



THE CRIER

Newsletter of the Union Landing Historical Society of Brielle

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601 Union Lane

PO Box 473

Brielle, NJ 08730

978-317-5252

www.ULHSBrielle.org

Email: briellehistorian@gmail.com

Editor: Jim Ham



FROM THE PRESIDENT

The history of the settlement of the section of Monmouth County now known as Brielle goes back to the earliest days of the establishment of New Jersey in the late 1600's. Initially just a section of first Shrewsbury, next Howell, and then Wall, our town with its rolling farmland and bustling dock/landing on the river was an attractive location for the earliest settlers that arrived in the area.

The ultimate name of this section of Monmouth County, Brielle, is a very unique and beautiful name with a most interesting backstory. What are the origins of this name, was this always our town's name, who gave us this name are fascinating questions whose answers tell of a rich story that finds its beginnings in a men's club in Jersey City almost 150 years ago.

Following is the story with the answers to these questions. Enjoy!

Jim Ham

President, Union Landing Historical Society of Brielle

Brielle Borough Historian

ULHS Donations

The ULHS would like to extend a special thanks to Mary Lou Hartman who has donated multiple videotapes that contain oral history interviews with several Brielle residents that her late husband Bob Hartman conducted. We will be transferring these tapes to digital format and then plan to make these oral histories available to our members.

