicated on November 11, 2001. The Vietnam memori-

al contains the name of Carl Foster, the only resident from Belmar who died in that conflict.

**Salon Works**  
a full service salon

2510 Belmar Boulevard  
Wall Township, NJ 07719  
**(732) 449-5151**  
OPEN TUESDAY THRU SUNDAY



Happy Anniversary Belmar

David and Rick welcome you to their full service salon. Salonworks has been proudly serving the Jersey Shore since 1995. At Salonworks you will sense the warm, unassuming atmosphere when you arrive. We are so much more than hair & nails - we are a place to belong. World class color & styling products are used to help achieve excellence in your desired look. Our staff is fully trained in the use of Goldwell color/styling & KMS California. Their continued education in the latest styles & color trends is common practice. Cosmetics applications, complete waxing services, & therapeutic scalp treatments are also available. Open Tuesdays thru Sundays with Wednesdays & Thursdays being our late nights. After hour appointments always available by request! Visit us on Facebook, Instagram or [www.salonworks-nj.net](http://www.salonworks-nj.net). 2510 Belmar Blvd, Wall Twp. (Colfax Plaza), 732-449-5151

**Happy 150th Anniversary Belmar**

**Kintech, inc.**  
Printing • Copies • Direct Mail

Family Owned & Operated  
Proudly Serving Our Clients for Over 24 Years!

**PRINTING**  
Envelopes • Letterhead  
Postcards • Brochures  
Business Cards • Self-Mailers  
Booklets • Newsletters  
Carbonless Forms  
Note Pads • Banners  
Posters • Signs  
Promotional Items  
.....Much, Much More

**LISTS**  
Consumer Lists  
Business Lists  
New Movers Lists  
Resident/Occupant List  
Data Entry  
List Merging  
List Maintenance  
Duplicate Detection  
Various Demographics

**DIRECT MAIL**  
Inkjet Addressing  
Machine Inserting  
Manual Inserting  
Wafer Sealing (Tabbing)  
Every Door Direct Mail  
Mail Merges  
Fully Automated  
NCOA Processing  
Great Postage Discounts

**CONGRATULATIONS BELMAR ON YOUR 150<sup>TH</sup> ANNIVERSARY!**

~~~~ HIGH SPEED DIGITAL PRINTING ~~~~

PRINT ON THICK CARD STOCKS (FLAT OR FULL GLOSS), FULL COLOR OR B&W, BOOKLETS W/SQUARE FOLD, DIGITAL ENVELOPES, SUPER FAST TURNAROUND ...MUCH, MUCH MORE!

732-280-6245 [www.kintechinc.com](http://www.kintechinc.com) Colfax Plaza, Wall Twp., NJ

**Colfax**  
PHARMACY  
Fast, Friendly Service

**We're here to make life easier...**

- FREE Local Delivery of your prescriptions and other in-store items
- Hallmark Cards • Russell Stover Candy • Great Gift Items
- COVID TESTING Now Available

**CONGRATULATIONS & STAY HEALTHY BELMAR!**

2510 Belmar Blvd., Wall in Colfax Plaza  
732-280-3535 • Open M-F 9-7 • Sat. 9-3  
[www.colfaxpharmacy.com](http://www.colfaxpharmacy.com)

Prescriptions • Vitamins • Skin Care • Remedies  
Suntan Lotion and All Other Seasonal Needs

# Top 10 highlights of growing up in Belmar

BY BRIAN MAGOVERN  
BELMAR HISTORICAL SOCIETY

Growing up in a small town such as Belmar, I was lucky enough to experience many “small town memories” that I would like to share. Here are 10 of some my best special personal memories of Belmar:

## 10. SUMMER SOFTBALL ON BEACH

Each summer on the Second Avenue beach, there was a pickup softball program run by Mr. Bob Schrum and sponsored by the Borough of Belmar Recreation Department. We called it “Schrumville.” All you needed to do was show up with your glove and you would be picked on one of the teams to play. Even if you were late, Mr. Schrum would see that you got a chance to play. During July and August, softball games were played Monday through Thursday in the morning from 9-10:30 for the 9- to 12-year-olds. In the evening there were games for the 13 to 16-year-olds. Mr. Schrum brought all the equipment – bats, balls, bases, and umpired all the games.

This summer softball program brought together local year round residents and the summer residents. “Schrumville” created friendships that lasted for many summers past your best softball years.

## 9. BELMAR LIBRARY

The Belmar library was always spotlessly clean, warm in the winter, cool in the summer and of course quiet, so you could read or study. Belmar families took advantage of the many story books and encyclopedias of the library, always with the friendly advice from librarians Grace Roper and Lois Gallagher. If you ever needed help for a school paper, book report or just wanted a new book to read, then you could always count on the librarians for their help. It seemed as though the librarians knew all about you and your family as well as they knew the books on the shelves.

For me personally, one of my fondest memories of the library was the ice-cold water fountain that was in the corner of the entrance. Very often after hot summer sports practices at Memorial Field, I would walk home and stop in for a much-needed cold drink of water from the water fountain. This was long before the common practice of carrying water around in plastic bottles to practice.

## 8. FIREWORKS ON SILVER LAKE

Each summer, Belmar's fireworks drew large crowds



COURTESY OF BRIAN MAGOVERN

Brian Magovern's kindergarten class.

to Silver Lake. Families would arrive early to put down their blankets for the 9:15 p.m. fireworks display. The balloon man would arrive at 5 p.m. to begin inflating colorful helium balloons.

The aerial fireworks were set off from Fifth Avenue beach while the ground display was at the top of Silver Lake. While the fireworks' grand finale exploded high in the air, the ground display would have two ships firing rockets at each other on the ground. As the fireworks came to an end and the ships faded, the American flag ground display would light up and the crowd around the lake would cheer. Following the fireworks display the crowd would light sparklers and set off their personal fireworks.

## 7. MOVIES AT BELMAR RIVOLI

Many of our summer friends would ask, “What do you do in the winter in Belmar?” They did not understand how much there was to do in Belmar after the summer. It seemed every school-age Belmar boy or girl would spend Saturday afternoons at the Belmar Rivoli movie theater on F Street (Main Street). I remember the price of admission was 25 cents to watch all the popular movies of the day like the Disney movies with Jerry Lewis, Fred McMurray and many other popular films.

Next door to the Belmar Rivoli was the Belmar Sugar Bowl, where we would buy candy for the movie. I can remember a 10-cent Sugar Daddy lasting me an entire movie. It was a pretty inexpensive afternoon and always a fun time.

## 6. ICE SKATING ON SILVER LAKE

As I remember, we could ice skate on Silver Lake from mid-December through mid-February. Ice skates as Christmas presents were common gifts. On weekends, the lake was filled with

skaters. The firemen would bring a 50-gallon drum, fill it with firewood and place it at South Lake Drive and B Street. The fire would warm up cold skaters and some people would toast marshmallows. Occasionally the firemen would water down the ice to help improve the skating. Also, at B Street, the town of Belmar turned on lights so you could skate at night. This could be one of the reasons some of my homework assignments never got done.

## 5. ANNA M. CUBBONS, KINDERGARTEN TEACHER

As a retired teacher, I know how difficult it is to teach young boys and girls how to read and write and behave properly in a classroom, at the age of 5 years old. My kindergarten teacher, Anna M. Cubbons, taught kindergarten at Belmar Elementary School for an amazing 52 years! God bless her.

I fondly remember her famous “rhythm band” of kindergarteners, where the students learned to play musical instruments. I remember excelling at playing the triangle. Also Mrs. Cubbons would take her class on educational walking trips around town. We toured the Belmar police station and Union Fire Company on Ninth Avenue. We also took a walking trip to her husband's grocery store on F Street where we bought cream and crackers and brought them back to class where we made fresh butter from the cream. We then spread it on the crackers for our snack of the day. I took my first train ride with our kindergarten class. I don't remember if we traveled to Bay Head or Asbury Park, but I remember how exciting it was to ride on my first train.

Mrs. Anna M Cubbons was truly a wonderfully kind and understanding teacher to all the hundreds of children she taught over her 52-year career in Belmar.



COURTESY OF BELMAR HISTORICAL SOCIETY

Howard Rowland.

## 4. HOWARD ROWLAND, LEGENDARY LIFEGUARD

Howard Rowland is a legendary lifeguard on the Belmar beachfront for nearly 60 years. He was a powerfully built man with a barrel chest that allowed him to swim in the roughest of surf. As strong as Howard was on land, he became even stronger in the water. He seemed to be able to swim underwater for several minutes on a single breath.

For the 15 summers that I worked with Howard, I always knew him to be a gentle person, always teaching lifeguards how to watch the water or rescue a struggling swimmer. Rescuing Howard in rough water, during a drill, was an exhausting challenge, for even the most accomplished lifeguard. However, if you could rescue Howard, then you were confident you could rescue anyone.

Many children in Belmar were taught how to swim by Howard and his staff of lifeguards each summer at the L Street beach. Although not a teacher by trade, he always exhibited great patience and understanding to any child who was scared of the water. Howard's summer program went for so many years that I remember being one of the young swimmers who later became one of Howard's lifeguards, who taught at the L Street beach.

Each year, Belmar would get a new Hankins lifeguard surfboat and Howard would always be the first to take the boat out into the water. Howard did this into his 70s and would be the standup boater in the stern of the boat – no easy task to have the balance and strength to “pop” through the surf. He would select only the most veteran of lifeguards to join him in christening the new boat. It was always a high honor to be the lifeguard selected to join Howard for the boat's first launch.

## 3. BELMAR FIREMEN'S HALLOWEEN PARADE

I cannot say enough how exciting it was in Belmar to go trick-or-treating on Halloween. All the neighborhoods were filled with young trick-or-treaters dressed in a wide variety of costumes. The highlight of the evening was the Firemen's Halloween Parade, which started on 18th Avenue and F Street [Main Street] and proceeded to Ninth Avenue. Nearly every school-aged child participated. At the end of the parade, route prizes were awarded for the winning costumes. The Firemen's Auxiliary would pass out Halloween candy to everyone, so even though you didn't win a prize for your costume, everyone felt like a winner.

## 2. BELMAR FIREMEN'S CHRISTMAS PARTY

The highlight of the beginning of Christmas week was the Belmar Firemen's Christmas Party at Belmar Elementary School on the Saturday before Christmas Day. The firemen would greet everyone at the entrance of the Belmar Elementary school's auditorium in their dress blue uniforms. They directed us to a seat in the auditorium before cartoons were shown on the screen. Following the cartoons and singing holiday songs, everyone cheered for the appearance of Santa Claus. [The real one of course.] The elementary school auditorium was loud with excited children cheering the entire time. Upon leaving the show, everyone was given a wonderful bag of gifts, donated by the Belmar firemen.

## 1. TOM HOPE, RECREATION DIRECTOR

Tom Hope ran Belmar's Recreation programs for many years beginning in the 1940s until 1979. “Mr. Hope,” as everyone called him, ran the recreation basketball program at the Community Center on Highway 35 and

Eighth Avenue for school-age children. Tom Hope concentrated on teaching the skills of basketball, but emphasized sportsmanship to all participants. Tom also coached the high school traveling team known as the Del Royals, which included players such as Howie Dombrowski, John Cobb, Frank Haviland and Red Pasciuto.

Also, out of the Community Center, Tom ran teenage dances for many years, which later moved to the Fifth Avenue pavilion at the beach in the summer known as the Elks Canteen.

Because Little League only involved boys playing baseball, Tom also was instrumental in the start of Belmar girls' softball league and since he was a high school baseball umpire, he would umpire the girls softball games.

The Belmar volleyball league for adults was started by Tom and included women's and men's teams that played for many years in the Belmar Elementary School and the Belmar Community Center gyms. To show appreciation for his dedication in making sure that the women's league received equal court time, one of the women's teams was called “Belmar's Hope.”

A special recognition must go to Tom's wife, Florence, who supported him in the many events that Tom sponsored.

At Tom's retirement from the Recreation Department, the town dedicated the gym in Tom's honor with a bronze plaque with the inscription “Where there are children, there is Hope.”

In conclusion, these are just 10 of my special memories of growing up in Belmar. I know that everyone has their own memories and I hope that you can contact the Belmar Historical Society and share them as we celebrate the 150th anniversary of our favorite town — Belmar.

# SHAMPOO

A Full Service Salon

Ink.



Must present coupon. All specials expire 9/30/22 and are not to be combined.

ACRYLIC FULL SET \$55  
Reg. \$65

ACRYLIC FILL \$45  
Reg. \$50

SINGLE PROCESS W/BLOWOUT \$50  
Reg. \$50, long hair extra

SINGLE PROCESS W/HAIRCUT \$65  
Reg. \$70, long hair extra

REGULAR PEDICURE & GEL MANICURE \$45  
Reg. \$55

GEL PEDICURE/MANICURE \$55  
Reg. \$65

NEW CLIENTS 20% OFF

GEL MANICURE \$30  
Reg. \$35

## HAPPY ANNIVERSARY!

We are proud to call Belmar our home for over 30 years.



CORNER OF 7TH AVE. & MAIN ST.

611 MAIN STREET • BELMAR

OPEN TUES. - SAT. - 732-280-8585

# Happy 150 Belmar!

from

Diane Turton, REALTORS

Your Premier Real Estate Company  
Serving New Jersey Since 1985



SCAN TO VISIT OUR WEBSITE

511 Forman Avenue  
Point Pleasant Beach NJ, 08742  
www.DianeTurton.com



# Belmar Seafood Festival attracts crowds

BELMAR HISTORICAL SOCIETY

Belmar's Seafood Festival has been a regular shore event since 1986, attracting crowds by car, train and even boat to an exciting three days of meeting friends, laughing and chatting while enjoying outstanding dishes from lobster to ribs to ice cream.

This year marked the festival's 35th year in the lovely seaside town. Originally held by the gazebo on Ocean Avenue by Silver Lake, the event was moved to Pyanoe Plaza in 2019.

"Today's festival is different from the first years of the event" notes Pat O'Keefe, founding member of the Belmar Historical Society. The inspiration for the event came from O'Keefe who was concerned about the reputation of the beaches during a time when hospital waste, including syringes, were washing up on the beach.

