

LAVALLETTE CITY,

BY--THE--SEA,

SQUAN BEACH,

Ocean County, New Jersey.



"The sea, the sea, the open sea,
The blue, the fresh, the ever free,
Without a mark, without a bound,
It runneth the earth's wide regions round:
It plays with the clouds, it mocks the skies,
Or like a cradled creature lies."

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PHILADELPHIA.

GEORGE KERR, M. D., PRESIDENT.

ISAAC D. GUYER, SECRETARY.

LAVALLETTE CITY,

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Squan Beach, Ocean County, N. J.

A NEW SEA-SIDE RESORT FOR FAMILIES, FIFTY-FIVE MILES EAST OF PHILADELPHIA, AND SIXTY SOUTH OF NEW YORK, WITH THE SUPERIOR ADVANTAGES OF A HEALTHY SITUATION, FINE BAY AND OCEAN BATHING. THE BEST FISHING, GUNNING AND BOATING LOCALITY ON THE ATLANTIC COAST.

THE DEMAND FOR THE HEALTH-GIVING RECREATIONS OF THE SEA-SIDE is increasing with every year, partly because of their natural attractiveness, but more particularly on account of the growth of the population farther and farther inland. The dweller in the far west, as he journeys east for his health or pleasure, now generally pays a visit to the sea-shore, if it be only for a day or two, to take back to his friends the vivid impressions he is sure to receive in battling with the glorious billows. His story finds sympathetic hearers, and thus we see each summer an increasing current of pleasure-seeking people setting directly towards the Atlantic coast. There were more visitors to the sea-side during the past season, 1873, notwithstanding the pressure of the times, than in any previous year. As the population of the country goes on increasing, and the lines of the ocean cannot be enlarged, sea-side resorts must be still better patronized, and property there become more valuable as a possession.

MOREOVER, although we have an extended line of sea-coast, there are but few sites which possess all the requirements of a popular watering place.

A good beach may be found in many localities, and every other local requisite, and yet the situation be unavailable, either from its remoteness from the centres of population, or its inaccessibility to travel.

THE COAST OF NEW JERSEY furnishes greater sea board attractions than any other section of the Atlantic coast. It is superior in natural advantages, possesses an easier beach-line, is more convenient to the great back-bone lines of travel from West to East; and, notably, is WITHIN TWO HOURS RIDE BY RAIL OF THE GREAT SEA-BOARD CITIES OF NEW YORK, BROOKLYN, PHILADELPHIA AND BALTIMORE; to say nothing of Jersey City, Newark, Trenton, and other populous cities near by. There are ten million people living within twenty-four hours ride of the sea-coast of New Jersey—a fourth of the entire population of this country, and the possessors of one-half its wealth. This coast abounds in well-known bathing "localities," where "all classes and conditions of men" and women resort for recreation and health during the almost unendurable months of July and August. But while all of these places are excellent in many respects, but very few of them come up to the full requirements of a first-class watering place. There is no greater evidence, indeed, of a growing popularity of the sea-side as a summer resort, than the fact that so many of the most successful localities are lacking in many of the essentials of intelligent popular favor. Some of them want a safe beach, others are destitute of good drives, not a few lack good water, scarcely any of them are situated high enough to admit of proper drainage, some are unattractive in natural position, and others deficient in pleasant surroundings.

THE PROJECTORS OF THE PRESENT ENTERPRISE think they have found a section of the sea-coast of New Jersey which combines all the prime requisites of a coast-line "watering place." The site has long been known as the "paradise of sportsmen." IT HAS A NATIONAL REPUTATION, AND ITS BEACH IS CELEBRATED FOR ITS BEAUTY AND SAFETY.

LAVALLETTE CITY, BY-THE-SEA—IS NAMED IN COMPLIMENT TO THE LATE ADMIRAL LAVALLETTE, WHO WAS A DISTINGUISHED OFFICER IN THE NAVAL SERVICE OF THE UNITED STATES, HAVING ENTERED THE SERVICE

IN 1812, AND WAS APPOINTED BY THE GOVERNMENT IN 1846, THE FIRST CIVIL AND MILITARY GOVERNOR OF THE PACIFIC COAST. HE WAS ONE OF THE FIRST REAR-ADMIRALS CREATED BY THE GOVERNMENT, AND AMONG THE MOST EMINENT OF THE MANY OFFICERS WHO HAVE SHED GLORY AND LUSTRE ON THE AMERICAN NAVY.