Special Research Project

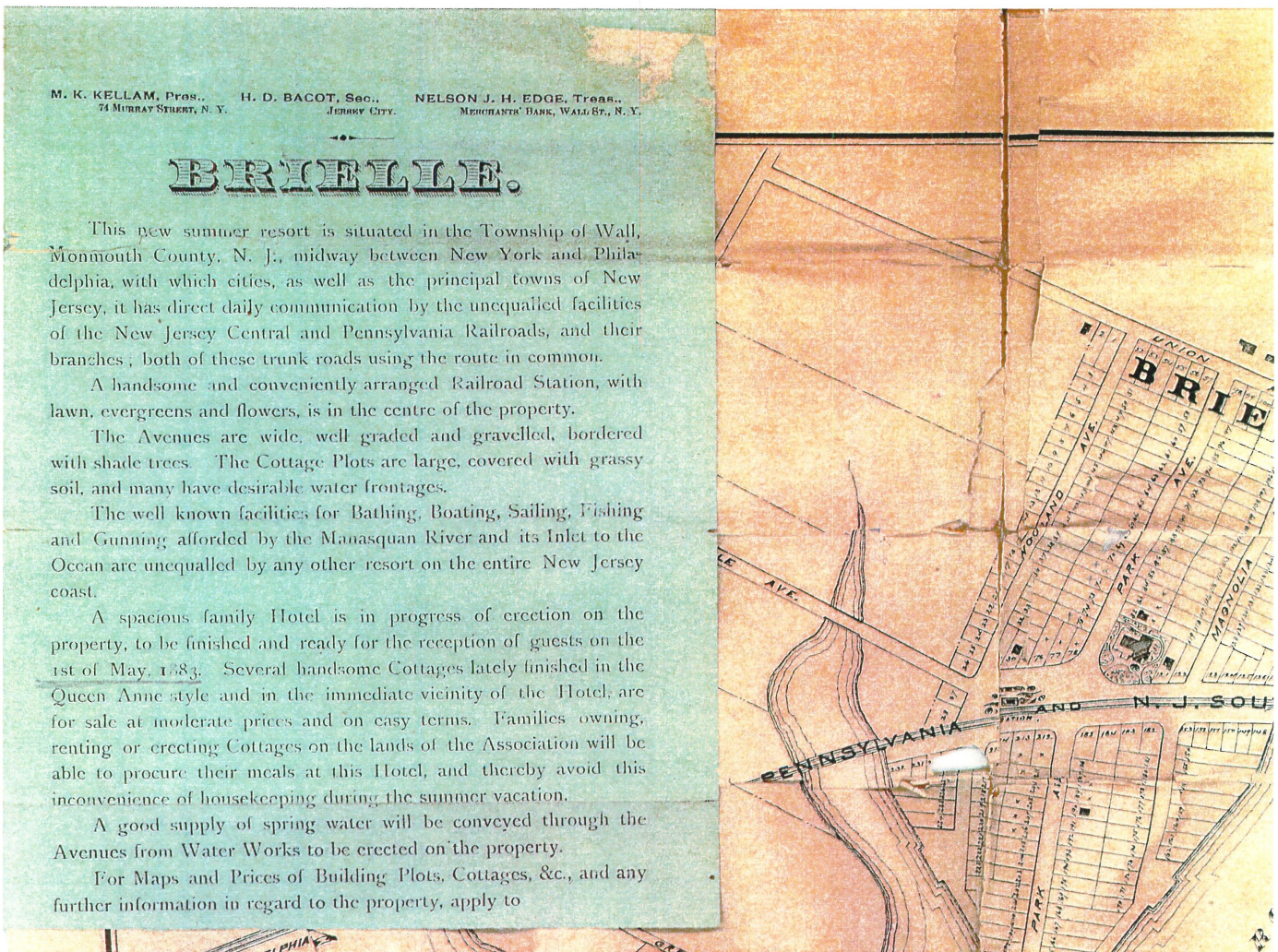
The Story Behind Our Town's Name

The Brielle Land Association

Jim Ham - Brielle Borough Historian

Introduction:

When I retired back in 2016, I moved back home to the Jersey Shore in Brielle. Having a lifelong interest in history, I decided to join the local historical society. So, I tried to look up the Brielle Historical Society....no luck! I quickly found out that the historical society in town is called the Union Landing Historical Society. A little digging solved this nomenclature mystery. Over 125 years ago, the area of Wall Township that is now called Brielle was called Union Landing. My research also discovered that our town has had several other names over the years. Following is the story of Brielle's various names over time, of a short-lived resort called The Brielle Land Association and how our town finally came to be called Brielle.



The Brielle Land Association - Background

The process by which Brielle got its name is an interesting one. Over the years, our town has been known by several different names. What these old names were and how the town got its current name, is a story that goes back in time to the earliest days of New Jersey.

Squan Village, now current day Manasquan, was the main town in southern Monmouth County during the early days of the state. Farming and coastal trading were the main occupations in the area. The Manasquan River, with its direct access to the Atlantic Ocean, was a natural avenue for commerce at the time, and the dock, or landing, at the foot of Union Lane was the local focal point for goods coming into and leaving the area. So, the settlement around this dock became known as *'The Landing'*. Then, around the time of the Revolutionary War, the patriotic inhabitants of our town renamed their settlement, *'Union'*. However, this new name became problematic over time, as many other towns began to use the name Union for their communities. So, to distinguish their settlement, in the early 1800's the area around the dock at the foot of Union Lane gradually became known as *'Union Landing'*.

After the Civil War, great changes started occurring in the Shore area of southern Monmouth County. Wall Township had left Howell Township in 1851 and, at the time, encompassed all the area of present-day Wall plus all the towns along the Atlantic Ocean from Belmar south to Manasquan, including Brielle. The railroad arrived in Manasquan in 1872, coming from Farmingdale in the west and then turning north into Sea Girt, ultimately connecting with the New Jersey Southern Railroad which came down the Jersey coast from Sandy Hook. Next, the railroad expanded south from Manasquan when the railroad bridge over the Manasquan River was completed in 1880 and headed to Point Pleasant, Bay Head and other points further south, ultimately to provide access all the way to Philadelphia. The rise of the railroads had greatly diminished the importance of coastal trading, the key seagoing transportation mode for which Union Landing was a center in central New Jersey.

Before the railroad arrived in the southern Shore area of Monmouth County, it was very difficult to travel to this area due to the limited and poor condition of the road system at the time. The arrival of the railroad dramatically changed this as it opened the area for families from northern New Jersey, New York City and Philadelphia for summer travel and vacations. Union Landing had an ideal location, being situated on a riverbank and close to the ocean. This, combined with the fact that the area had an abundance of open farmland, made it a great location to build a seaside resort.

