

Coll. 205

Asbury Park, 1880-2013



Monmouth
County
Historical
Association

Processed by: Denise Garis
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INTRODUCTION

In 1871 James Bradley, a New York manufacturer and visionary, founded Asbury Park by purchasing a track of woodland for \$90,000 with the intention of transforming this property into an unparalleled seashore city. James Bradley, pushing for a modern sewer system, made Asbury Park the state's first coastal community. The city of Asbury Park, named in honor of Bishop Francis Asbury, the first Episcopal Bishop ordained in the United States, was incorporated as a city on March 25, 1897. In 1906 Asbury Park expanded its borders with its annexation of lands to include the western portion which was previously part of Neptune Township.

With this land expansion, it's not surprising that in the 1900s many hotels and restaurants sprung up on Ocean Avenue filled with travelers who often visited Springwood Avenue, the center of the city's working class neighborhood. In 1927 Walter Reade opened the Mayfair Theatre reflecting the dawn of talkies and a group of Asbury Park doctors founded what is today Jersey Shore University Medical Center in Neptune.

During the 20th and 21st Centuries the cityscape displayed a wide range of architecture, buildings from such styles as Victorian, Gothic, Federal Revival and Modern structures. Particularly, the Atlantic Coast Electric Company, precursor to Jersey Central Power and Light, erected an eleven story Art Deco skyscraper at the corner of Bangs and Emory, the tallest elevator building in the Jersey shore north of Atlantic City. Additionally, New York Architect Whitney Warren designed the Beaux Arts buildings, the Paramount Theatre and Convention Hall complex, and the Casino area and Carousel House.

Furthermore, many famous people were born in Asbury Park: comedian Bud Abbott, Diana Lewis, actress and wife of William Powell, actor Danny Devito, and TV host Wendy Williams while still others were residents of the city Margaret Widdemer, Pulitzer Prize winning writer, and Stephen

Crane, author and journalist whose teenage home has become a museum, and Lorenzo Harris, sand sculptor. Still others performed at the Convention Center -- Ragtime musician band conductor Arthur Pryor, 40s band leader Harry James, and at the Paramount Theatre -- Frank Sinatra, the Rolling Stones, Elton John, and in 1973 Bruce Springsteen released his first record album, *Greetings from Asbury Park* as a tribute to the Jersey Shore.

Today with over 15,000 residents Asbury Park stands as once again one of the most popular seaside cities in the state of New Jersey. Throughout its history many businesses and organizations have changed, but some have stood the test of time. Hotels such as The Asbury Hotel, Berkeley Oceanfront Hotel, and Asbury Park Inn, landmark churches such as Trinity Church established in 1892, as well as businesses such as Hogg Plumbing, Heating, and Cooling, around since 1900, still thrive. Non-profit organizations like the Jersey Shore Rescue Mission formerly known as the Market Street Mission, The Salvation Army (1918), and the Asbury Park Rotary Club (1919) also still remain. More recent organizations and non-profit businesses such as the Boys and Girls Club of Monmouth County, Jewish Family Twice as Nice Thrift Shop and The Center which supports those suffering for Aids and their caregivers continue to reflect Asbury's strong sense of commitment to the community and to those less fortunate. Lastly, Asbury Park's rich musical history resides within the newly renovated Paramount Theatre and Convention Hall and at Bruce Springsteen's hangouts, The Wonder Bar and The Stony Pony, where local rock bands can be heard by thousands walking along the beach during the summer.

SOURCES OF INFORMATION

Asbury Park 1975-76. Asbury Park: Asbury Park Chamber of Commerce, n.d. Print

James A. Bradley and Asbury Park. Asbury Park: Bradley Memorial Committee by Associated Reporters, 1921. Print.

110 Years Celebrate Asbury Park 1897-2007. Asbury Park: Jewell Marketing Associates, in Cooperation with the City of Asbury Park, 2007. Print.

Know Our Town. N.P.: Resort Bureau Convention Hall - Boardwalk, n.d. Print.

<http://www.apboardwalk.com>.N.P.,n.d. Web.

<http://www.visitnj.org>.N.P., n.d. Web.

<http://www.census.gov/quick facts/table/PEI 20213/3401960>.N.P. ,n.d. Web.