"As the problem grew, officials began to take action. In the meantime, we had this lovely beach and were doing

everything we could to keep it beautiful and spotless."

O'Keefe had an idea: "I thought it would be great to encourage people to see for themselves by inviting them to a festive activity on the oceanfront." Evidently Borough officials liked the concept, and history was made.

In recent years, over 40 vendors and thousands of seafood lovers have attended the function. "Our first event was small," admits O'Keefe, "but everyone loved it so we repeated it and just never stopped." Original vendors were often locals residents added O'Keefe: "Restrictions were not as tight and vendors worked from tables presenting their homemade wares alongside of restaurants providing top quality dishes to enjoy."

"Just like Belmar," added O'Keefe, "everything grows and changes." I am proud that the Belmar Historical Society and our wonderful members continue to seek ways to preserve our history."



Belmar Seafood Festival through the years.

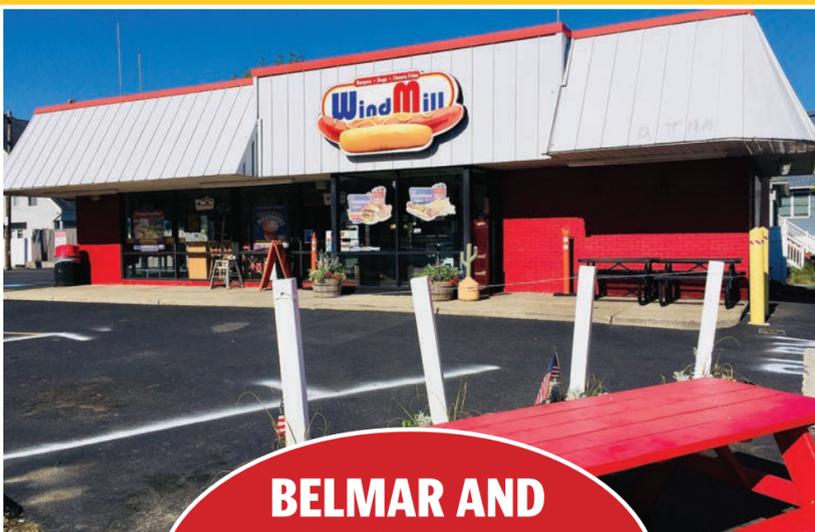
FILE PHOTOS THE COAST STAR

**A Winning Combination since 1979!**



**The Windmill of Belmar and the Wonderful People of Belmar.**

**Happy Anniversary, so proud to be a part of the community!**

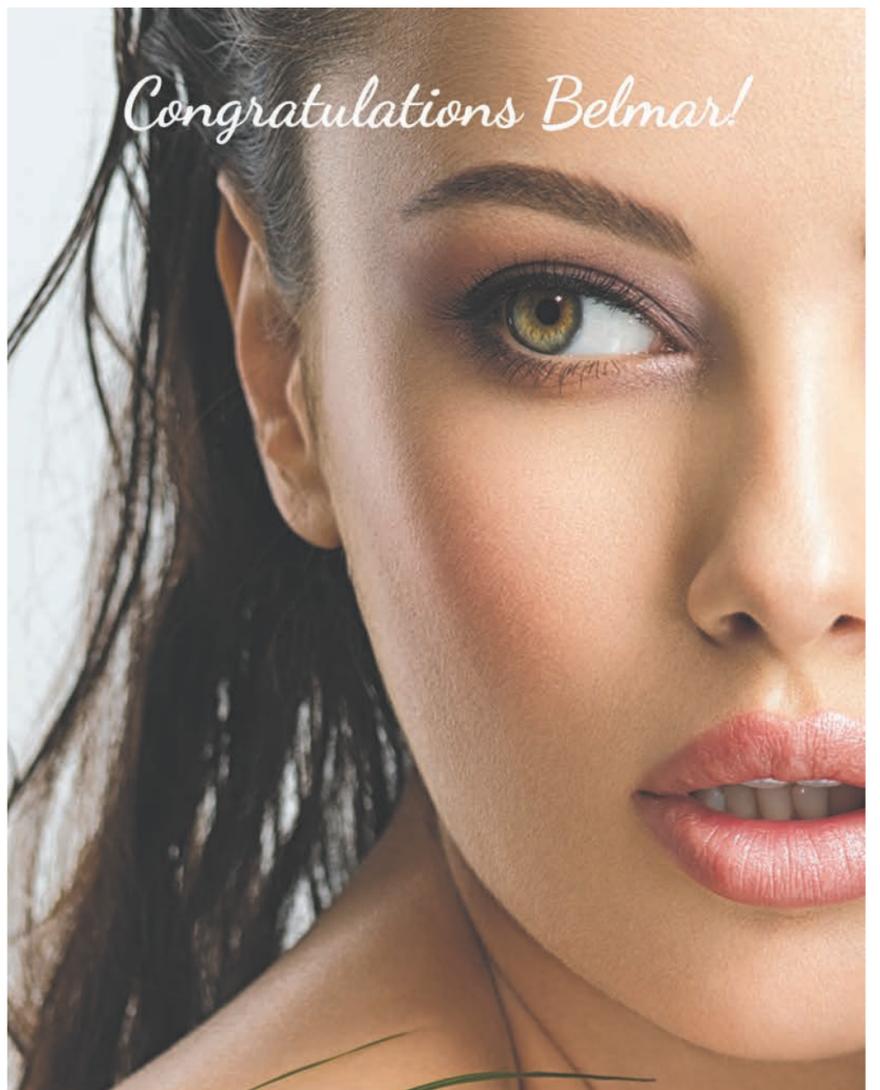


**BELMAR AND WEST END**  
Open til Midnight  
Fridays & Saturdays



**ASBURY PARK • BELMAR**  
**NORTH LONG BRANCH • RED BANK • WEST END**

**#WindMillHappy www.WindMillHotDogs.com**



Confidence never looked so good.  
Surgical and non-surgical  
enhancements of the  
**face • skin • body**

**Michael Nagy MD**  
FACS

PLASTIC SURGERY OF THE FACE & BODY

732-282-0002 drnagy.com

# DEJA VIEW LOOKING BACK AT BELMAR

THE COAST ADVERTISER, BELMAR, N. J. FRIDAY, JULY 26, 1918

## WORLD'S GREATEST SWIMMING MEET RED CROSS BENEFIT In INLET TERRACE LAGOON

World's Largest Swimming Pool

### Friday and Saturday, August 16 & 17, 1918

3:30 P.M.

ALL DISTANCES AND STYLES. FANCY AND EXHIBITION. DIVING AND SWIMMING.  
20 Aquatic Events. 100 Contestants. Canoe Tilting. Polo Match.



**DUKE KAHANAMOKU CLARENCE LANE HAROLD KRUGER**  
The Three International World Champions from Honolulu will compete and give an exhibition of aquatic performances.

Every national man and woman champion record holder in the country to compete, most of whom are also holders of world's champion records.

This meet will bring together for the first time, the largest aggregation of world champion swimmers ever assembled.

**AMONG THE CONTESTANTS:**

**DUKE KAHANAMOKU OF HONOLULU.** World's greatest swimmer and holder of world's records.  
**CLARENCE LANE OF HONOLULU.** World's record holder.  
**HAROLD KRUGER OF HONOLULU.** World's record holder.  
**PERRY MCGILKRAY OF THE GREAT LAKES NAVY.** All Training Station, Chicago. National and World Record Holder.  
**NORMAN BOSS OF THE ROCKWELL AVIATION FIELDS, SAN DIEGO, CAL.** National and World's Record Holder.  
**LEO GIBBEL, N. Y. A. C.** Junior National Champion and Record Holder.  
**TOGETHER WITH ALL THE BEST MEN SWIMMERS IN THE COUNTRY**

**AMONG THE WOMEN CONTESTANTS:**  
**MISS DOROTHY HURNS** Los Angeles Athletic Club, Cal. National Back Stroke Champion. Open Water American Record Holder and World's Under Record Holder.  
**MISS OLGA DORFNER** Philadelphia Gymnastic Society—National and World's Champion and Record Holder.  
**MISS GERTRUDE ARTELT** Philadelphia Gymnastic Society—Open Water National Champion.  
**MISS MABEL ARLIE** Philadelphia Gymnastic Society. American Broad Stroke Champion.

**MISS ELIZABETH BECKER** Philadelphia Gymnastic Society—Middle Atlantic Spring Board Champion Diver and Swimmer.  
**MISS HELEN PENNYPACKER** Philadelphia Gymnastic Society—Middle Atlantic Outdoor Diving Champion and Crank Swimmer.  
**MISS ELIZABETH RYAN** Regiment Club—Middle Atlantic Champion.  
**MISS CLAIRE GALLIGAN** Women's Swimming Association of New York. National Champion at 220 yards, 500 yards, one-half mile and one mile. American record holder at every distance from 25 to 100 yds.  
**MISS CHARLOTTE BOYLE** Women's Swimming Association of New York. National Champion Swimmer. World's record holder for 100 yds. for distance. Junior World's record holder at 100 yards.  
**MISS LUCY FREEMAN** Women's Swimming Association of New York. National Long Distance Swimmer.  
**MISS JOSEPHINE BARTLETT** Women's Swimming Association of New York. Metropolitan Diving Champion.  
**MISS HELEN WAINWRIGHT** Women's Swimming Association of New York. 12 years old. Weight, 75 pounds. Diving and swimming champion.  
**MISS EILEEN BEGGS** Women's Swimming Association of New York. 12 years old. Weight, 70 pounds. Swimming Prodigy at all distances.

TOGETHER WITH ALL THE AMERICAN SWIMMING CHAMPIONS

**INLET TERRACE LAGOON** Inlet Terrace Lagoon is the World's Largest Swimming Pool—200 feet wide and 2000 feet long—depth 15 feet. TIDAL SALT WATER SWIMMING POOL. No other swimming pool has afforded the facilities of holding so many different events and bringing together such a galaxy of stars. In addition to the contestants a number of world's aquatic performers will also exhibit.

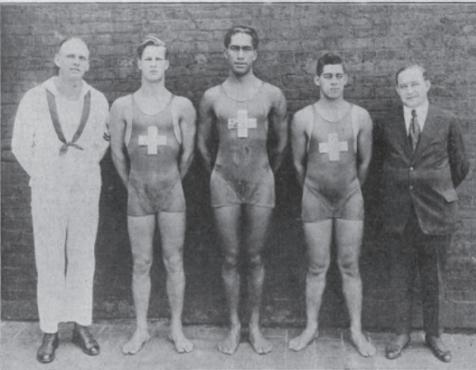
Reserved Seats will be provided in an Enclosed Grand Stand—capacity, 2500. Meet will be held rain or shine.

The Swimming Meet will be held under the auspices of NEW COLUMBIA HOTEL and INLET TERRACE CLUBS

The Proceeds of the Meet will be Donated to the BELMAR BRANCH OF THE AMERICAN RED CROSS

THE COAST ADVERTISER, BELMAR, N. J. FRIDAY, AUGUST 16, 1918

## Labor Day WATER CARNIVAL



**DUKE KAHANAMOKU**  
Clarence Lane and Harold Kruger  
The Three World Champion Swimmers From Honolulu will compete against America's Champions and Record Holders in a mighty effort to Break Their Own World's Records.

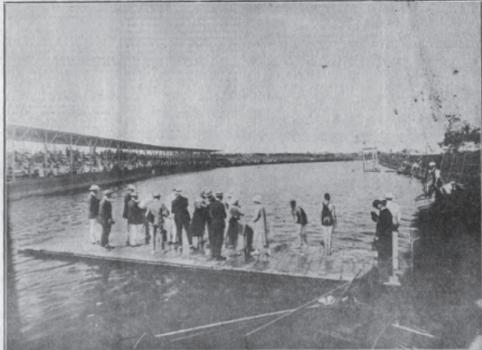
**HAWAIIAN WATER STUNTS**  
The Hawaiians will also give a special and most interesting performance and entertainment of Hawaiian water stunts.  
They Have No Equal In The Water.

**CLAIRE GALLIGAN, CHARLOTTE BOYLE, DOROTHY BURNS, OLGA DORFNER and GERTRUDE ARTELT**  
The Five Champion Swimmers of the World will also compete in a Special Race to Lower the World's Records.  
The famous NEW YORK ATHLETIC CLUB Water Polo Team will play a championship game against the Federal Rendezvous team, Champions of the Navy.

**Fancy Diving**  
Helen Wainwright, the 12-year old swimming and diving prodigy will perform.  
Watch For The Periscope

**Squadron Canoe Tilt in a Battle Royal**

**Special Novice Races For Local Boys and Girls**



**INLET TERRACE LAGOON, Belmar, New Jersey**  
**Labor Day, Monday, Sep. 2, 3:00 P. M.** Covered Grand Stand. Meet Will Be Held Rain or Shine.  
General Admission 50c. Grand Stand Seats, including Admission \$1.00. AMPLE PARKING SPACE FOR AUTOMOBILES.  
TICKETS MAY BE RESERVED AT INLET TERRACE CLUB, Belmar, N. J. Telephone: Belmar 736

### INLET TERRACE LAGOON SWIM MEETS HELD IN 1918

BELMAR HISTORICAL SOCIETY

In 1918, two major swim meets were held in the lagoon behind Inlet Terrace.

The first meet was August 16 and 17 in 1918. This meet drew the best swimmers and divers in the world. Duke Ka-

hanamoku from Hawaii was in this competition. Men and women competed.

A grandstand was set up, seating 2500 people. These events were held to benefit the Red Cross. Admission was \$1 for a grandstand seat and 50 cents for general admission.

The first event was so successful the swimmers requested a second swim meet to be held to break their own records. A Labor Day water carnival took place.

The famous New York Athletic Club polo team competed. There was an exhibition of fancy diving and other events open to local boys and girls. The Labor Day event was advertised from Barnegat to New York City.



Happy Birthday Belmar!