Due to the foregoing, it didn't take long for the newly extended railroad to have an impact on Union Landing. A member of the Union League Club of Jersey City, Mr. Mellon, had vacationed in Squan Village and was impressed with the area. During a Club meeting, the subject of vacations came up. Mr. Mellen related his visit to Squan Village. Several other members had also visited the Jersey Shore. They all agreed that the area around Squan village, due to the easy access to the area via the newly extended railroad and its proximity to the Atlantic Ocean and the Manasquan River, would be an ideal location to develop a summer resort. So, in 1881, a group of eight businessmen from the Jersey City, all members of the Union League Club of Jersey City, decided to buy and develop property in Union Landing.

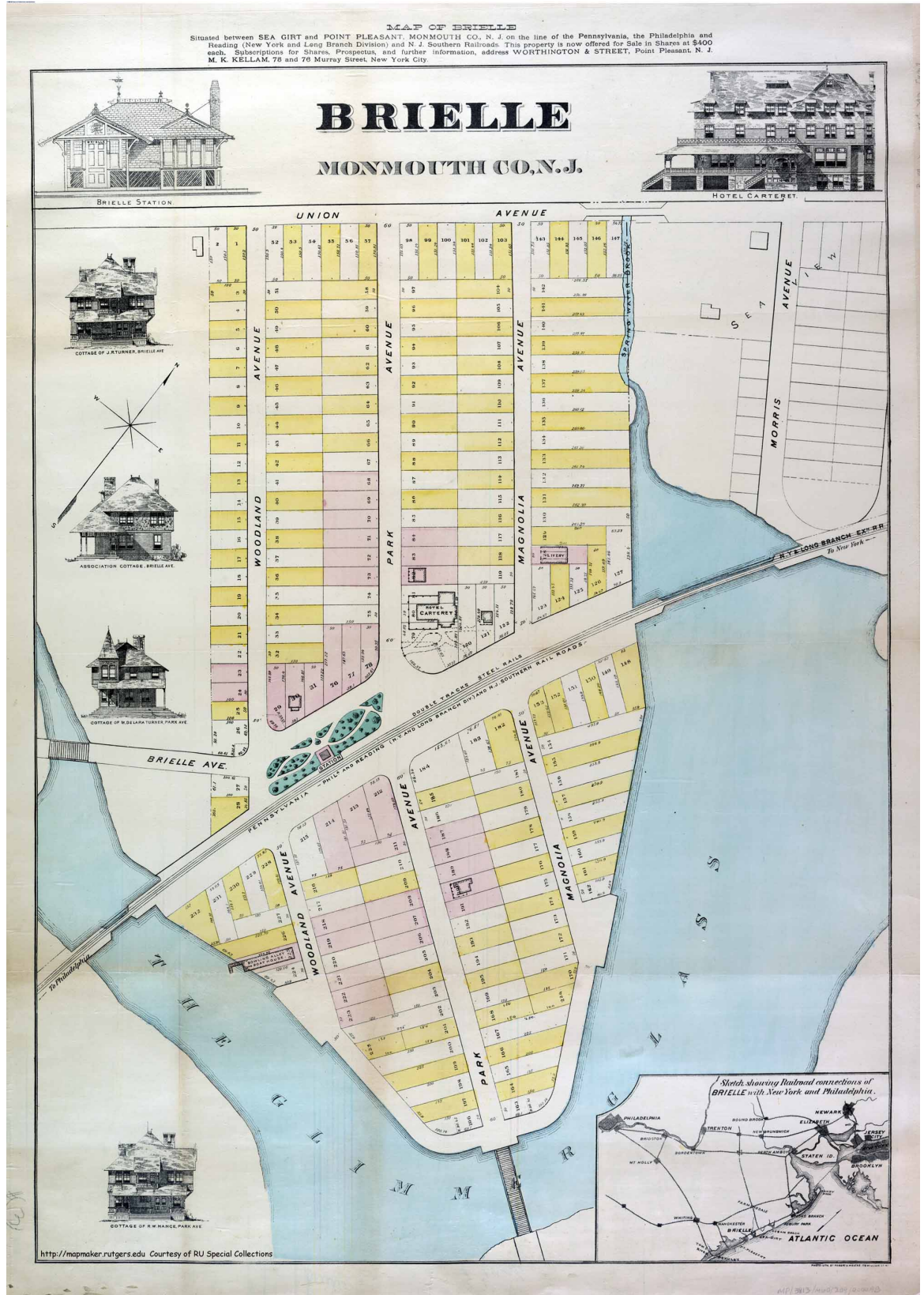
*The Brielle Land Association - Background
Continued...*