SCOPE AND CONTENT NOTES

This collection runs the gamut of resources from advertising materials such as brochures, newspaper ads, corporate stationary and letters, business cards, and invoices, to office documents such as bank statements and stockholder and real estate forms. In addition it provides a personal and informative glimpse of 19th and 20th Century Asbury through its invitations and letters, library cards, postcards, restaurant menus, train schedules, newsletters, club enrollment cards and tickets

to various social events and activities, and concert programs. It also includes a discovery map and souvenir albums with images of Ocean Grove and Asbury Park. Finally, an 1882-1883 diagram of Asbury Park details its sewer main.

This vast collection spans the time frame from 1880 through 2013.

Researchers seeking information on the social and commercial aspects of Asbury Park would benefit by this collection not to mention those searching for biographical material on James Bradley, Asbury Park's founder and Arthur Pryor, late 19th to mid- 20th Century musician and conductor.

SIZE OF COLLECTION

The collection consists of two boxes of 17 folders—one, containing various subjects ranging from arts and entertainment to historical personalities and a second box, containing the entire sewer main diagram of Asbury Park, the first sewage system on the Jersey Shore.

SERIES COLLECTION

Box I

Series I.

6 folders.

Asbury Park businesses with specific subjects including arts and entertainment; banks, insurance and real estate; transportation; guides and directories; hotel; retail companies.

Series II.

1 folder.

Asbury Park clubs and organizations from the Ariel to the Rotary Club

Series III.

5 folders.

Oversized folder dedicated to an important Asbury Park event: "Celebration 110 Years—Asbury Years" from its inception in 1897 through the current year, 2007, offering the history of Asbury in addition to highlighting various annual events and activities honoring the city of Asbury's momentous anniversary. Other folders include subjects such as concerts, the Hurricane Disaster of 1944, 1911 official beach summer program and large miscellaneous folder containing a wide variety of topics such as the Fourth Annual Sociable of the Wesley Engine Company, No. 1 on December 27, 1883 to the "Queen Titania XXXIX to Her Subjects banquet program, to the 1973 Asbury Park Baby Parade.

Series IV.

3 folders on Asbury Park, Municipality.

First folder deals with the history of the City of Asbury Park including hotels, maps, booklets and media kit, the second folder on the churches, and a third folder on city's attractions.

Series V.

1 folder.

The subject of this folder focuses on two personalities that were important to Asbury Park's history—James A. Bradley and Arthur Pryor.

Series VI.

1 folder.

This folder contains one photo, by Arete Boulas entitled, "Heinz Pier."

Series VII.

1 folder.

This folder contains the post office and its beginnings in Asbury Park in August 4, 1874.

Series VIII.

1 folder.

This contains various souvenir books and albums from the late 1800s and early 1900s.

BOX TWO.

1 folder

This folder contains a hand drawn diagram of Asbury Park's sewer system.

PROVENANCE

Acc. #88.28, #103.43, #1275, 1989.43, #1990.9, 1991.5, 1994.11.6, 2000.18, 2003.10, 2008.13, #2026, #3936, # 3937, #4060, #4292, #4470, #4873, #4874, #5119, #5682, #6638, #7020, #7021, #7022, #8240, #8280, #1988.21, #1988.41, #1990.1, 2006.03., #11881, #12367, Gift of Miss Hartshorne, #4342

RESTRICTIONS

None

RELATED COLLECTIONS

Collection 567 – Greater Asbury Park Chamber of Commerce

CONTAINER LIST

Box One

- Folder #1 Asbury Park: Business/ Arts & Entertainment
- Folder #2 Asbury Park: Business/Banks, Insurance and Real Estate
- Folder #3 Asbury Park: Business/Transportation
- Folder #4 Asbury Park: Business/Guides and Directories
- Folder #5 Asbury Park: Business/Hotels
- Folder #6 Asbury Park: Business/Retail

Folder #7 Asbury Park: Clubs and Organizations
Folder #8 Asbury Park: Events/Celebration 110 Years Asbury Park
Folder #9 Asbury Park: Events/Concerts
Folder #10 Asbury Park: Events/1944 Hurricane
Folder #11 Asbury Park: Events/Miscellaneous
Folder #12 Asbury Park: Events/Summer Program
Folder #13 Asbury Park: History/ Personalities
Folder #14 Asbury Park (Municipality): Attractions
Folder #15 Asbury Park (Municipality): History/Churches of City of Asbury Park
Folder #16 Asbury Park (Municipality): History/City of Asbury Park
Folder #17 Asbury Park: Photos
Folder #18 Asbury Park: Post Office
Folder #19 Asbury Park: Souvenirs

Box Two

Diagram of Asbury Park Sewer Main