THE SITE OF LAVALLETTE CITY is about midway of an extended peninsula, WELL KNOWN AS SQUAN BEACH, formed by the ocean on one side, and Barnegat Bay on the other. The situation is fifty miles in a direct line east from Philadelphia, and about midway between Long Branch and Atlantic City. By rail it is equidistant from New York and Philadelphia, and is reached from either city in two and a half hours by the New Jersey Southern Railroad, via Tom's River. The city plot occupies all the ground from the ocean to the bay. The tract contains nearly seven hundred acres, with a straight coast line of over two miles, and an irregular frontage much longer on the bay. The mean breadth is three-fourths of a mile from water to water. The ground is bounded on the north by St. Elmo and the celebrated sportsmen's hostelry known as "Chadwick's," and on the south of it, two and a half miles distant, is Sea Side Park, a new resort of the Baptist Church.

HEALTHFULNESS.—The situation is elevated and very dry, and the effect of the wind from the land, traversing two or three miles of salt water before it reaches the peninsula, removes the liability of malaria, and also of the mosquito pest, an unmitigated nuisance in some localities. "It is difficult to exaggerate," says a medical writer, "the advantages of the climate of this healthy region. The picturesque town of Tom's River, and the country adjoining, are singularly healthy. Persons who have suffered from malarious fevers, have removed here, and found entire freedom from them. Others affected with lung disease, have here enjoyed comfortable health. Asthma and hay fevers are the most capricious of diseases, but relief from them will be found in the dry, bracing and soothing atmosphere of this healthy region."

THE BEACH.—The beach is an unbroken line of hard, unyielding sand, inclining gently into the surf, without any perceptible undertow, similar in inclination and firmness to the beach at Cape May.

THE CROWNING GLORY OF THE SEA-SIDE IS THE BEACH. Without a good beach there can be no attraction for visitors. It is the pre-requisite to any establishment that would succeed upon the coast. Here we have all the requirements of a model beach. The shore being gradual and the bottom hard, the “*combers*” are extremely and exceptionally grand, and the bathing safe at all stages of the tide. Though frequented by the people of the neighborhood for bathing for a great many years, no life is known to have been lost there from drowning.

THE BAY.—What can we say which has not been better said a thousand times, of this celebrated bay? A land-locked body of water, thirty miles in length, and from two to five miles wide. At this point it is three miles in width, with the water from three to five feet deep. For those who prefer still water bathing, this bay is unrivalled; while the indentations of the shore afford numerous pretty sites for villas. Like diminutive peninsulas, jutting into the bay, they form so many safe harbors for the accommodation of yachts and boats.

YACHTING.—For yachting, the bay is large enough for a thousand sail to exercise at the same time; and, including the waters of Tom’s River, which is three miles wide at its mouth, the yachtsmen can always command favoring gales, being able, as at sea, to choose their own direction in the ample room afforded by the confluent waters of the river and bay. Should any one capsize his craft in a squall, the water is hardly deep enough anywhere to drown even a poor swimmer. Ladies can go sailing and children rowing with perfect safety, and each year now celebrates its regatta there.

FISHING, CRABBING, ETC.—The visitors to *Lacallete City, by-the-Sea*, can luxuriate in all kinds of fishing and crabbing. The latter sport is much enjoyed by the ladies, who can take as many crabs at a catching as they can carry away. Round clams and the finest oysters also abound. Of fish, the SHEEPS-

HEAD, WEAK-FISH, BLACK-FISH and **PERCH** are caught in great numbers; while on the beach the **BLUE-FISH**, sometimes called Snapping Mackerel, frequently give rise to scenes of great excitement from the numbers that appear, and the great success in taking them.

SPORTING.—No situation on the Atlantic coast is more celebrated as a sporting ground than this locality, and it is safe to say, that one-third of the population of the region make their chief living by their guns, nets and lines.

TOM'S RIVER CITY—we give it the name it is to take next year—is another local attraction of this region. It is situated at the head of the river of the same name, five miles from the bay and seven from the sea. It is a flourishing place of twelve hundred inhabitants, and the county seat of Ocean County. As a base of supplies to Lavellette City, it is invaluable, and contains a large number of beautiful villas and excellent hotels. The town extends along both sides of the river, some of the villas overlooking the stream.