They purchased the 150-acre Henry Voorhees farm (bounded by Union Avenue, the Manasquan River/Glimmer Glass (then known as the Mud Pond) and Woodland Avenue) and at the same time also purchased the property across the Glimmer Glass called

Hanaway Point (later renamed Brielle Point) from Samuel Hanaway (present day Crescent Drive and Green Avenue up to around Ocean Avenue). The group named their new development "The Brielle Land Association". It was incorporated on July 7, 1881.

The full story of "The Brielle Land Association" and how the area in Wall previously known as Union Landing, became Brielle, is best told by the son of one of the original eight founders, Harry J. Turner.

The story, as written by Mr. H. J. Turner, follows:



BRIELLE: ITS BEGINNINGS

by HARRY J. TURNER

My father, the late William Hayward Turner, was a member of the Union League Club of Jersey City. He went the Club most every evening to meet his friends, to talk business and other matters. Early in the spring at one of the meetings the subject of vacations came up. Some of the men present told where they had spent their vacations with the family. Mr. Mellen told of his visit to Squan Village located in Wall Township, Monmouth County and had stopped at the Squan House. From that meeting came a desire to purchase some property in that location. Most of the men had also vacationed along the Jersey coast and they were enthusiastic over the idea that they could purchase some property in the area of Squan Village and it would be to their advantage to do so. It was Mr. Mellen's idea to form a company and buy a farm which he knew he could purchase. He said that a man by the name of Henry Voorhees had a large farm which could be purchased at a low figure. A committee was appointed to look over the the people were who were interested in the purchase. - They were: Mr. Mellon, Mr. W.H. Turner, Mr. J.R. Turner, Mr. Nelson Edge, Dr. Benjamin Edge, Mr. Charles Hopper, Mr. Bumstead and Mr. Bacot, all of Jersey City. The next question was brought up for naming the new company. Mr. Mellon mentioned the name of Brielle. He said he had visited Holland a year back and stopped overnight at a small town named Brielle and was impressed by the little town with its windmills and wooden shoes worn by the natives. The little town lies between Amsterdam and Rotterdam on the Brielle Harbour.

The incorporation of the new company of Brielle was organized in the spring of 1881 and papers were filed in the Monmouth County Court House and in Wall Township and consisted of several acres. On the west was Union Avenue from Squan Village line to 100 feet south of present Woodland Avenue, easterly along present Glimmerglass River to present Fisk Avenue bridge, then westerly of the Glimmerglass River to point of Squan Village line.

prospect. I think it should be told who

SEA PLAIN, MONMOUTH COUNTY, N. J.
 FRIDAY JANUARY 2, 1884

BRIELLE.

For cheap lots at the seashore send for prospectus and map of

BRIELLE,

On the New York and Long Branch Railroad, between Sea Girt and Point Pleasant, New Jersey, now being

Sold on the Share Plan,

Each Share Representing One Lot.

Avenues all graded. A fine Queen Anne Hotel, Station, and several cottages already erected. Size of lots 50 feet front by 100 to 280 feet deep.

