

12. THIS TAVERN TOOK A TOLL

VIC'S PIZZA
60 MAIN STREET

In the 1800s, various private corporations built turnpikes, which were toll roads built to what were modern standards at the time (leveled dirt roads). Turnpikes encouraged movement and trade, which benefited nearby merchants, farmers, land owners, and residents. One such turnpike was constructed stretching from Long Branch to Belmar. Where Vic's Pizza now stands, there was once a toll booth to collect tolls from horse-drawn vehicles.

The Bradley Beach Public Library

HISTORIC WALK THROUGH BRADLEY BEACH

Date: Sunday, October 14th
Time: 12 PM

Bradley Beach Public Library

511 Fourth Avenue
Bradley Beach, NJ
732.776.2995

9. THE HOTEL LA REINE

HOTEL LA REINE
**CORNER OF LAREINE &
OCEAN AVENUES**

The original Hotel LaReine was located on the lot next to borough hall before it was razed and rebuilt on Ocean Avenue in 1900.

The new Hotel LaReine was located at the corner of LaReine and Ocean Avenues. The Hotel LaReine featured 500 rooms, each with an ocean view, elevators, telephones in rooms, and two kitchens (one kosher). A swimming pool was also added, and retail stores were opened on the street level of the building.

In the 1920s, the hotel sponsored an annual Mardi Gras celebration during the summer. In 1928, the Manhattan Chess Club was convinced by owner Ned Sparks to hold their championship tournaments in the LaReine Hotel. An agreement was made that the next year, 1929, the International World Champion Chess Tournaments would be held in Bradley Beach. The Sparks family erected a new hotel, The Bradley Hotel, and added it to the nearly thirty-year old Hotel LaReine, specifically for the guests of the 1929 tournaments. The Bradley-LaReine Hotel Complex was abandoned in the 1960s, and on April 1, 1974, both hotels were burned to the ground. Arson was suspected but never proved.

10. THE BABE WAS IN THE HOUSE

**SITE OF THE RECEPTION FOR
BABE RUTH**
**CORNER OF THIRD & BEACH
AVENUES**

Towards the end of the summer of 1926, an 11 year-old boy from Essex Fells, NJ, named Johnny Sylvester fell off his horse and suffered a serious head injury. Johnny's one wish was to possess a baseball from the World Series. Not

long after, Johnny received a baseball signed by Babe Ruth & several other Yankees, and a promise from Ruth that he would hit a home-run for him during the season.

The day after the World series ended, Ruth was scheduled to play in an exhibition game in Bradley Beach, but, before arriving at the game, Ruth stopped in Essex Fells for a surprise visit to the bed-ridden Johnny Sylvester. The Ruth-Sylvester story made the front page of the New York Times .

Ruth's visit to Johnny kept the reception committee in Bradley Beach waiting for two hours, but the game got underway at last. Ruth got two doubles, but "Ruth's All Stars" lost 3 to 1 to the Royal Giants, an African American team from Brooklyn. Local baseball enthusiast David D. Cashion umpired the game.

11. BEACH CINEMA

BEACH CINEMA
110 MAIN STREET

The Beach Cinema, known back in the day as the Palace, has been showing films since 1925. Silent films were accompanied by an in-house organ- some of the organ pipes are still in the theatre.

In 1975, Music Makers Corporation bought the Palace from a mother-daughter team who showed X-rated films. The theatre was remodeled, showed first run movies, and the name was changed to Beach Cinema.

John Esposito and his partner, Arnold Schoenfeld, leased the theatre for two years from Music Makers. They bought the theatre in 1977. John bought out his partner in the 1990s and has run the theatre solo ever since.

The Journey Begins....

1. BY THE BOOK

BRADLEY BEACH PUBLIC LIBRARY
511 FOURTH AVENUE

The Women's Improvement League went door-to-door asking for new and used books to start a library collection in 1913. In its first year, the library was housed in a room in the school, but, in 1914, the borough took over control and transferred the collection to a building on the N.E. corner of Brinley Avenue.

The library was given a grant of land on the corner of 4th and Hammond by James Bradley in 1918, but it took nearly ten years to raise the funds needed for construction. The library was completed in 1927.

This year, 2012, is the library's 85th anniversary! The library remains the center of Bradley Beach's life. Last year, we had 6,256 members and circulation numbers over 27,000. There were more than 19,000 library visits and 13,000 sessions on our public computers. Nearly 1,800 people attended 268 programs for children, teens, seniors, and others.