HunterDouglas Gallery

Custom

Blinds  
Shades  
Shutters  
Draperies

**BELMAR WINDOW SHOP**

45 YRS IN BELMAR

703 Main St  
Belmar, NJ 07719

732-681-4900

www.belmarwindowshop.com

Celebrating Our 10 Year Anniversary

# COASTAL

kitchens & baths

For your complete cabinetry needs



**Design - Innovation**  
**Experience**  
**Quality - Value**

**Loretta Mooring**  
**Stacey Sexton**  
**Melissa Morris**

phone: 732-359-8430

**Mouser Cabinetry**  
**Kith Kitchens**  
**Kemper**  
**NatureKast**  
**NY Vanity**

**We Offer Free In-Home Design Consultation**

**Call Today For An Appointment!**

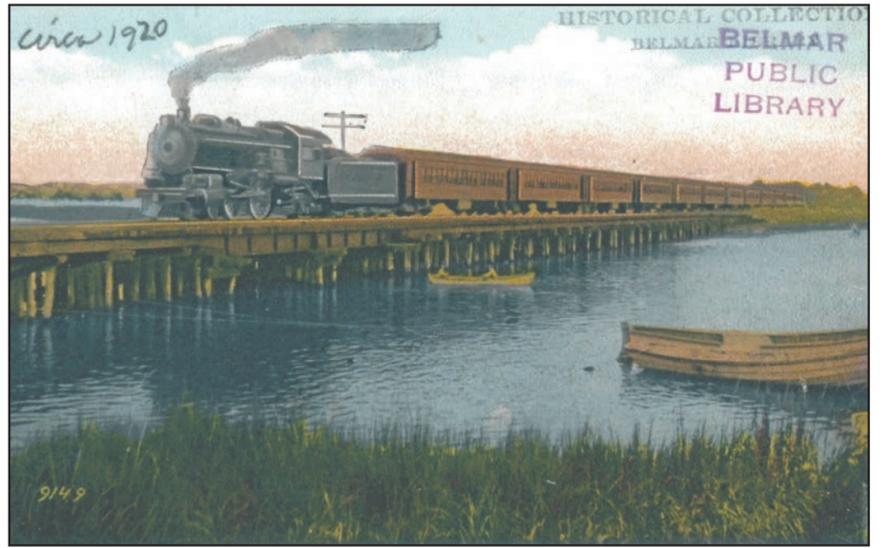
www.coastalkitchensnj.com

800 Main Street - Suite 106 - Belmar NJ 07719

**Congratulations on 150 Years Belmar**



COURTESY OF BELMAR HISTORICAL SOCIETY



COURTESY OF BELMAR HISTORICAL SOCIETY

# Early transportation — trains and trolleys

BELMAR HISTORICAL SOCIETY

Ocean Beach was established in 1872. The Ocean Beach Association surveyed the land, put in roads and sidewalks and were all ready to sell lots in the new community. However, the sales were not going great because it was difficult to travel to Ocean Beach. The train system at the time only came as far south as Long Branch. The roads were sandy dirt and often washed out with potholes. It took a long, uncomfortable time to get here by stagecoach or horse and buggy.

The Ocean Beach directors recognized that train service was so important to the development of Ocean Beach that they invested funds in the Central Railroad of New Jersey, Newark and Long Branch division. That helped to get the train rails down the coast. The first train arrived in Ocean Beach in 1875 and it was an important event.

The locomotives were very different from the diesel or electric engines we have today. Huge steam engines thundered into the station spewing steam and whistling loudly. People gathered to see the sight. Ocean Beach property sales shot up. Visitors took advantage of the train



COURTESY OF BELMAR HISTORICAL SOCIETY

excursion rates and frequent train service. They were also encouraged by the promotional events, such as clam bakes and dancing on the beach, offered by the Ocean Beach Association.

Many summer visitors stayed for as long as a month or the whole season in hotels or rental properties. They brought a good amount of stuff with them. They were met at the station by horse and buggies which would deliver them to their vacation place. Luggage and trunk delivery would follow.

The original Ocean Beach train station was dismantled in 1908. The station was taken apart and pieces were auctioned off and used in other buildings. The Belmar Historical Society knows of at least two homes in Belmar that contain pieces of the original train station. The new train station was designed by Frank Bodine. He was famous for building several train stations up and down the North Jersey Coast Line.

There was another building involved in the town transportation system. That was the freight depot located on a rail spur near Four-

teenth Avenue. Larger deliveries of goods were packed on a freight car and then pulled off onto the siding. Then, the materials would be loaded into the freight depot to be delivered to whoever ordered them.

The freight rail spur can still be seen near Fourteenth Avenue. The freight terminal building was moved to the Belmar Public Works yard and is used for storage. Upon entering the Belmar recycling center, it is the first building on the right with the original Gothic-style window at the roof peak.

## TROLLEY

In the late 1800s, most people got around town or on short trips by horseback or buggy. Belmar officials were aware of the trolley system running in Asbury Park. They thought a trolley was a good idea for Belmar, too. In 1893, the Asbury Park and Belmar Street Railroad Company was formed.

The problem with building the line was getting permission from all the towns the trolley would run through. There were also complications from the 18 competing trolley companies. Planning the trolley crossing over Shark River was also tricky. They decided to add a tres-

tle to one side of the existing Main Street (then called F Street) bridge. The trestle would hold the trolley rails. The bridge also contained a vehicle lane and a pedestrian walkway. Horse and buggies were still king, there were not many automobiles on the road as yet.

The trolley trestle was only one track wide and was always the bottleneck of the whole system because only one north or south bound trolley could cross the bridge at the same time. Eventually, in 1913, the trolley service was extended to Sea Girt to service the Army training camp. The fare was five cents from Belmar to Asbury Park.

There were several problems that plagued the trolley line. Snow, derailings, accidents with pedestrians and cyclists, employee strikes, coal shortages and a broken trestle over Shark River. But the biggest competition of all was from the internal combustion engine. The trolley lasted until 1931. The last trolley made the trip on September 30. The Coast City Transportation Company substituted buses and the trolley was no more.

## Happy 150th Anniversary, Belmar!



### Jacob L. Smith, Sales Associate

732.567.0162 cell | jsmith@wardwightsir.com

732.681.0027 office wardwight.com

**NJ REALTORS® Circle of Excellence Sales Award® - Platinum 2020 & 2021**

**NJ Realtors® Distinguished Sales Club**



Ward  
Wight

Sotheby's  
INTERNATIONAL REALTY

Jacob L. Smith, a long time Monmouth County resident, is a full time real estate salesperson who works at the Ward Wight Sotheby's International Realty office at 901 Main Street in Belmar. Jacob graduated from Wall High School in 2000 and subsequently completed a Bachelor's of Business Administration degree at The College of William and Mary in Williamsburg, Virginia in 2004. Soon after returning home from college, Jacob's real estate career commenced as he was recruited and accepted an offer to work in inside sales Foxtons, Inc. of West Long Branch, NJ (January 2005). Soon after, in December 2006, he made his way back to Belmar and joined Ward Wight Sotheby's International Realty, where he has enjoyed a successful tenure ever since.

Jacob actively lists & sells homes in Monmouth and Ocean counties and specializes in assisting first time home buyers, vacation home buyers, and real estate investors with property acquisition and resale. Jacob has extensive knowledge of the various communities within Monmouth and Ocean counties and works diligently to find his clients the area and home that best suits their needs. He takes prides in building relationships, maintains a large clientele of repeat home buyers and has a far reaching referral network. Complementing his established real estate sales business, Jacob also manages a large portfolio of seasonal and annual rental listings. He is a top producing agent in New Jersey, and at the JerseyShore.

Jacob is a current member and trustee of the Belmar Business Partnership (BBP), member of the Friendly Sons of the Shillelagh of the Jersey Shore (FSOS) and is a frequent patron of Belmar's fantastic shops & restaurants. You may recognize Jacob from his days working at DJ's Cycles from 1997-2004, or summers 2003-2004 at Paul's Tavern in Lake Como. You've probably seen his signs on various properties throughout town, his ads in the Coast Star or Coaster Newspaper, or seen him working long hours in our Main Street office where he has been a top producing agent since December 2006. Stop by 901 Main Street to discuss your real estate needs, to talk about what you love about Belmar, or just to say hello to Jacob!



ST. ROSE'S BOYS' BAND. THEY ARE PREPARED FOR ENGAGEMENTS.

COURTESY OF BELMAR HISTORICAL SOCIETY



COURTESY OF BELMAR HISTORICAL SOCIETY

# Music to the ears through the years

BELMAR HISTORICAL SOCIETY

Music should have a place in every town's history and culture and that is certainly the case in Belmar. It can emotionally bring back fond memories of the past, soothe the soul in the present, and inspire hope for the future. With different venues, variety of genres, and connection to highly regarded musicians, Belmar seems always to have a thriving music scene.

An early indication that music had a prominent place in town was its pride in the St. Rose Boys Band. On two occasions, they marched in the New York City St. Patrick's Day Parade, holding a place of honor in 1914, and their play was considered by some as among the best. The other school band in town from Belmar Elementary can be heard today in both parades and concerts. There have been several teachers through the years including current Councilman Tom Brennan, who have done a great job introducing and instructing young students in the fine art.

George and Ira Gershwin were visitors to Belmar in July 1930, staying at the Atlantic Hotel. Summer-time and the living must have been easy.

One of the greatest acapella groups of all time, the original Don Cossack Russian male chorus came to Belmar in the 1940s to rehearse at Newman Hall, Seventh and Main Street. Organized in 1920, directed by Serge Jaroff and composed of 33 voices, they had successful appearances at Radio City Music Hall and Carnegie Hall as part of their fall tour. The community was thrilled that they could be their host during the rehearsals.

In the 1950s and beyond the Belmar beachfront has been a place to go for music entertainment. Bands and orchestras conducted by Bob Eberle, Ben Graver and John Luckenbill performed regularly at the Fifth Avenue Pavilion. Trudi Benton, the Boardwalk Belle, led the community in songs at the 13th Avenue Pavilion. Another attraction



were Surfside Serenades, on a Hammond Organ, with a booklet of the song lyrics distributed so all could sing along.

Up until more recently, you could spend a summer evening at the Silver Lake Gazebo and be entertained by Belmar resident Bobby Byrne and his band. In 1968, Bobby, his brother Jimmy, and their father, Jimmy Sr., took their exciting sound of American and Irish favorites to Carnegie Hall. At the time, it was reported they could incite the largest singalong anywhere.

In 1986 Belmar was blessed to have the historic barge SS Point-Counterpoint come to its inlet. On this floating art center, the American Wind Symphony Orchestra performed. This occurred just prior to its participation in the 100



birthday celebration of the Statue of Liberty in New York Harbor.

Billy Terrell graduated from Belmar Grammar School in 1959. He would become a songwriter, producer as well as a comedian making a name in the entertainment industry. Frankie Avalon credits him for reviving his career and Terrell also worked with some of the biggest rock stars of the 60s and 70s.

"The Summer Happening" held in 1967 at the Fifth Avenue Pavilion featured a young Van Morrison and No. 1 "Chapel of Love" artist The Dixie Cups. An estimated 450 teenagers were in attendance for the event sponsored by The Belmar Civic Association and hosted by well-known WMCA Good Guy DJ Jack Spector. A Belmar teenage guitar player, Sonny Kenn, along with fu-

ture Asbury Jukes frontman, Southside Johnny Lyon, were brought in to play with the performers.

Sonny and the Starfires included Kenn with other Belmar musicians, Joe Pessapane, Jim Murdock, Chuck Anderson and a Neptune drummer Vini Lopez. They were on the bill and opened for Jerry Lee Lewis at the Monmouth Shopping Center in 1965. Kenn became a Jersey Shore guitar legend and gained the admiration of Bruce Springsteen while Lopez became an original member of the E Street Band.

On E Street in Belmar lived keyboard player David Sancious. His musicianship was at a level that not only did he become an original member of Springsteen's E Street Band but he would also perform with Peter Gabriel, Eric Clapton, Sting and other highly regarded artists. Sancious played on Bruce's first two albums and the song "Born To Run," after which he started his own group "Tone" releasing several albums of original works.

Another artist with Belmar connections is Neptune City's Nicole Atkins. A graduate of St. Rose High School, Belmar she has a career that includes appearances on national TV, tours both nationally and internationally, and praise from peers and critics. Now living in Nashville, Tennessee, she still has managed to do shows at The Stone Pony and Wonder Bar in Asbury Park this past year. Nicole will also be appearing with Elvis Costello on his tour, having performed on his most recent album. No doubt there is more to come from this talented singer/songwriter.

With restaurants, bars, and public places staging music throughout the town, with local performers like Pat Roddy Band, Danny White Band/Studio, Holme, Tommy B and the Deep Blue Sea, Los Gringos and others; with young native musical talent like Miss New Jersey Jade Glab and pianist Athena Komitas, there does not appear to be an end to the many musical notes playing in the soundwaves of Belmar.

Danny White's

## BEACH MUSIC STUDIOS

Est. 2005

BELMAR ROCKS!

"THANK YOU" FOR 17 AWESOME YEARS

808 Belmar Plaza • Belmar, NJ 07719

732.280.1181

BEACHMUSICSTUDIOS.COM

- > Music Lessons for all Instruments
- > Rehearsal Space
- > Instrument Repair
- > Recording
- > Sales
- > Gift Certificates

---

JOIN THE BEACH MUSIC ROCK BAND

AGES 8-17

SMOKED MEAT

## BERG'S

& POUTINE

## HOMEMADE PASTRAMI

SANDWICHES  
SOUPS & SALADS

BERGSSMOKEDMEAT.COM  
1405 MAIN STREET  
BELMAR, NJ  
732-749-3266



CONGRATS BELMAR!  
150 YEARS!

# DEJA VIEW LOOKING BACK AT BELMAR



COURTESY OF BELMAR HISTORICAL SOCIETY

## POUND FISHING WAS CHALLENGING WORK

BELMAR HISTORICAL SOCIETY

Pound fishing in Belmar was very popular in the early 1900s and could be found in the southern end of town off the Eighteenth Avenue beach.

Poles would be placed a half mile from shore and a weir created, like a circular trap. The fish would be caught in the weir and the fishermen would row out to collect the fish. It would take a team of fishermen to lift the nets and scoop the fish from the nets into the boats, and then row back to shore.

It could be a dangerous occupation and the skiffs had a challenge with the rough seas. A team of horses would be waiting on the beach to pull the boat out of the water and fish loaded into baskets. Then the fish was sold to waiting customers and local fisheries. Pound fishing ended around the 1940s.