As only one-half of the lots are in this pool, those who subscribe now will realize handsomely on their investment. Address

Worthington & Street,

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The property was surveyed and laid out in lots of 50 x 150 feet with the exception along present Woodland Avenue which were 50 x 100 feet. The larger lots were being sold for from \$250.00 to \$150.00 (the smaller ones). There were three streets laid out, namely - Magnolia Ave, Park Avenue (renamed Fisk Avenue several years later) and Woodland Avenue. Park Avenue at the time of purchase was known as "The road to the beach."

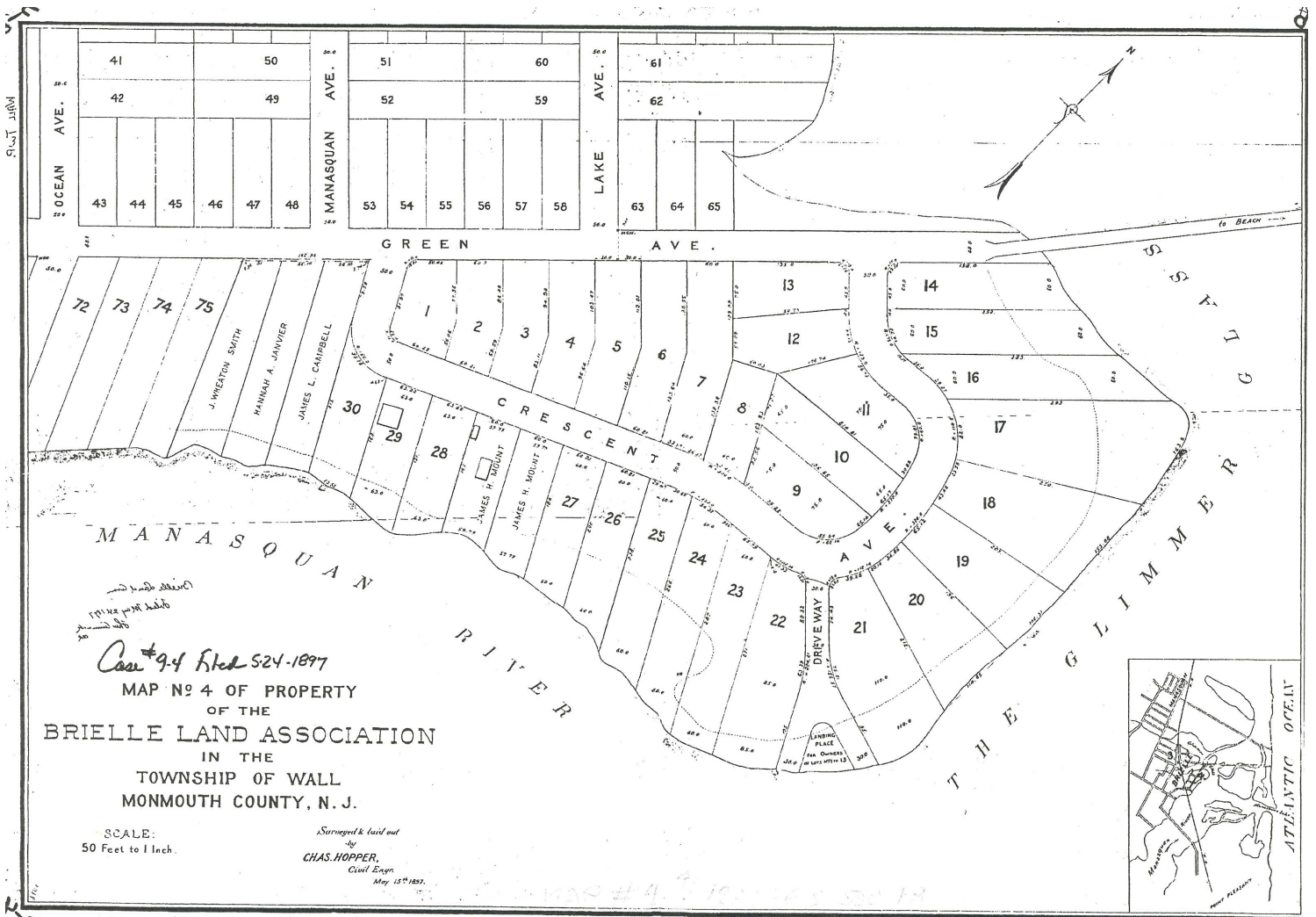
An hotel was built named Hotel Carteret, three cottages erected. One was on Park Avenue east of the Railroad, one west of the railroad and the third was built directly in back of Brielle Railroad Station on Brielle Avenue. The