THE RIVER.—Tom's River is one of the most attractive streams on that part of the coast. It is wide and the water of a clear blue color, with high banks in some places, and expensive villas stretched along its entire length from the village to the bay.

TERMS OF PAYMENT FOR LOTS.—One-fourth the purchase money only is required to be paid in cash, and the balance in three equal installments of **FOUR, EIGHT AND TWELVE MONTHS**. If the full sum is paid down, **TEN PER CENTUM WILL BE DEDUCTED FROM THE PRICE**. As an encouragement to builders, **THE WHOLE OF THE LAST INSTALLMENT WILL BE REMITTED TO ANY SETTLER WHO WILL BUILD A COTTAGE WITHIN THE YEAR 1879**.

IT IS NOT BELIEVED THAT TERMS SO LIBERAL have heretofore been offered by any sea-side company; and when it is considered that **OUR LOTS ARE LARGER**, and the prices lower than others, we feel justified in pleading the superior merits of our project.

TERMS TO FRATERNITIES.—To parties who will put up a number of cottages, or to fraternities, or building associations, specific terms will be made. Arrangements will also be made with sporting and fishing clubs to erect suitable buildings for the accommodation of boats and tackle.

CONCESSIONS TO CLERGYMEN.—A lot of the valuation of \$200, will be conceded to any clergyman of good standing who will erect a cottage within one year thereafter.

SIZE AND PRICE OF LOTS.—The size of the lots is 50 feet by 100. The bay front being of irregular formation, furnishes many safe harbors for boats, with larger grounds for boat-houses, and does not come under these specifications. These lots offer peculiar facilities for the display of taste in the improvement of grounds; and will be sold at specific rates to yacht owners and sportsmen as soon as a proper progress has been made in the general improvements. The price of all lots will vary, of course, according to locality. But, as the company intends to do business on the mutual principle—desiring that all who join them shall prosper with them—the price of lots will be found low enough for all. Speaking generally, however, the limit of prices will be from \$100 to \$500, which is lower than lots of the same size can be bought at other places of equal standing.

ECONOMY OF LIVING.—One of the reasons why more families do not resort to the seaside in summer is the supposed great cost of living there. They feel that they cannot afford the extra expense attending it. But to the city housekeeper of almost every grade, it will be found **ECONOMICAL** to live two or three months of the year upon **SQUAN BEACH**. This is easily demonstrated. Wild game, as already stated, is cheaper than poultry is at home; and fish are sold at two to five cents per pound, fresh caught every day. *Oysters* cost ten to fifteen cents per hundred, and **CLAMS** and **CRABS** may be had for the taking. Vegetables are fine and cheap at *Toms River City*, while such valuable fruits as **GRAPES**, **PEACHES**, **PEARS**, etc., are also abundant there. All the productions

of the soil, indeed, which pertain to this region and climate, are at hand, and are sold at less than one-half the price paid for the same in the markets of New York and Philadelphia. A family of limited income, therefore, may own its own cottage, which will appreciate in value so as to neutralize the interest and taxes, and live on much less than it can do in the hot city at home.

LENGTH OF THE SEASON.—To hotel proprietors and boarding-house keepers, the length of the season is of great importance. "The English seek the sea," says a writer, "when we leave it." "Brighton is crammed in November, and the three mile drive with splendid mansions on the one hand and the waves on the other, is as full as Hyde Park in June." "Handsome furnished houses rent in that month as high as \$150 a week." The gunning attractions of SQUAN BEACH invite visitors nine months of the year, the winter being the best season for sportsmen. CHADWICK, our neighbor, has more or less visitors all the year round, and has frequently to refuse large numbers for want of room in his house.

N. B.—By a resolution of the Board of Directors, all Certificates of Stock will be accepted at their par value in payment for lots, as per Price List.

Pamphlets and circulars will be mailed on receipt of stamp. Maps, plans, specifications and full explanation will be cheerfully given to any one calling at the Principal Office of

THE BARNEGAT LAND IMPROVEMENT COMPANY,

(Lavallette City, By-The-Sea.)

1032 Chestnut Street, Philada.

ISAAC D. GUYER, SECRETARY.