**SMILES BY THE SEA**

*Happy 150th Anniversary!*

611 MAIN STREET  
SMILESBYTHESEA.COM

**The Ultimate Shop For All Sports Fans!**

**Sportsnut Cards & Collectibles**

**BUY \* SELL \* TRADE**  
at 1102 Main St.  
Belmar  
732-681-8500

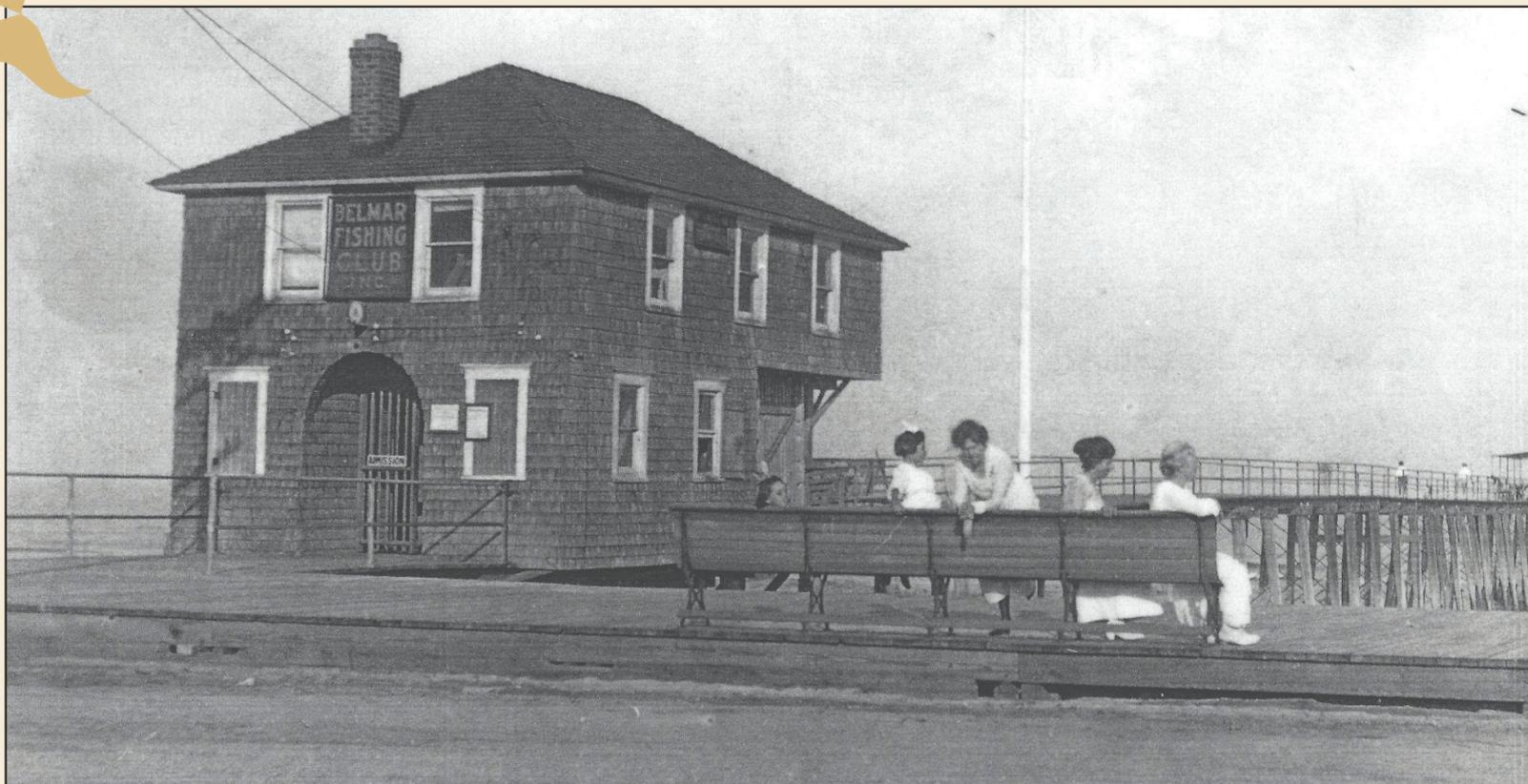
*"Great Anytime Gifts!"*

**Specializing in quality modern and vintage sports cards and autographs of top players from the past & present!**  
**SINGLES, BOXES, SETS, AND MORE!**

Hours: Mon.-Sat. 11am-5pm  
Ted@Sportsnutcards.com  
[www.Sportsnutcards.com](http://www.Sportsnutcards.com)

**CONGRATULATIONS BELMAR!**  
We are proud to be a Belmar business for over 15 years

# DEJA VIEW LOOKING BACK AT BELMAR



COURTESY OF BELMAR HISTORICAL SOCIETY

## BELMAR FISHING CLUB FORMED IN 1909

BELMAR HISTORICAL SOCIETY

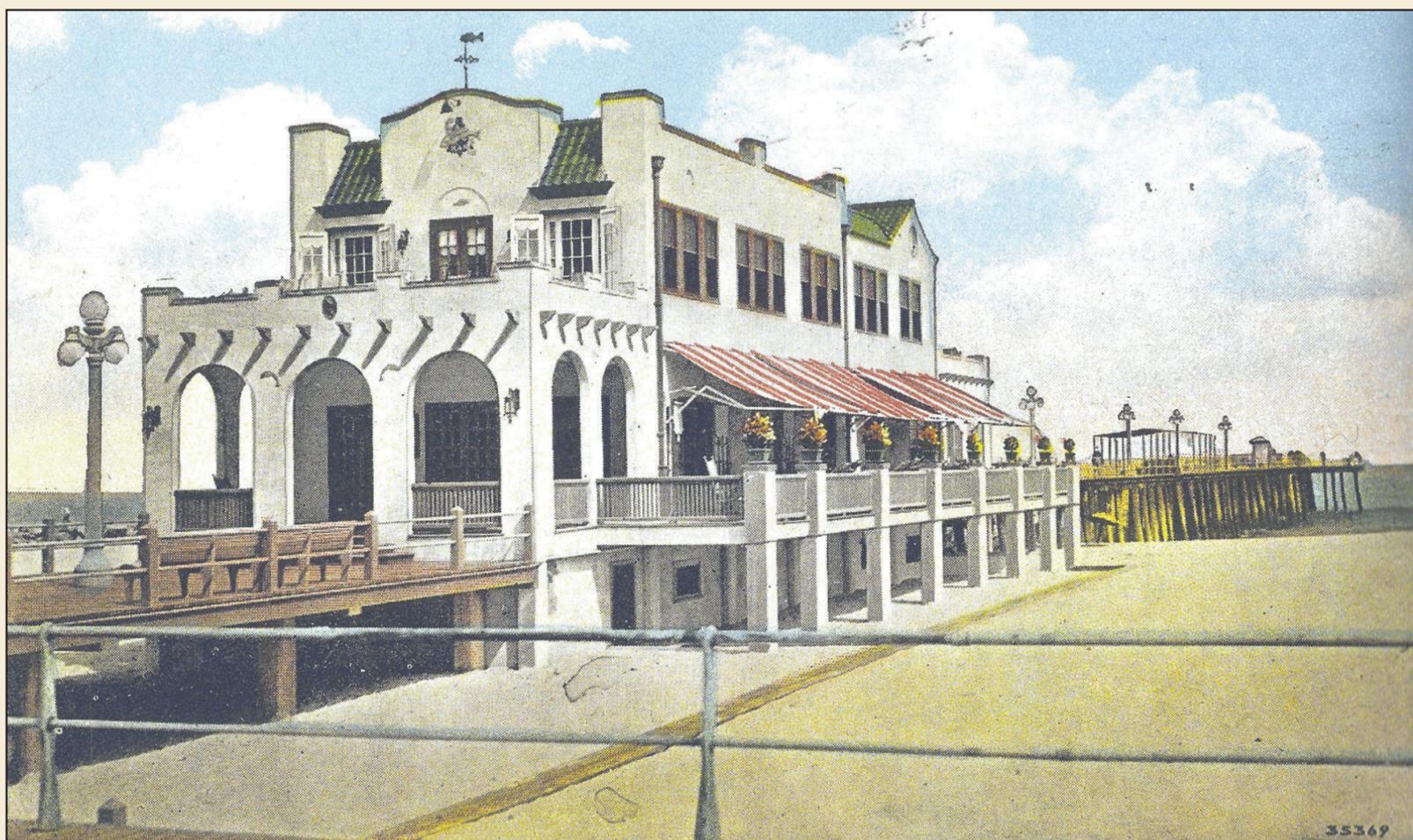
The Belmar Fishing Club was first organized on Sept. 1, 1909, with 49 members and met at Charles Reimuller's Hardware store located on F Street near Eighth Avenue. At a meeting held on September 8, 1909, the constitu-

tion and by-laws were adopted. Annual dues were only \$1.

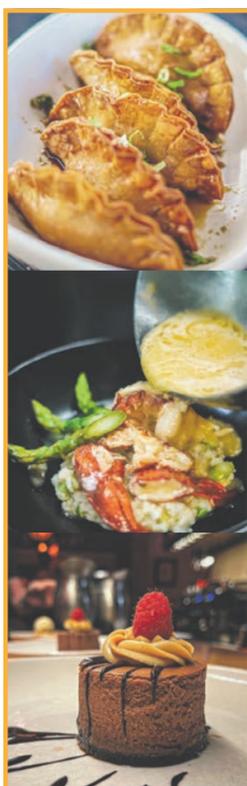
Arrangements were made with the Ocean Pier Company to construct a clubroom and for use of the pier. The Ocean Pier Co. built the first clubroom. Eventually most of the shares of the Ocean Pier Company were

transferred to the Belmar Fishing Club either by gift or purchase, which gave the Belmar Fishing Club control of the Ocean Pier Company, along with the property.

In 1929, the foundation was laid for the new clubhouse and the present Belmar Fishing Club was dedicated on May 30, 1930.



35369



Let's Celebrate Together...



### "Congratulations Belmar"

It has been my pleasure serving innovative American cuisine in a unique dining destination at the Jersey Shore for 20 years!

owner, Chris Brandl

703 BELMAR PLAZA, BELMAR  
732.280.7501  
BRANDLRESTAURANT.COM

RT. 34 LANDSCAPE SUPPLY YARD  
• MULCH  
• TOPSOIL  
• PAVERS  
• STONE

rt34landscape.com  
Now Selling Allan Block Products BELGARD PAVES THE WAY

## Congratulations Belmar!

From Our Yard to Yours...  
A big Thank You to Belmar for supporting the Jersey Shore's trusted Landscape Supply Yard for over 30 years.



# Beach badges first issued in 1932

BELMAR HISTORICAL SOCIETY

Chances are that no matter where your favorite beach is located in New Jersey, you are going to pay to get on that beach. Beach admissions are not limited to New Jersey alone. There are beaches in New York, Connecticut and California and several other states that require payment for use of the beach. In fact, several years ago we came upon a beach north of Tel Aviv Israel that had beach fees for entrance.

So which New Jersey beach first required badges? We believe that honor goes to Brad-

ley Beach, which in 1929 was the first town to issue badges. These were made of brass and were about two inches square. In 1932, Belmar issued free beach passes to residents and their guests over 12 years of age. There were only 3,500 residents at that time, but 17,500 passes were issued.

Because of this flagrant abuse, the Belmar Commission in 1933 canceled the free passes and passed an ordinance that badges would be required for beach admission. Residents, renters and their guests over 12 were charged \$1 for the season, 10 cents daily during the week and 25

cents on the weekend. Others were charged \$2. Badges were to be worn on the left breast of the bathing suits.

Parking on Ocean Avenue was restricted and disrobing in cars and walking through the Borough in bathing attire was strictly forbidden. There were also regulations as to the types and sizes of bathing suits. A new style for men called "naked suits" was banned and one-piece suits were not permitted.

In 1934, the prices were kept the same and it was announced that a new unique and distinctive design had been chosen for the season's

badges – a scalloped shell not used by any other town on the coast. From 1937 to 1942, metal monthly badges were issued at \$1 per badge. Celluloid daily badges were produced, and the charge was 15 cents daily and 35 cents on the weekend and holidays. Badges were made by the Emko Company in New York city and the cost to the borough was \$36 per thousand for the metal and \$22 per thousand for the celluloid units. Except for the war years, metal monthly, seasonal, men's or women's badges were issued until 1947. 1948 was the first

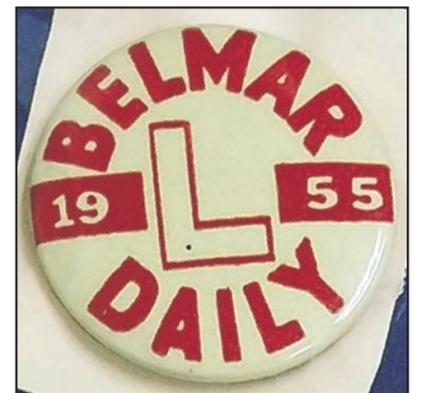
year the Borough had a celluloid seasonal badge.

Over the years, sizes, shapes, colors and holograms changed constantly. Daily badges went from celluloid to plasticized buttons in the 1950s to small metal discs to larger plastic discs. Today, badges are manufactured in Cape May Court House by The Cape Diagnostic and Training Center, which makes some 3 million badges each year for 45 shore towns. The average cost to the towns is 18 cents per unit.

Have you ever had a problem with the pins on the

badges? We have, and the reason is that the pins are made of a special brass that is more resistant to salt water and sun and should last the entire summer season.

The Belmar Historical Society welcomes donations of all things Belmar and would especially like to fill in the holes in our badge collection. Please visit our Spotlight on Belmar videos on YouTube.com. There you will find more examples of badges over the years and also a wide range of historical stories about our Belmar.



PHOTOS COURTESY OF BELMAR HISTORICAL SOCIETY

## SENDING OUR CONGRATULATIONS TO BELMAR ON THEIR 150TH ANNIVERSARY

"BEACH HOUSE EXPERTS"  
FEATURING AUREA QUARTZ

MANY SURFACES  
STARTING AT  
\$35. SQ FT INSTALLED\*

GIVE US A CALL 732-751-0074

VISIT US AT 304 SQUANKUM RD.,  
FARMINGDALE NJ 07727  
OR ON THE WEB AT  
WWW.IDEALTILEFABRICATIONS.COM



\*RESTRICTIONS APPLY

We are family owned and operated for over 30 years.