cottage east of the railroad was purchased by my father, the cottage directly opposite the station was purchased by my uncle, and the one west of the railroad was rented to Robert Hance.

The property directly across the Glimmerglass River to the south called Hanaway Point was purchase at the same time as the Voorhees farm.



Home of J.R. Turner (uncle of Harry J. Turner; adjacent to the NW corner of Brielle and Woodland Avenues). The home is still there today.



It was laid out in lots of 50 x 100 feet. Crescent Drive was laid out from about Manasquan Street. The southern part of Hanaway Point was not purchased as it contained two or three houses on the river front. Green Avenue was laid out only on the extreme southerly side but was extended to about where Manasquan Street joins up with present Crescent Drive. A plot of ground about 50 by 100 feet, more or less from Crescent Drive to the Manasquan River was left open for lot purchasers on Crescent Drive as an entrance to Manasquan River. This "right of way" was inserted in deeds of purchasers of Crescent Drive property.

The name of Glimmerglass River was given by the wife of a member of the Brielle Land Association who made a trip to look over the property which had recently been purchased and in doing so said "The river which lies across to Hanaway Point sparkles so in the sunlight it looks just like sparkling glass." Hence the name "Glimmerglass River."



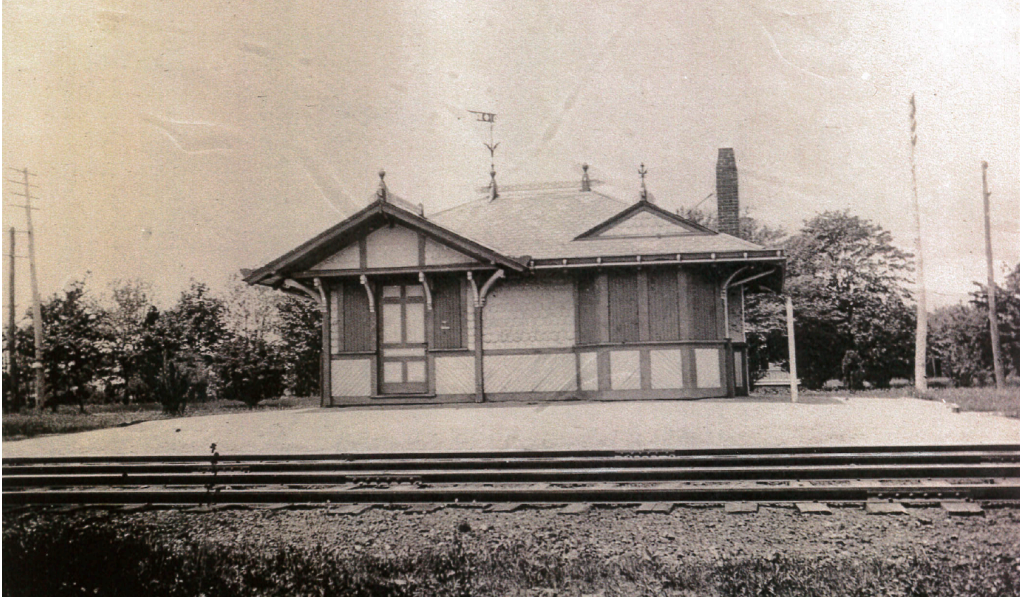
Hotel Carteret (NW corner of Fisk and Magnolia Avenues)

Hotel Carteret was built about the year 1884. Some years later it was sold to Mr. Jake Fields, a Wall Street broker who remained it "Brielle Inn." A few years later it was sold to a man by the name of Snitzer, who was the chef of the hotel and he renamed it "Hotel Snitzer." Later on it was sold to a Mr. Gerlack who ran it as a school for boys, know as the Gerlack Academy for Boys. The building burned down sometime later.

