

New Jersey's Coast Is Rival of Europe's Famous Riviera

Vast Summer Playground, Matchless in Its Beauty, Created Out of Smooth Stretches of Sand From Asbury Park to Cape May

New Jersey's beaches are world-famed; broad, smooth stretches of sand, designed by nature for the enjoyment of mankind, on which art and skill, combining with nature, has created an almost continuous succession of shore resorts; each just a little different from the other in physical aspect, but all alike in a wealth of pleasure opportunities.

Nature has subdivided the New Jersey coast into three great sections: Northern New Jersey—its beautiful bay and winding inlet; Northern New Jersey—its forest and farmland encircling within a few hundred feet of the breaker line, and the Barnegat Bay region—a wonderful semi-enclosed bay, shut off from the ocean by a low strip of beach, with picturesque country beaches on the inland side.

Long Branch, including the sections known as West End, Hollywood, Elberon, Norwood, Beachmont, Park Branch, North Long Branch and Pleasure Bay, stretches for six miles along the Shrewsbury River.

Despite the varied attractions of the newer resorts, old Long Branch, now a city of about 10,000 inhabitants, holds its own as a summering place. Located on the broad plateau surrounding the bluffs on the shore line, it is the highest resort in elevation above sea level along the whole Atlantic Coast and enjoys, therefore a high health average.

An Ocean Panorama Along the ocean front the Boulevard, eighty feet in width, gives a wide panorama to the driver, motorist or pedestrian. The Boulevard, Long Branch proper and West End.

On a gently rolling plateau overlooking the ocean and Deal Lake is the beautiful resort known as Deal or Deal Beach, a collection of handsome homes and hotels, where many of the country's well-to-do spend the summer.

One can hardly find the boundary line between Deal and Asbury Park so closely do the many beautiful homes and hotels in each approach each other along the many drives leading from the shore boulevard.

Separating Allenhurst and Asbury Park with its western arms penetrating a beautiful wooded tract, lies the largest of the fresh-water lakes in this section, its eastern end only a few hundred feet from the breakers. This is Deal Lake, lying so close to the shore line and the surf that only a few yards separate the fishing and the bathing for considerable distance into the back country amid beautiful park-like developments. A number of pretty islets dot its placid surface, making it ideal for picnicking and canoeing.

Famous Asbury Park Asbury Park, which has been called the place "where the sea and country meet," lies just south of Allenhurst, with Deal Lake for its northern boundary and Wesley Lake, a smaller body of fresh water, separating it from Deal.

Somewhat over a mile in length from its northern boundary to the southern limits, it extends back from the ocean a considerable distance into the country. Its streets and avenues, only a few hundred feet from the breaker line, have been cut from the charming farm and timber land which marks this portion of the coast—in many places the trees line its wide boulevards, forming a verdure-green frame for the emerald sea beyond.

Asbury Park's Boardwalk is eighty feet in width and extends the entire length of the city, connecting with the Boardwalk which fronts Ocean Grove, and making a continuous promenade of more than two miles in length. It commands an unobstructed view of the sea from all points except where three short piers extend into the breakers. The Boardwalk is brilliantly illuminated at night throughout its entire length. There are rolling chairs for those who want them.

The Casino, where orchestra concerts are given every day, and the Arcade, which houses a famed band during the season, extends a short distance out from the ocean to the Boardwalk. A fishing pier affords the angler an fine opportunity for enticing the gummy sea fish which swim inward toward the shore for food.

Fishing and Crabbing Fishing and crabbing may be indulged in during the whole summer. Bathing hours at Asbury Park during the busy summer season is a sight well worth seeing. Thousands along the beach in varicolored and varnished bathing suits, holding beach umbrellas, striped or spotted with all the colors of the rainbow, dot the beach like a field of exuberant mushrooms, and bathing dresses and swimmer's outfits intermingle almost at the water's edge. Canoes, boats and launches are available at boat livery on Deal, Sunset and Wesley Lakes. There are public tennis grounds at two places on the beach, and good baseball games during the season. The golfer may use the course of the Deal Country Club on payment of the usual green fee, several of the streets, presenting the newest attractions and motio pictures, appeal to many, while there are the usual amusement features of the seaside resort scattered along the Boardwalk.

The automobile roads in Monmouth County are many and exceptionally fine. Public sight-seeing autos leave Asbury Park twice daily during the season for a trip through Lakewood and over the Rumson road.

Ocean Grove, separated from Asbury Park by the narrow and shallow Wesley Lake, but joined to the beach end and west of the lake to the latter resort, is notable not only as a seashore resort of prominence, but as the greatest camp-meeting point in the north and south.

Along Shark River Shark River, rising back in the little hills among the pines, spreads out into a broad and shallow bay just back of the shore line beyond Brandy Beach and courses its way into the Atlantic through a narrow inlet.

On the north side of the inlet, where it empties into the ocean, is a narrow, sandy beach, which are also great and quiet resting place during the summer. The oceanfront is about two-thirds of a mile in length, with a good beach for surf bathing.

Belmar, occupying the beachfront south of Shark River Inlet, unlike most of the resorts farther north, is almost entirely surrounded by water. It has an ocean frontage of a mile and a half. Shark River Bay lies to the north and west, and Lake Como, another of the fresh-water lakes, so prominent a feature of the country hereabouts, extends its placid surface just a short distance south.

From this point southward the beach is more shelving, and the high sand dunes of the Long Branch end of the coast, covered in places with a growth of brushwood, before the hand of man has been good, and even the most

shade trees and lined with attractive homes and hotels. Belmar, Manasquan, a resort for those who love the water and the many delights of bathing, fishing, fishing and crabbing. The Manasquan Yacht Club, located here, has made Belmar well known to yachtsmen and the motorboating fraternity.

Where Guardsmen Camp The permanent camp of the New Jersey National Guard is located at Sea Girt, and its annual encampments are a source of great interest to this section of the coast. There are shooting contests on the fine rifle range, which are participated in by noted "shoots" from all over the country, and the parade ground here is one of the finest in the United States.

Just back a short distance from the ocean and a few minutes' train ride from Sea Girt is the quaint old town of Manasquan, lying on Manasquan River, just a short distance below a short tidalwater stream which empties into the sea through Manasquan Inlet.

Still-water boating, fishing in the river and the headwaters of Barnegat Bay, just a short distance below a short tidalwater stream which empties into the sea through Manasquan Inlet, and surf bathing at Sea Girt, are only a few of the things one may enjoy in pretty Manasquan.

On the north bank of the Manasquan River, which is one of the finest in the United States.

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Hotel Columbia	W. Harvey Jones	6.00	300	Marlborough	H. W. Weston	5.00
Ocean Hotel	Ewell & Crawford	6.00	301	Flana-by-the-Sea	J. Kelley-European	3.00
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The Lafayette	M. J. Frost & Son	6.00	321	The Elizabeth	R. B. Hunt	5.00
Metropolitan	W. W. Hillward & Son	6.00	328	Montauk Hotel	H. F. Miller	4.00
Hotel Brunswick	Morgan & Parsons	6.00	300	Alach Trux	Lyndhurst Hotel	5.00
West End Hotel	C. H. Herz, Jr., Mer.	6.00	207	Hotel Esplanade	H. A. & M. W. Sutton	4.00
Albion Hotel	L. T. Duane	6.00	281	Ardsley	R. E. & A. McCann	5.00
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