# Houses of worship have long history

BELMAR HISTORICAL SOCIETY

When the new community of Ocean Beach Association was established in 1872, churches were some of the first establishments to be organized, as seen from this short history of the houses of worship in Belmar.

The Ocean Beach Association was very generous in that it either donated lots to help the church get established or sold the lot at a discount.

The first church was the Methodist Episcopal Church. The first location was on the corner of Tenth and D Streets in 1893. In 1903, a new church was built on the corner of Seventh and D Street. Tragedy struck in 1964 when there was a fire that severely damaged the church. They continued to hold services in the Fellowship Hall while the church was rebuilt. Sadly, it closed its doors in 2017 and the building has since been razed.

The Fifth Avenue Chapel began in 1873 on land donated by the Ocean Beach Association, and at that time was called Ocean Beach Methodist Episcopal Church, and was built in the shape of a cross. By 1918, it was referred to as the Church of the Holy Apostles - Protestant Episcopal and open for summer services only. Its most active period was from the 1900s to 1931. In the late 1930s the charter was disbanded and it became vacant. In 1941, it was reopened as the Fifth Avenue Chapel. It has a beautiful wooden interior with original stained glass windows.

The Presbyterian Church originally held services in the Tenth Avenue Methodist Church and Bitner's Hall on Ninth and F Street. The Ocean Beach Association donated a lot on the corner of Seventh and A Street and a building was assembled and called The Tabernacle.

Summer services were held there until 1915 when the building was taken down. Then the Ocean Beach Association donated two lots on the corner of Ninth and E Street, where the present church is located.

St. Rose Roman Catholic Church was established in 1888 as a Mission Church of the Church of the Holy Spir-

it in Asbury Park. Services were held in a small wooden structure until a larger wooden structure was built on the corner of Seventh and E Street. The red brick parochial school was built in 1921 on the corner of Eighth and E Street and is still used today. The congregation quickly outgrew the wooden church and a campaign was started to build a new church, which was dedicated in 1926. The English gothic-style church has beautiful stained glass windows from Austria. The present day high school was built in 1957 and the grammar school in 1968.

The First Baptist Church is located on Ninth Avenue between C and D Streets. It was organized in 1894 as a Black church with services held in Huyler's Hall on Tenth and F Street. The current church was built in 1900 and remodeled a few years later to add a basement. Tragedy struck in 1951 when a fire destroyed everything but the front steps and the vestibule. The church was rebuilt and it is the oldest Baptist church in Belmar.

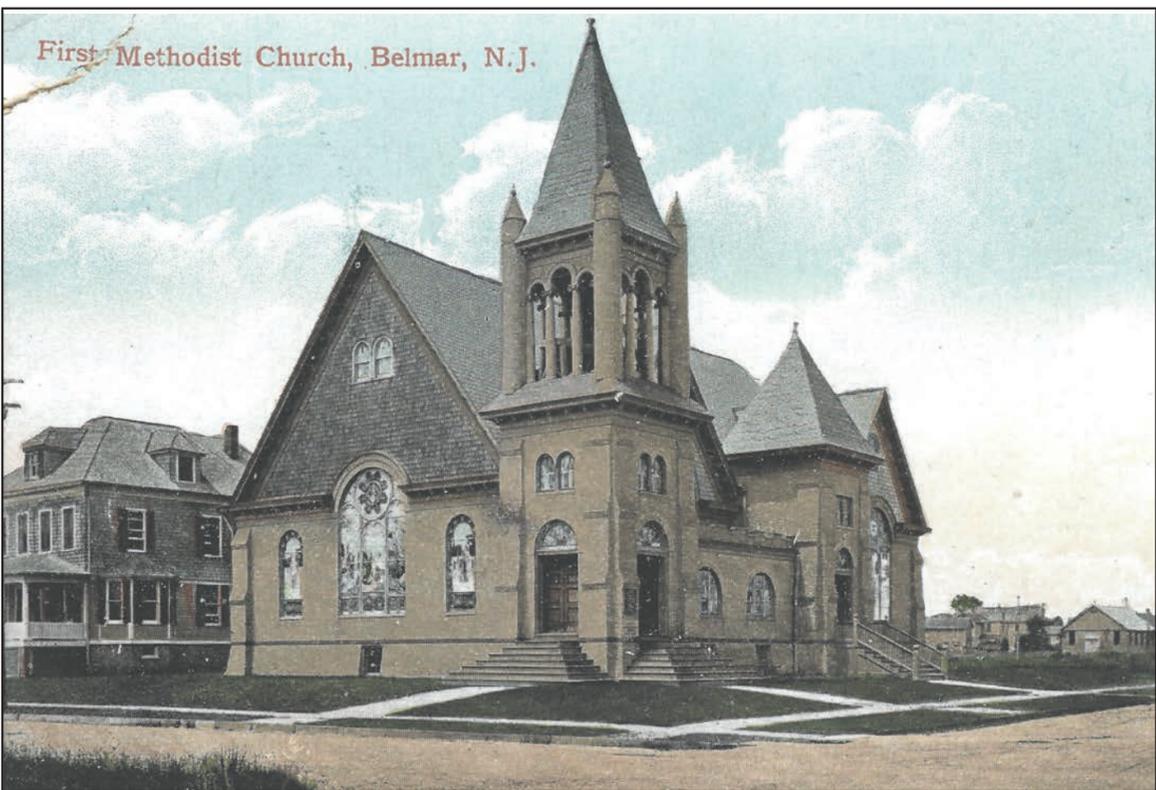
The Calvary Baptist Church originally held services in Huyler's Hall on Tenth and F Street, then moved to a building on Twelfth and F Street and for a while was called Memorial Baptist (or Twelfth Avenue Baptist) Church. When the church relocated to the corner of Thirteenth and E Streets it was renamed Calvary Baptist Church.

The Congregation Sons of Israel located on Eleventh Avenue was organized in 1900 and for seven years held services in hotels and public halls and the Hook and Ladder Fire Company on Eleventh Avenue. The lot was donated by one of the congregation's members and the cornerstone was laid in 1908. In 1922, the congregation formed Belmar's YMHA and YWHA, which lasted for 25 years. In 1926, the Jewish Community Center was added. Today, the temple is vacant.

Out of the seven houses of worship established in the very early years of Ocean Beach [now Belmar], almost every one of them were damaged by Superstorm Sandy in 2012, and five of them remain active today.



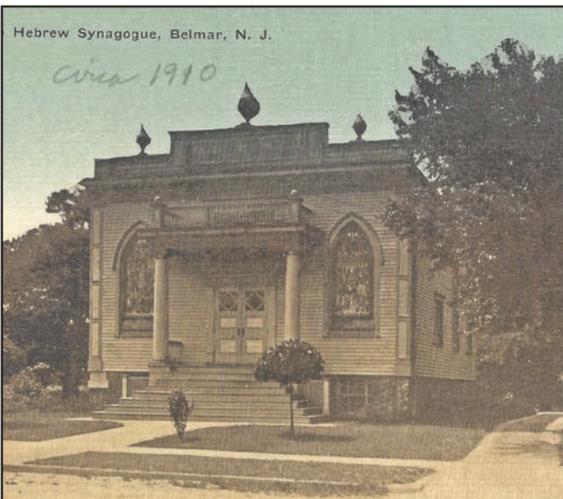
Saint Rose wooden church



First Methodist Church



First Presbyterian Church



Congregation Sons of Israel



Fifth Avenue Chapel



First Baptist



Calvary Baptist

# Grace T. Roper, library director, was pillar of community

BY JOHANNA ROPER-ROBINSON



GRACE T. ROPER

Grace Roper moved to the Borough of Belmar in 1956, joined the library staff in 1962, became the library director in 1963 and retired from the position in January 1993.

Grace was the library director, town historian, storyteller to the children, member of the Planning Board and served terms as president during her 18 years on the school board.

Grace's accomplishments were many and beneficial to the residents of her town. One that stands out was her tying the local library into the county system, a move that provided seamless access to the holdings of a vastly larger catalog.

Grace was a people person and loved the town of Belmar. She adored the children who came into the library from the Belmar Elementary School and St. Rose, to hear her storytelling. The school children, residents and visitors would stop at Mrs. Roper's library desk and ask questions about the history of the town.

Grace would spend countless hours researching the information through scrapbooks and old news-

papers to find the answers. Going through the many resources led her to decide to compile all the information about the town's development into one book. It contains the history of the settling of the community as well as the origins of its buildings, government, places of worship and organizations.

Readers of the book "Belmar In Retrospect" discovered that Captain Kidd visited this community as well as Indians who vacationed here in the 1600s. They also learn that the Borough has a coat of arms and the name Belmar means "Beautiful Sea" in French.

"Belmar in Retrospect" offers many of the golden gems of its history in a form that many will appreciate. The booklet is broken down by interest for quick reference. It has a lot of simple facts that will delight you.

Grace T. Roper was a pillar in the Belmar community. She has impacted many adults' and children's lives with her love of books and people. When people speak of her they will tell you wonderful stories on how she affected their lives. They always say what a beautiful person she was.

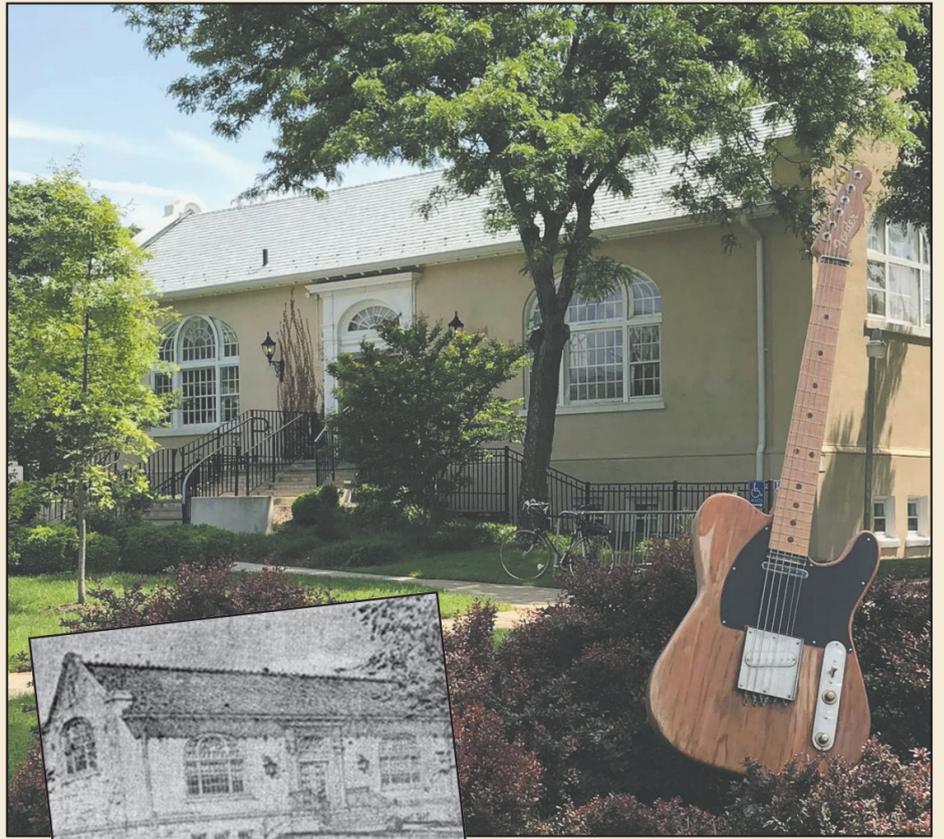
Belmar honored Grace in multiple ways the Mayor and Borough Council declared December 22, 1992 to be "Grace T. Roper Day" in the Borough.

Grace was also honored with a beautiful rose garden and plaque at the library's entrance in honor of her service to the library and Town of Belmar.



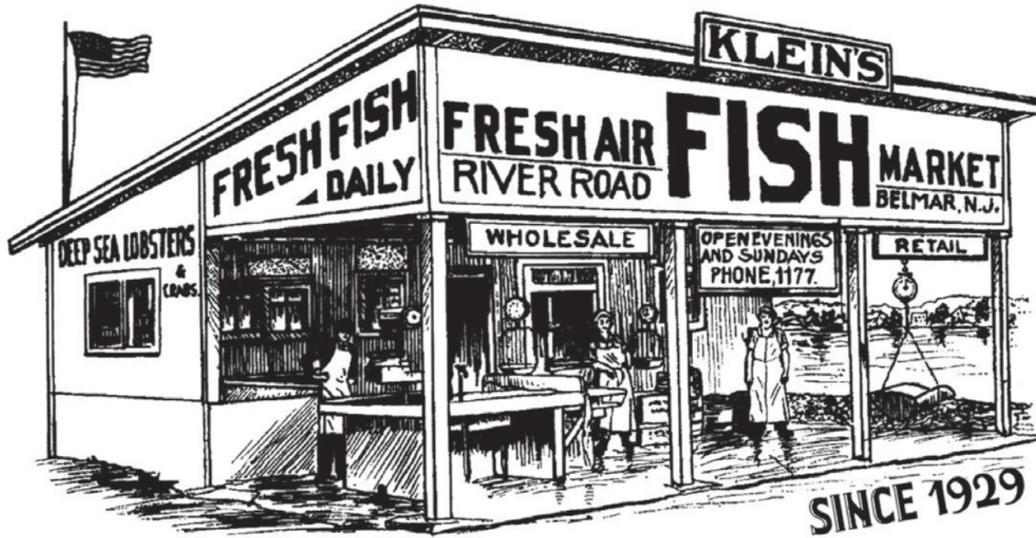
COURTESY OF BELMAR HISTORICAL SOCIETY

Grace Roper was Library Director of the Belmar Library from 1963 to 1993.



The Belmar Library is located at 517 10th Avenue.