2. SCHOOL DAYS

BRADLEY BEACH ELEMENTARY SCHOOL
515 BRINLEY AVENUE

The first public school classes were held above a Main Street store. In 1883, a small wooden structure was built on the east side of Main Street between Evergreen and Monmouth Avenues.

In 1886, a newer school was built on Fifth Avenue. This school was located behind the current school where the playground is now. After fourth grade, students paid tuition to attend Neptune Township or Asbury Park schools to continue their education.

In 1904, the Bradley Beach School Board took

over the school and refused to send any more elementary school students to other districts. The Board severed connections with the Neptune school district and decided to run its own school district.

The need for a larger and safer building arose, and, in 1911, the current school was erected on land donated by James Bradley specifically for that purpose. All borough students up to the 8th grade were educated in the new school, and this continues today.

3. ALL ABOARD

RAILROAD SQUARE
BETWEEN BRINLEY & LAREINE AVENUES

In the early 1900s, the Bradley Beach was becoming a summer resort for people from northern New Jersey and New York City, and the train system was largely responsible.

The train station was constructed in the 1880s, when the New York and Long Branch Railroad extended its service to the newly discovered resort town of Bradley Beach. Previously, the only service from New York to the resort was by horse-drawn coach, and the trip took up to two days. The train took only a couple of hours, and it brought not only visitors but valuable freight and mail.

Railroad Station Park is the front yard of the railroad station. The park takes up an entire city block on Main Street. In the park stands an Egyptian-shaped obelisk inscribed with the names of the Bradley Beach men who served in World War I. The names are inscribed on four bronze plaques at the base of the monument.

In 1984, the Bradley Beach Train Station was listed on both the state and national register as a historic building. The station is 100 years old this year.

4. IN THE BUSINESS OF FIRSTS

FREE STANDING BUILDING
900 MAIN STREET

In 1907, Ella and William Paynter built a three-story building on land donated to them by James Bradley. Bradley helped his Asbury Park friends finance the building and the initial inventory of their grocery store.

The building at 900 Main Street, housed the grocery store on the first floor, professional offices on the second floor, and the Paynters' personal apartment on the third floor. Paynter's Grocery Store was the first grocery store in Bradley Beach. William Paynter became the Postmaster of Bradley Beach and his 13 year old daughter, Margretta, his assistant. At that time, the train mail service was extended to Bradley Beach and, in 1918, thanks to Mr. Paynter, house-to-house mail delivery was established.

5. BRADLEY BEACH HISTORICAL MUSEUM

BRADLEY BEACH HISTORICAL MUSEUM

715 MAIN STREET

The museum is run by the Bradley Beach Historical Society, which discovers and collects local documentary/historical materials and publishes materials relevant to the history of Bradley Beach. Their goal is to promote and stimulate public interest in the history and geography of Bradley Beach. The head of the museum is borough historian Shirley Ayres who will happily show you documents and pictures relevant to our Historic Walk this afternoon.

7. JAMES BRADLEY &

THE METHODIST CHURCH

FIRST UNITED METHODIST CHURCH
319 LAREINE AVENUE

After the Civil War in 1865, James A. Bradley, a wealthy Manhattan brush manufacturer & frequent summer visitor to the NJ shore, saw the potential in the ocean front property that lay south of Ocean Grove across Fletcher Lake. Bradley bought many acres of land in what is now Bradley Beach.

At the turn of the 20th century, Bradley Beach was beginning to flourish because of the railroad & hotel construction. James Bradley donated some of his property for the Methodist, Catholic, and Episcopal churches as well as for the school and library.

The First United Methodist Church was originally a recycled Old Dutch Church Reformed Church from Asbury Park brought to the site in 1886 by James Bradley.

8. END OF AN ERA

SITE OF THE WRECK OF THE NEW ERA
CORNER OF NEWARK & OCEAN AVENUES

In 1854, the New Era, an emigrant ship built in Maine & bound for New York, carrying approx. 380 passengers went ashore in a dense fog off the NJ coast. It was impossible for tugboats to render any assistance to the wrecked ship.

All of the passengers were Dutch or German and the survivors who washed ashore could not communicate effectively with the rescuers. Only 163 passengers, who somehow made it through the stormy night, were saved.