When the property was bought by the Brielle Land Association the total of the whole two tracts of land contained but three people, Mr. And Mrs. Rogers and a son named Amos. To-day the population has reached the three thousand mark. The property has increased in value in later years since the incorporation of the Borough of Brielle and (will) continue to do so in years to come.

When the hotel was being built the Brielle Land Association became interested in having a railroad station erected and having trains of the Pennsylvania Central Railroad of N.J. and Southern Railroad Company (Sandy Hook Boat route) stop here. The station, as I remember, was built around 1884. The Association wined and dined Mr. Blodgett, the New York and Long Branch R.R. superintendent who promised that every train should stop at the station on signal or to let passengers off. The station was open only in the summer time with a station agent who sold tickets and was a telegrapher as well. Even freight trains would drop off freight marked "Put off at Brielle station."

The station was burned down by some boys. The railroad erected a shanty to take its place and finally that, too, came down and no more trains stop in Brielle.



Brielle Railroad Station (SE corner of Fisk and Brielle Avenues)

It was the desire of the Brielle Land Association to give the summer people diversion. They erected a bowling alley just east of the railroad and Woodland Avenue, with a boathouse which was operated by Captain Bart Pearce and his brother John

Pearce. Captain Pearce built row boats and

operated the bowling alley as a side line. Another thing they built was a ball field when on Saturdays games were played, the colored waiters at the hotel would challenge out of town clubs. People from Union Landing and Manasquan as well as people from the cottages and hotel would attend. Of course a collection was taken to pay the expenses of the visiting team. The Association also erected a bath house on the beach at the foot of "The Road to the beach." Charlie Longstreet ran his stage to the beach and picked up cottagers who wanted to bathe. The fare to and from the beach was 10 cents. The bath house was twenty-five cents per person. Dancing was held every Saturday night at the hotel. There was a three piece orchestra and all cottagers as well as Union House guests were invited to dance and have a good time in general. I overlooked one important thing and that was a bar in the basement of the hotel where champagne flowed like water. There were also pool and billiard tables for all guests.

Between 1884 and 1886 there were five buildings erected. Mr. Behringer erected his house on Park Avenue, (now Fisk Avenue) which is now the Castlewood Hotel. Mr. Behringer was the United States agent for Moet and Chandon champagne and resided in New York City. A house was built on Park Avenue, now 329 Fisk by Oliver Hazard Perry. He was a residue of Jersey City and was in the wholesale and retail coat business. Another house was built by Dr. Fuller, 323 Magnolia Ave. Dr. Fuller was president of the Fuller Health Food Company and resided in Jersey City. Mr. George White built his house on Park Avenue, now 529 Fisk Avenue. He was the leading druggist in Jersey City. Mr. Erickson built his house on Park Avenue, now know as 328 Fisk Avenue. He reside in Manasquan and was the owner of Erickson's furniture store located on Main Street, Manasquan.

When the Brielle Land Association went out of business about 1897 the stockholders were given lots of up to the amount of their stock holdings. As it was still in Wall Township the taxes were paid in Allenwood.

In 1919 the Borough of Brielle was established which took in the original Brielle as well as Union Landing, up river property and as far west as Old Bridge Road.

At that time there were several hotels and boarding houses. As I remember there were (besides Hotel Carteret) the Union House, Smart's Hotel, The Crestdale, Brown's Inn and Jackson House. Boarders from these houses were taken to the beach either by Shible's stage or boat. I remember the Fru-Fru from Union Landing which was a large slope and from Smart's a large two master (sic) schooner.