# CELEBRATING 93 YEARS



A FAMILY TRADITION SINCE 1929

# KLEIN'S

## BELMAR, NJ

### 732.681.1177

### WWW.KLEINSFISH.COM

RETAIL FISH MARKET,  
WATERSIDE CAFE,  
TIKI BAR

CONGRATULATIONS  
BELMAR

# THEN & NOW



**FREEDMAN'S BAKERY IS NOW BEACH HAUS BREWERY**



PHOTOS COURTESY OF BELMAR HISTORICAL SOCIETY

**HAVENS & HAMPTONS HAS BECOME THE RIVERWALK CONDOS**

## Mike's GIANT SUBMARINES



**708 8th Avenue, Belmar • 732-681-7980**  
**[www.mikesgiantsubmarinesofbelmar.com](http://www.mikesgiantsubmarinesofbelmar.com)**



**Proudly Serving Belmar**  
**For Over 40 Years!**  
**(Since 1981)**



**BERKSHIRE HATHAWAY | Fox & Roach, REALTORS®**  
HomeServices

**#1 Agent in Belmar 2021-2022**  
**Over \$100,000,000 SOLD!**  
**[www.BelmarHomeValues.com](http://www.BelmarHomeValues.com)**



HOVER OVER THE QR CODE BELOW WITH YOUR SMARTPHONE'S CAMERA TO:

- ✓ FIND OUT WHAT YOUR HOME IS WORTH
- ✓ SEARCH NEARBY PROPERTIES
- ✓ CONTACT EDDIE TO DISCUSS MORE ABOUT HOW THE MARKET IS CHANGING



Edward "Eddie" Szumski, REALTOR® Associate  
CELL 732.859.3751 OFFICE 732.449.3200 | 1101 Third Ave, Spring Lake, NJ 07762  
[readywitheddie@gmail.com](mailto:readywitheddie@gmail.com) | [www.ReadyWithEddie.com](http://www.ReadyWithEddie.com)

# THEN & NOW



COURTESY OF BELMAR HISTORICAL SOCIETY

## TAYLOR HARDWARE THROUGH THE YEARS

Top left: Taylor Hardware at their original location on F Street between Seventh and Eighth Avenues, in 1894.

Top right: Taylor Hardware later at their corner of F and Ninth Avenues location.

Bottom: Taylor Hardware at their current location on the corner of Main and Tenth Avenue.



## Congratulations Belmar



*Serving the Belmar Community Since 1894*

**Specializing in Customer Service • Local Delivery**



# Taylor Hardware

*"SERVING THE SHORE FOR OVER 125 YEARS"*

10th Ave. & Main St., Belmar • 732-681-0511

[taylorhardwarebelmar.com](http://taylorhardwarebelmar.com)

**Open 7 Days**

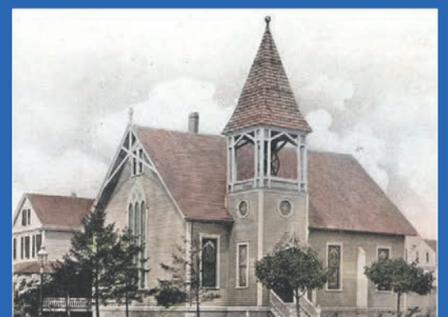


## First Presbyterian Church

600 Ninth Avenue, Belmar

732 681-8685

Is Proud to Celebrate  
Belmar's 150th Anniversary  
as we celebrate our 145th



1881-1926



Join us for  
worship  
Sundays  
at 9 am



# Visitors frequent Belmar hotels

BELMAR HISTORICAL SOCIETY

Visitors are surprised to learn that Belmar was home to six buildings that came from the Centennial Exhibition of 1876 in Philadelphia — the first official world's fair in the United States.

Amazing to us today is the fact that after the exhibition, six of the buildings were dismantled and moved by boat to Belmar, where they became popular destinations along the beachfront.

Two of the hotels, as well as several summer cottages adjacent to the hotels were built by J.L. Hoppock — the Neptune House and the Fifth Avenue House.

### THE NEPTUNE HOUSE

The Neptune House stood on the beach, only 200 feet from the surf. In an article written at the opening of the site, the view was described as commanding “an unobstructed view of the ocean for miles up and down the beach, giving the lover of nature, from its piazza, one of nature’s grandest pictures, and to the invalid the invigorating benefit of its air.”

Descriptions of the site noted the short walk to the Shark River, “the rendezvous of yachtsmen and fishermen,” whose banks “are bold and well wooded, affording shade for those who take pleasure in aquatic sports” and Silver Lake where “the children of the guests of the house find one of their greatest attractions, its shallow water makes it perfectly safe, and its abundance of fish and crabs give the genuine sport.”

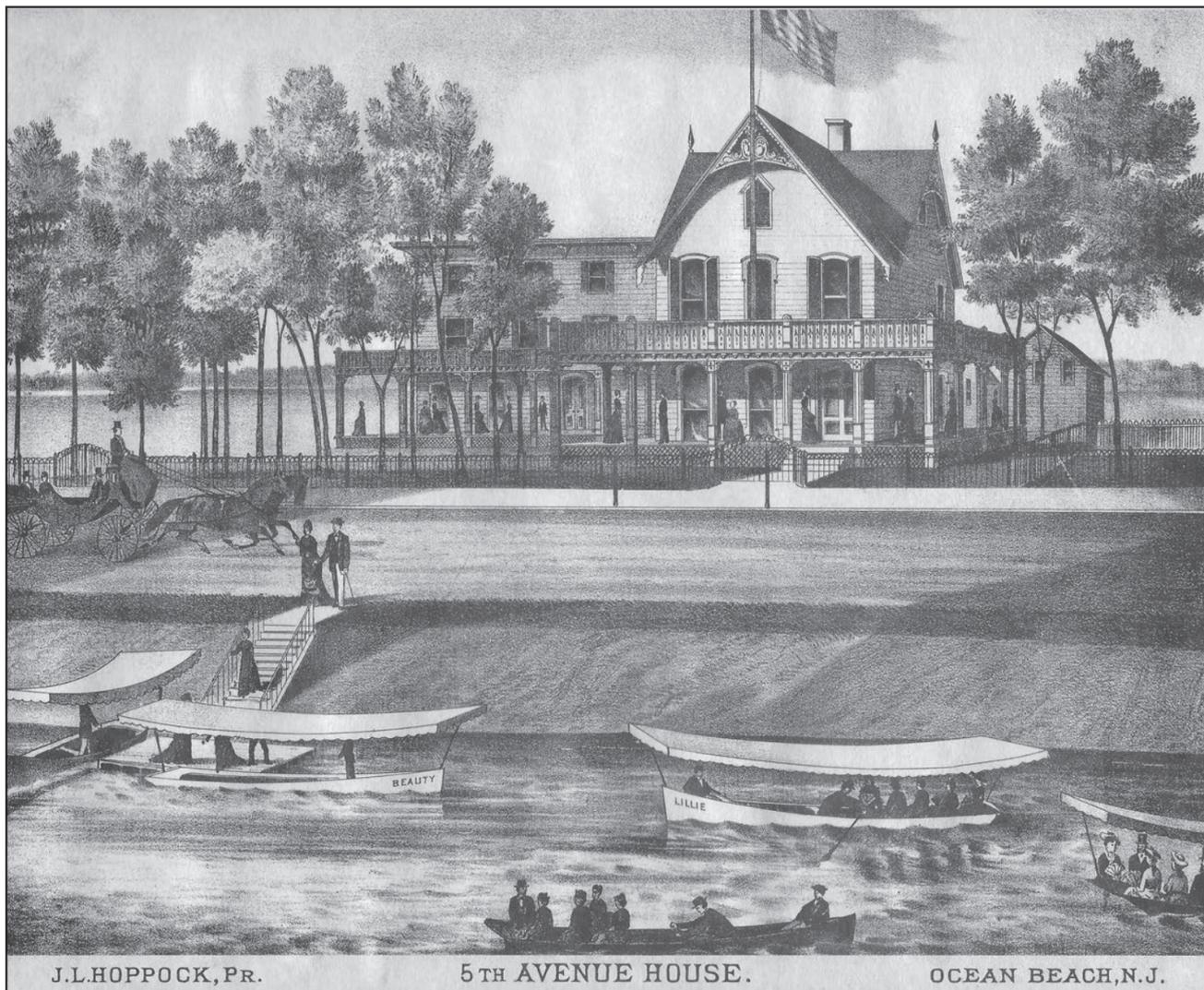
### THE FIFTH AVENUE HOUSE

The Fifth Avenue House was located on the Shark River with a “magnificent view of the ocean and river...surrounded by shaded lawn.”

### THE COLORADO HOUSE

The Colorado House was built “out of the old Kansas and Colorado building, which was one of the landmarks of the great Centennial.” Purchased by Messrs. Kennedy & Wilson of Philadelphia. “In re-erecting it, while they have preserved the original form, they have converted it into a pleasant and convenient sea-side hotel.”

“The building has been placed on a solid brick foundation, raised some eight feet above the level of the beach, which is unobstructed by unsightly bath houses, these having been



Fifth Avenue House.

conveniently arranged in the basement of the hotel.”

“The Colorado contains over one hundred rooms, and the dining-room has a seating capacity for two hundred guests.”

### THE ATLANTIC HOTEL

At the World’s Fair, the Atlantic Hotel was considered “in the same light as the Crystal Palace,” the epitome of monumentality, which was the biggest compliment any building could receive in the late nineteenth century.

With its annex, Machinery Hall, it covered an area of 558,440 square feet, four times the space of St. Peter’s in Rome.”

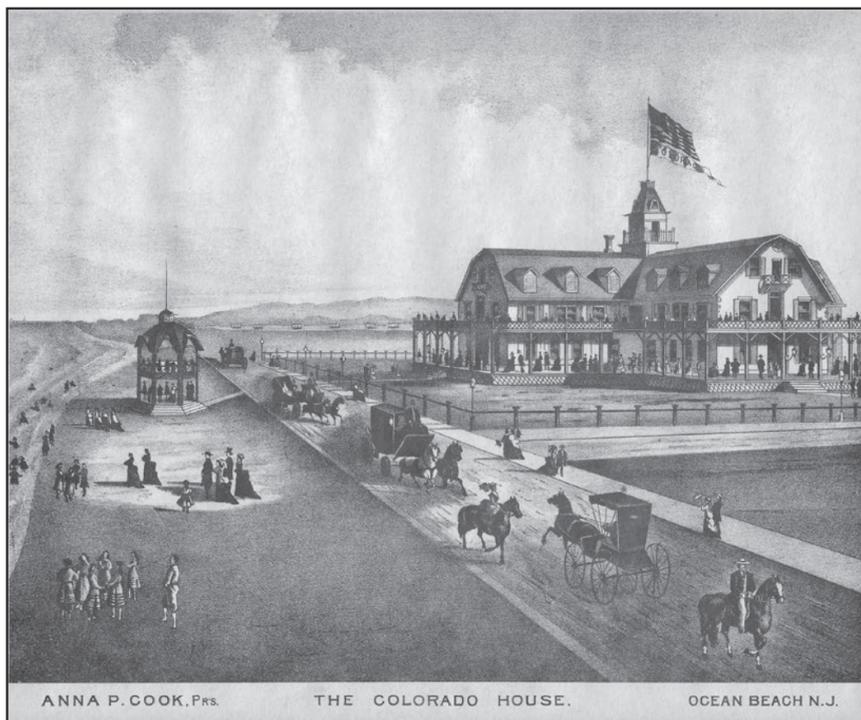
SEE **HOTELS** PAGE 23

COURTESY OF BELMAR HISTORICAL SOCIETY



Neptune House.

COURTESY OF BELMAR HISTORICAL SOCIETY



Colorado House.

COURTESY OF BELMAR HISTORICAL SOCIETY

## Wall Lawnmower SERVICE

OUTDOOR POWER EQUIPMENT

“We fix what you can’t!”

### Congratulations Belmar!

*Christian is proud to serve our shore towns for over 8 years.*

**Call Today. Pickup/Delivery available**

**1717 Hwy 71, Belmar**

**848-404-9188**

**wallawnmowerrepair@yahoo.com**

**wallawnmowerservice.com**

## Congratulations to Belmar on Celebrating 150 Years!

CUSTOM SCREEN PRINTING & EMBROIDERY  
ONLINE TEAM STORES  
**732-280-2921**  
[www.sneakersplus.net](http://www.sneakersplus.net)  
1825 Hwy 35 | Wall, NJ | 07719  
**TARGET PLAZA**

38 Years! That’s how long we have been a part of this community. We are the best local store for athletic footwear, custom apparel and accessories featuring your favorite styles from Asics, New Balance, Brooks, Saucony and Vans. We’ve expanded our in-house production of custom apparel printing and embroidery services with our facility in SLH. Stop in to order t-shirts or sweatshirts for your team, school or corporate event!

**Lending Our Support To Our Local Communities.**



COURTESY OF BELMAR HISTORICAL SOCIETY

Atlantic Hotel.

**HOTELS**

FROM PAGE 22

More than 17 hotels were in operation before 1890. Others include:

The Grandview Hotel - On 10th near Ocean Avenue, C 1910  
The Cochran Cottage - Second and Ocean Avenue, C 1900  
The Cedars - Third and C Street, C 1900

The Brunswick Hotel - Fifth Avenue and Ocean Avenue, c 1910. Originally the "Spanish Building" from the 1876 Philadelphia Centennial Exposition.

Columbia Hotel - Third and Ocean Avenue, c 1916. The original hotel opened in 1878 and was considered the most fashionable. It was severely damaged by a storm in 1893 and had to be rebuilt. It was completely rebuilt in 1917 and then destroyed by fire in 1939.

The Carleton - Ninth Avenue And Ocean Avenue, C 1922  
The Colonial Hotel - 10th Avenue, C 1910

Buena Vista Hotel - Second Avenue and Ocean Avenue, C 1940

The Marlborough Hotel - 13th Avenue and Ocean Avenue C 1920

The Delaware - Northwest corner of 13th and Ocean Avenue, C 1910. The original building was also from the 1876 Philadelphia Centennial Exposition, later renamed the Marlborough Hotel, C 1920.



COURTESY OF BELMAR HISTORICAL SOCIETY

New Columbia Hotel.

*"Congratulations on 150 years and never looked better"*



*Downtown Tile*

Showcasing an Extensive Collection of Unique Mosaics, Natural Stone, Porcelain and Glass Products



904 Main St., Belmar, NJ 07719  
732.894.9415 • [downtowntile.net](http://downtowntile.net)  
By Appointment Only



Belmar truly is the Beautiful Sea!

# THEN & NOW



COURTESY OF BELMAR HISTORICAL SOCIETY

## THE CORNER OF MAIN STREET & 8TH AVENUE HAS BEEN TRANSFORMED

First home to Belmar Motors [top left], then later Sea Coast Chevrolet Oldsmobile, [top right] the corner of Main Street and 8th Avenue has been transformed today to a multi-use building with Stay Gold Cafe in the corner retail location [bottom right].



FOURTH N MAIN  
MODERN AESTHETICS LOUNGE

**HOW OLD YOU ARE  
IS YOUR BUSINESS...**  
**HOW YOUNG YOU  
LOOK IS OURS.**



**BOTOX | FILLERS  
SKIN TIGHTENING**

**TATTOO REMOVAL  
SEXUAL WELLNESS  
BODY CONTOURING**



**LASER HAIR REMOVAL  
HYDRAFACIAL  
SKINCARE**

*Celebrating Belmar*

FOURTHMAIN.COM  
732.997.3186 | ASBURY PARK, NJ

Instagram icon | FOURTHMAIN



## Happy 150th Anniversary, ▶▶▶▶▶▶ BELMAR ◀◀◀◀◀◀

**Dr. Jodi  
Kinney, DC**



**Kinney  
Chiropractic**

**Drugless Solutions to Help Belmar  
Feel Better Fast & Get Back to Their Lives**  
*Chiropractic • Massage Therapy • Acupuncture*

Schedule Your Appointment

**\$49** Complete  
Chiropractic  
Health  
Screening

\$49 for a complete chiropractic health screening including a consultation, exam, x-rays if necessary, a report of findings, and a plan of action.



Facebook icon | Kinney Chiropractic Most Insurances Accepted

**1600 Route 71, Unit 4, Belmar  
732-894-3333**



PHOTO COURTESY OF CATHY GOETZ

Belmar Historical Society volunteers present the borough council with a check from its fundraising efforts to repair the Doughboy statue. In return, the group also received recognition for its work.



PHOTO COURTESY OF CATHY GOETZ

Standing in Memorial Field on West Railroad Avenue, the 87-year-old Doughboy monument was vandalized in September 2016 when a portion of its rifle was broken off and it was loosened from its base.

## Doughboy statue repaired in 2016

BY L. MADDALENA  
BELMAR HISTORICAL SOCIETY

Disheartened that vandals damaged the 87-year old Doughboy statue in Belmar, the Belmar Historical Society took action.

A portion of the statue's rifle was broken off and "The Spirit of the Doughboy" stat-

ue was loosened from its base in 2016. No one was arrested for causing the estimated \$17,000 in damages.

The BHS inspired a generous community to rally and contribute the funds for the repairs. Because the monument is made of pressed copper, Belmar Historical Society had to overcome diffi-

culties obtaining bids for the repair project.

The Doughboy statue was erected in 1930 by the American Legion of Belmar to recognize 102 borough residents who served in World War I. It is one of eight such monuments in New Jersey created by sculptor Ernest Moore Viquesney. Visible from the

Route 35 bridge in Belmar's Memorial Field, often referred to as Doughboy Park, the sculpture depicts a World War I infantryman advancing through the stumps and barbed wire of no-man's-land with a rifle in his left hand and a grenade in his raised right hand.

"Doughboys" became the most enduring nickname for the troops of General John Pershing's American Expeditionary Forces, who traversed the Atlantic to join war-weary Allied armies fighting on the Western Front in World War I. There are many origin stories for the "Doughboys" nickname. One with strong

historic support attached early to the Americans from U.S. military operations on the Mexican border, where the foot soldiers were covered in white adobe dust, called "adobes" or "dobies" by mounted troops; others laughingly referred to the doughy snacks the men enjoyed from the volunteer centers.

## Old homes capture the 'Heart of Belmar'

BELMAR HISTORICAL SOCIETY

The Belmar Historical Society (BHS) is seeking to identify the wonderful old homes in the Borough. According to Pat O'Keefe, founding member, some of these homes were created with sections from older buildings, such as the former railroad station.

"It was not unusual to salvage pieces of a structure, such as a wall or even a roof to use in the building of a new home or store," explained O'Keefe. "For example, at the time of Belmar's founding in 1873, several hotels were actually transported here by barge from the 1870 World's Fair in Philadelphia. The hotels were elegant and popular. Unfortunately, they were

built of wood, so we lost many to fires over the years."

The landscape of Belmar is rapidly changing as the architectural styles of older homes are replaced with more modern structures. To capture the heart of Belmar, according to O'Keefe "the BHS continually tracks and categorizes the homes in the borough. To accomplish this, we invite homeowners

to send us photos of their home, perhaps a before and after shot if the building is being renovated." A photo of the house and description of renovations with a before and after photo might capture an interesting detail such as "a widow's walk, a turret, fireplace, stained-glass windows or even an old structure such as a barn still on the property."

The BHS invites all residents to share the home's history to add to its collection. "Documents confirming the date of construction and original owners, builders or architects are important to preserve" notes O'Keefe. Photos of newer homes on original footprints are also welcome with before and after photos taken from the same view.

"We are looking to save the story of the property" explained O'Keefe. "Many of our homes have a unique history or event worth capturing and preserving such as its former life as a boarding house or business. Our buildings are the history of Belmar."

# CELEBRATING 100+ YEARS OF SURF IN BELMAR



Belmar's rich cultural history is full of superstars in every generation.

Summertime Surf School ([www.summertimesurf.com](http://www.summertimesurf.com)) celebrates those who paved the way for surfing's unique culture to prosper on the Jersey Shore.

### 1918 - DUKE KAHANAMOKU VISITS BELMAR

The Olympic gold medalist and forefather of modern surfing wins the Ocean Mile Swim & Lagoon Race. Duke's famous surfing demonstrations showcased the ancient Hawaiian art and exposed the local people to "the sport of kings" for the first time.

### 1964 - FIRST SURFING BEACH ESTABLISHED

Belmar legend Cecil Lear lobbies to establish 3rd avenue as the first beach in NJ where surfboards are permitted during lifeguard hours.

### 1967 - FIRST PROFESSIONAL SURF ORGANIZATION

Belmar hosts the first contest and league for New Jersey surfers to congregate and compete under Cecil's direction.

### 1970'S & 80'S & 90'S - THE "OUTLAW" YEARS

Surfing's countercultural stigma keeps surfer's unique skillsets from being celebrated by society at large. Locally, Belmar's surfing culture is kept alive by heroes with last names like the Van Der Lin, Loyd, McCudden, McGillis, O'Neil, Buckley, MacNamara, Iglay, Lippencot, Cesareo, Lavendar, Dalton, Harsin, Tarrant and many others who quietly and not-so-quietly stand up for surfer's rights to be radical.

### 2006 SUMMERTIME SURF SCHOOL ESTABLISHED

Ushering in a new era, NJ's first full-time surf school establishes itself as the premier place to teach & learn the practices and values of the surf & ocean lifestyle. Local families and visitors to Belmar are presented surfing as a healthy lifestyle to be enjoyed by all.

### 2023 - THE FUTURE OF SURFING

What will you do to contribute to Belmar's rich surfing culture? While the future is uncertain, the past has proven that surfing in Belmar is here to stay. Get on board!

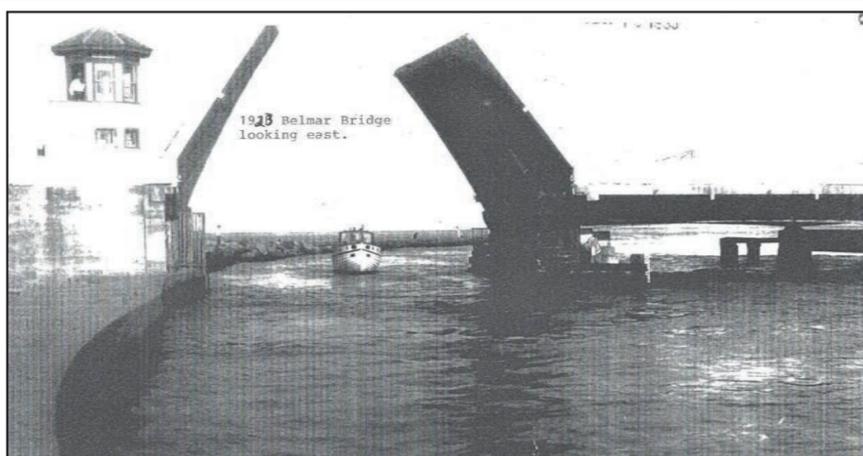


Cecil Lear 1965



BELMAR HISTORICAL SOCIETY

The F Street Bridge and trolley.



BELMAR HISTORICAL SOCIETY

1923 Belmar Bridge looking east.

# Four bridges to Belmar

BELMAR HISTORICAL SOCIETY

A story about the bridges over Belmar is also a story about Shark River. The founding fathers were attracted to this particular location precisely because of the beautiful river, the ocean and the cool summer breezes!

In 1872, a group of businessmen decided to form a real estate investment group and buy land to build a new community. This group consisted of men who had mostly been vacationing during the summer months in Ocean Grove, which was a Methodist Camp Meeting Association.

According to the history in the Belmar Historical Society's (BHS) archives, the only bridge that crossed the Shark River at that time was built in 1856. It was a wooden bridge with wooden supports and was built to accommodate horse and carriage. It was most likely the bridge these men crossed heading south to look for land.

The real estate investors called their new venture Ocean Beach Association, purchasing just under 400 acres of land from local farm-

ers, and began to lay out the lots in a 12 block grid, with 50x150 lots. They quickly realized the importance of the railway to the success of their new real estate venture. The shareholders reached out to the New York and Long Branch Railroad to plead their case for the railroad to expand south from Long Branch to Ocean Beach. In just three short years, the railroad built the railroad bridge (which was a fixed span) and the first train arrived in Ocean Beach on September 7, 1875. Ocean Beach changed its name to Belmar in 1889.

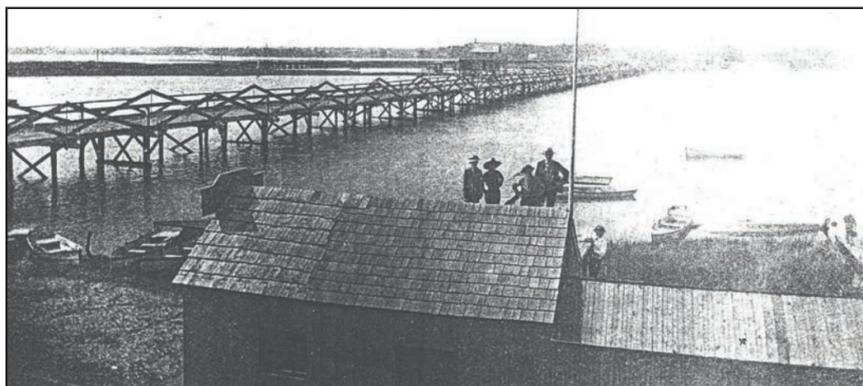
In 1896, the old wooden bridge over Shark River was replaced. The new bridge had concrete supports, steel railings and wood planking, still a design for horse and carriage. It was a toll bridge and the cost was 10 cents for a horse and carriage! There was a walkway to the side of the bridge for pedestrians. When the days of the automobile arrived in the early 1900's, the bridge had to be shared with both the automobiles and the horses.

In 1898, the Atlantic Coast Electric Railway Company

began laying tracks for a trolley. So now we have a trolley track bridge to the west of the walkway, more toward the river. The last trolley ran on September 30, 1931.

Shark River's existence as a navigable river was in question 150 years ago. In the inner river, there were several boathouses where you could rent a rowboat, go fishing, or go on a sailboat ride, and it was extremely popular for its oysters. But there was no access to the ocean.

Around 1912, Belmar, Avon and the state started spending a lot of money to build the south and north jetties at the inlet, and continue with bulkheads into the river inlet. The state contributed around \$50,000 and Belmar and Avon were required to contribute \$20,000. The work was extremely difficult, with horrendous weather conditions impeding the progress along with contractor issues. It wasn't until 1919, a hearing was scheduled in Belmar to discuss the proposed construction of a drawbridge on Ocean Avenue. Traffic from Asbury Park south was horrendous as there was only



BELMAR HISTORICAL SOCIETY

An 1856 view the Belmar bridge over Shark River at F Street (present day Main Street).

one route to cross Shark River and that was through the main streets of the local towns.

Belmar and Avon started paving Ocean Avenue in anticipation of a new bridge. The county finally built the bridge on Ocean Avenue and it opened in 1923. While it was a drawbridge, the boats were having a difficult time navigating through the opening because the channel would change with the shifting sands, and sometimes close up completely. There was a bridge tender who opened the bridge for boat traffic, but it was a part-time position that left boaters frustrated.

Boaters started to complain and the state began to realize Shark River could be a real asset. Boaters had no safe harbor for 60 miles from Sandy Hook to Barnegat Bay!

About 1923, the state was talking about building a bridge west of the F Street bridge over Route 35. The surrounding towns were excited as it would alleviate the congestion away from their towns, especially during the summer months. That bridge was dedicated in 1928, but initially it was not a drawbridge. At this point in time, the only drawbridge was Ocean Avenue bridge. The F Street bridge and railroad bridge were fixed bridges. But they built the Route 35 bridge with the capability of adding the draw mechanism later, should the boat traffic warrant it, which it did in the 1930s.

In the late 1920s, the F Street bridge was a problem as the country was now in the age of automobiles,

while the bridge had been built for horse and carriage. So the state planned on a new bridge for F Street. The new bridge was built by the American Bridge Company at a cost of \$400,000 and dedicated in 1933. This bridge won first prize in a national contest sponsored by National Business Magazine for the most beautiful bridge.

The railroad bridge was always a controversial issue. The New York and Long Branch Railroad contended the Shark River was not a navigable river, therefore, they would not agree to build a new railroad bridge. Whenever the wooden train trestle needed repairs, they would install a new wooden support, but never remove the old wooden pilings which became a menace to the boaters and interfered with the flow of the water. The railroad bridge was now over 50 years old (and a fixed wooden bridge) but the railroad company would only agree to raise it two feet. The War Department at that time was in charge of rivers and bridges and ordered the New York and Long Branch Railroad Company to build a new drawbridge and build it to the same specifications as the new F Street bridge. The new railroad bridge was dedicated in 1937.