The Brielle Post-office was located in the store run by Henry Wainwright who was also the postmaster. The Union House and other hotels and boarding houses were located on the Manasquan river. The old post-office building had rooms above and as the Union House was closed during the winter, Mr. Wainwright used the upper part for living quarters. It is my belief that Robert Louis Stevenson occupied a room as he remained in Brielle all winter. He was taken later by his wife to the island which he afterward wrote about in his book "Treasure Island." Osborne Island in the southerly part of the river has no connection with Mr. Stevenson's novel.

THE BRIELLE LAND ASSOCIATION - FINAL THOUGHTS

Harry Turner's story of The Brielle Land Association is fascinating and contains many interesting observations about life in our town during the late 1800's. The arrival of the railroad, the establishment of Hotel Carteret and many other fine hotels, the naming of The Glimmerglass, Captain Bart Pearce building row boats, Saturday night dances at the hotel, stages on "the road to the beach" all evoke memories of a by-gone, but fondly remembered, era. Even though The Brielle Land Association had a short-lived 16 year lifetime, its impact continues to be felt on our Community by the River almost 150 years later.



Show your love for Brielle and support the Union Landing Historical Society at the same time. Our beautiful 16 oz. "Greetings from Brielle" coffee mugs are available for \$10. Send an email to briellehistorian@gmail.com and we'll make sure you get one. Makes a great gift!

Following are several news clippings from the Manasquan Seaside, the foregoer of the current Coast Star, highlighting activities of the Brielle Land Association while it was being developed in the early 1880's.

Manasquan Seaside: Friday, June 23, 1882

The Brielle Land Association are offering large plots of land at prices ranging from \$250 to \$500.

Manasquan Seaside: Friday, November 10, 1882

A contract was signed on Saturday, October 28th by the Brielle Land Association with Jacob H. Morris to erect a hotel building on the corner of Park and Brielle Avenues. The cost of the hotel when furnished and completed is estimated at \$25,000.

Manasquan Seaside: Friday, March 2, 1883

The new and elegant hotel now being erected by the Brielle Land Association is rapidly nearing completion. The hotel has been named after Sir Robert Carteret, an Englishman who once owned this section of New Jersey. It will be known as the "Carteret". Mr. Woolman Stokes of Long Brach has leased the hotel for a term of three years.

Manasquan Seaside: Friday, May 18, 1883

The Board of Freeholders met at Brielle this week, and after viewing the route for the proposed new road to the ocean, decided not only that the County would build the bridge but also the abutment.

Manasquan Seaside: Friday, June 8, 1883

Several objections have been made regarding the erection of the bridge over the Glimmer Glass. We are glad to know that through the efforts of Mr. M. K. Kellam, President of the Association, all objections have been withdrawn. The construction of the bridge is now underway and will be completed by June 1st. The contract to build the bridge was awarded to Mr. Issac S. Nesbit of Farmingdale, with the contract price being \$1,319.

Manasquan Seaside: Friday, July 13, 1883

The committee of the Board of Freeholders met at Brielle on Monday to inspect the bridge just completed. The Freeholders, and numerous invited guests, were entertained by the Brielle Land Association at the recently completed Hotel Carteret. The road across the meadows to the beach, being built by Mr. Robert Hance, is not yet completed but will be in a short time. The Brielle Land Association have built a very handsome pavilion and bathing establishment upon the beach directly opposite their property for the use of the guests of the Hotel Carteret.

Manasquan Seaside: Friday, March 20, 1885

The Brielle Land Association are erecting several very pretty Queen Ann cottages which when completed will be for sale or used in connection with the Hotel Carteret. The hotel in the coming season will be under the management of Mr. H. F. Winslow, late of the "Indian Harbor Hotel" of Greenwich, Connecticut.



ULHS Presents....

Chief Petty Officer Michael Maffioli of the US Coast Guard Station Manasquan Inlet, Point Pleasant, will join our general meeting on Wednesday, November 15 at 7:00 to discuss search and rescue and maritime law enforcement. This General Meeting is open to all ULHS members and the public.

Join us for a fun and informative meeting!



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MEMBERSHIP APPLICATION



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COMING SOON!
ULHS'S 50th Anniversary Celebration!!