The county recognized the need for a new Ocean Avenue bridge and a new bridge was built by the Merritt and Mecklien Corporation and dedicated in 1937. This bridge won honorable mention in a contest sponsored by the Institute of Steel Construction.

Shark River is the only river to be spanned by two award-winning bridges.

With all of the bridges being planned, Belmar and the state were looking at Shark River, which was a lot of mud flats with no channel. Building draw bridges was meant to bring big boats into the inner Shark River. So the state started spending money on dredging the inner river and shoring up the bulkheads and jetties and creating a channel.

The Borough of Belmar spent \$350,000 on docks and developing the marina basin from Eighth Avenue all the way to K Street. They built docks to accommodate 75 boats, and the slips were quickly rented as many boaters had been waiting for an opportunity to dock their boats closer to their residences.

Today we still have four bridges. The only new one is the Route 35 fixed-span bridge that was completed in 2002. The Main Street bridge was built in 1933 and is scheduled to be replaced in the near future, and the railroad bridge and the Ocean Avenue bridge were both built in 1937.

If you look closely at the photo of the old 1856 F Street bridge, you will see a building in the middle. In the late 1800s, it was called Riggs Boathouse and there was access to it from the F Street bridge through a gate. When the new bridge was built in 1933, the boathouse still existed and there remains today on the Main Street bridge a blue gate on the west side of the bridge that once led to that boathouse.

## Congratulations Belmar!

Join us during our  
**END OF SEASON SALE!**



**15-30% OFF**  
Floor Models  
this August and September

# FITNESS LIFESTYLES

37 Route 35, Neptune, NJ 07753  
732-775-1630  
FitnessLifestyles.com

**Happy Birthday Belmar!**

**TEA ROOM**

**SWEET TEASE**  
604 MAIN STREET BELMAR, NJ

**732-722-8030**  
BAKERY CAFE

Open Wednesday - Sunday 8am to 3pm

4 course Afternoon Tea served at 11am and 1pm (reservations required)

Specialty tea and coffee lattes & specialty drinks

Cupcakes to Croissants ~ Scones to Sandwiches all baked from scratch in our kitchen

Private parties for 10-50 guests ~ Catering and rentals





[sweetteasetearoom.com](http://sweetteasetearoom.com)

# A look at Belmar mayors past

**CHRISTINA M. SPINA, TRUSTEE**  
BELMAR HISTORICAL SOCIETY

Even if you cannot name all 24 mayors in Belmar's 150-year history, at least a few of their names should be familiar. Many of Belmar's well-known landmarks — Taylor Pavilion, Maclearie Park, and Pyanoe Plaza — are all named after some of Belmar's most popular mayors, but there's plenty to learn about other past public servants.

**CHARLES H. THOMPSON**

Even though Belmar (then called Ocean Beach) was formally founded on Aug. 31, 1872, by the Ocean Beach Association, it wasn't until May 1885 when a borough commission was established, with seven commissioners elected to each serve one-year terms. From that original commission, Charles H. Thompson was named Belmar's first president. Thompson was a medical professional, having graduated in 1868 with a doctor of medicine degree from what is now Columbia University. He served two terms as president of the borough commission from May 1885 to July 1887 and created the borough's first board of health. This board would be abandoned in 1928 when a new commission form of government was put in place.

**JAMES S. HUYLER**

Even though Huyler served multiple terms as president, his records of service are limited. His first term in office lasted barely a year, from July 1887 to May 1888.

In 1890, the borough commission form of government gave way to a mayor and council, with mayors serving two-year terms. Huyler then served as mayor from November 1890 to May 1892. Charles H. Thompson was again elected to lead and served two more consecutive terms from May 1892 to March 1896.

**HENRY H. YARD (H.H. YARD)**

Between Huyler's stints as president was Henry H. Yard. Yard was first elected as one of the seven original commissioners in 1885 — a surprising move, as he was involved in litigation with the Ocean Beach Association at the time, stemming from a dispute in land ownership that started in 1881. It was written in the Coast Democrat in 1886 that when the verdict favoring the association was finally handed down from the state, Ocean Beach property owners rejoiced and

hung banners from their homes in celebration. An opinion piece in the paper stated, "Mr. Yard is perhaps the most unpopular man in our community. Self-assertion and 'nerve' have been the chief characteristics observed in him since he has come among us." Despite the bad press, Yard was elected as mayor two years after this decision, serving from May 1888 to November 1890.

**WILLIAM S. JACKSON**

After Thompson's last term in office, William S. Jackson was elected mayor in March 1896 and served through April 1902 while simultaneously working as Belmar postmaster. Born in 1845, Jackson fought in the Civil War and upon returning home to Pennsylvania became a farmer. After his move to Belmar in 1885, Jackson's first job was given to him by H.H. Yard, working as an outside superintendent at Yard's properties. Jackson went on to run a pharmacy at the corner of Ninth and F Street and served on the Belmar Board of Education. Jackson died at his home in Philadelphia in 1921.

**ALBERT W. BENNETT**

Bennett was born in Holmdel and worked as a blacksmith at Monmouth Racetrack. After holding office from April 1902 to January 1906, Bennett served as the local coroner. In 1913, Bennett made headlines for receiving a direct confession of murder from a man who had shot and killed his wife's lover. Bennett died in 1914 at the age of 53 after a long bout of pneumonia. In the months prior to his death, Bennett was one of five men indicted for alleged election frauds in Belmar, with his trial being put on hold due to his illness.

**PAUL C. TAYLOR**

The first of two Taylors to serve as mayor, Paul served one term from January 1906 to January 1908. His son, John A. Taylor, for whom Taylor Pavilion is named, would also serve as mayor 60 years later. Paul was the original proprietor of Taylor Hardware, established in 1894 and selling everything from ammunition to furniture and dry goods. After leaving office Taylor was elected one of the directors of the New Columbia Hotel Company. He also served on the board of education and was director of the First National Bank of Belmar.

**COLEMAN A. GIBBS**

Serving from January 1908 to January 1912, the Taxpayer's Association demanded Gibbs' resignation in 1911, which he refused. The association, made up of Belmar summer residents from New York, Newark, Jersey City, and Elizabeth, charged the mayor with gross mismanagement and lavish expenditures without adequate returns.

**ROBERT W. POOLE**

A well-known banker in Asbury Park, Poole was the youngest bank cashier in the state when he was named to the position at the First National Bank of Belmar in 1907. Poole went on to become president of the First National Bank of Farmingdale and served as Belmar mayor from January 1912 to January 1918, during which time the Belmar Public Library opened. Poole died in his home on Ninth Avenue in November 1924 at the age of 42.

**GEORGE W. VAN NOTE**

Serving from January 1918 to July 1920, introduced the first Belmar flag on the evening of April 18, 1918 when it was entrusted to the care of the Belmar Battalion, New Jersey Militia Reserve. The coat of arms was adopted by the Borough Council two weeks prior on April 2, 1918. The coat of arms design was based on sketches submitted to the council by future colonel and mayor, Major William B. Bamford.

Van Note resigned office to focus on duties of his job as the Federal Director of Prohibition for the State of New Jersey after the passing of the 18th Amendment. Van Note returned to briefly serve as mayor again in 1926 while also employed in the Wall Township school system. During this time Van Note ordered the Belmar Police Department to issue smiles along with their tickets, stating, "A policeman should be as free with his smiles as he is with summonses." Van Note died in Asbury Park in 1940.

**COOK HOWLAND**

As president of the council at the time of Van Note's resignation, Howland was named acting mayor and served briefly until January 1921. Howland won re-election to the council and was appointed to serve as New Jersey's first borough manager in 1921, carrying a salary of \$2,000. In 1926, Howland was named Belmar Chief of Police. In his younger years, Howland was a driver for James A.

Bradley, founder of Asbury Park. Howland died in Neptune City in 1965.

**COL. WILLIAM B. BAMFORD**

A Princeton University graduate and originator of the Belmar coat of arms, Bamford served as mayor from January 1921 to January 1924. He was a nationally known engineer and architect, and veteran of the Spanish-American War, where he was stationed in Puerto Rico, and World War I. Mayor Bamford was also active in the Monmouth County Boy Scouts and the American Red Cross, who awarded him with the Distinguished Service Medal for his work in public welfare. Col. Bamford died in April 1945 at his home on Tenth Avenue. In his will, Bamford left \$150,000 to the National Academy of Science and smaller amounts to other various organizations. Bamford was expected to leave an additional, substantial, amount to the Borough of Belmar, but he later claimed that "events have occurred" that caused him to believe the residents cannot be trusted on their selection of municipal officials. He did however, leave \$5,000 in a trust to be used by the Belmar school district, and his large collection of Belmar artifacts and documents went to the Monmouth County Historical Association.

**JOSEPH A. MAYER**

Mayor from January 1924 to May 1935, Mayer was the first to declare the third Saturday of August as Belmar Silver Lake Carnival Day, where water activities and entertainment took place at Silver Lake for many years after. Mayer also took part in the Doughboy Memorial dedication in May 1930. Mayer left office after being elected as a Monmouth County Freeholder, eventually becoming Director. Mayer died in 1942 after a short illness.

In 1927 Belmar adopted the commissioner form of government, which lasted until 1990 when the borough switched to the small municipality form that exists today. The small format calls for staggered three-year terms for council members, with an elected mayor serving four-year terms.

**CLARENCE R. STINES**

Mayer took a brief absence from duties in 1925, handing the office over to Clarence R. Stines, a Belmar building and board of health inspector. Stines also worked for 40 years as the treasurer of the Belmar

Hook & Ladder Fire Company. He died an unexpected death at his home on Twelfth Avenue in 1940.

**THOMAS S. DILLON**

Dillon served from May 1935 to July 1937 before he passed away from a heart attack while in office. He was born in Boston, Massachusetts, but was educated in Lakewood before eventually moving to Belmar, residing in the borough for 46 years. A longtime railroad ticket agent and manager of the Belmar branch of Western Union Telegraph, Dillon was also a borough assessor, a finance commissioner, and from 1914 to 1917 was the Monmouth County coroner. Dillon was active in the Belmar Kiwanis and Knight of Columbus, and was an avid supporter of the Belmar Braves baseball team.

**GEORGE G. TITUS**

Titus served as pallbearer for Dillon along with future mayor Leon T. Abbott, and was named acting mayor until being elected to the position in August 1937 and holding office until May 1939. Titus was an active citizen and served as borough assessor, sat on the school board, and was a founder and charter member of the Union Fire Company. Like many mayors before him, Titus was also a postmaster. In 1943 he was serving as director of the water department when he suffered a heart attack and died at his home on Sixth Avenue.

**LEON T. ABBOTT**

Holding office from May 1939 to May 1947, Abbott was a bank chairman and savings and loan association president. Abbott was a lifelong resident of Monmouth County and moved from Freehold to Belmar in 1920, starting a heating and plumbing business in the borough in 1922. Abbott served in World War I and was a longtime member of American Legion Post 151.

**PETER MACLEARIE**

The election of Maclearie in 1947 kicked-off what would become two decades of service as Belmar's mayor. During his time in office, Maclearie would help revitalize the borough's business district and bring new businesses to the Belmar Mall, improved the beachfront by tearing down and replacing dilapidated buildings, and was an instrumental part of bringing senior housing to the borough. Maclearie held numerous positions within the county as well, becoming

the first chairman of the South Monmouth Regional Sewerage Authority, was a member of the Monmouth County Republican Executive Committee, and was a former president of both the New Jersey League of Municipalities and the Monmouth County Municipal Association. Maclearie owned a door and glass company with his father, and his oldest son Peter H. was the mayor of Spring Lake Heights. Maclearie Park along Route 35 was named so shortly after his death in July 1974.

**JOHN A. TAYLOR**

Born in 1912, John was the son of former mayor Paul C. Taylor, and worked at his father's hardware store after attending college at the University of Alabama. Taylor was appointed a commissioner in 1953 and served before becoming mayor in 1967. Taylor was a member of several organizations including the Belmar Elks, Goodwill Hose Company, and the Belmar First Aid Squad and was president of The Belmar Board of Education and Belmar Kiwanis.

Bill Connor bought the store when Taylor retired from the business in 1978, and Taylor Hardware continues to operate as a family-run business. Taylor served again as a commissioner until 1982. The pavilion on Ocean and 5th Avenues was named in Taylor's honor in 1983.

Taylor died in 2001 and was honored by then Mayor Kenneth E. Pringle, recognizing him as one of the greatest civic and community leaders in Belmar's history. Taylor's wife Doris would cut the ribbon on the new Taylor Pavilion in 2017 after the original structure was destroyed during Superstorm Sandy in 2012.

**FRANCIS A. PYANOE**

Pyanoe Plaza in the center of Belmar's downtown was developed and named in 1994 for the likable mayor who held office from May 1979 to May 1987. He lived his entire life in Belmar, attended St. Rose High School, was a World War II Navy veteran, and owned a tile and marble business in town. He was first elected to the commission in 1973 and served on the Planning Board from 1973 to 1987. One of his favorite activities as mayor was performing marriages, uniting couples in Manasquan, Avon, Bradley Beach, and Asbury Park. Pyanoe died in January 1998.



**GIG MORRIS FLORIST**  
where each petal on every flower is unique

1600 Rt. 71, Belmar  
732-681-1909  
www.gigmorris.com

*Celebrating over 60 years in Belmar*



**Bing's**  
BEACH HOUSE DELI  
732-988-6746

**VOTED #1 PORKROLL**  
by nj.com!

**222 Main Street**  
Avon-by-the-Sea

MON.-SAT. 6:30AM-2PM  
SUN. 7AM-2PM

facebook.com/BingsDeli

**Subs**  
**Sandwiches**  
**Salads**  
**Catering**  
**Party Platters**  
**Local Delivery**

As Featured on:



**Hilary, Martin & the Bing's Family**  
Wish Belmar a  
**Happy Anniversary**

# ORDER ON OUR APP!

REWARDS, OFFERS, ORDERING, DELIVERY & MORE!



OVER 125 STORES IN THE NY, NJ & CT AREA!

See what makes us A Sub Above®. Visit [jerseymikes.com](http://jerseymikes.com)