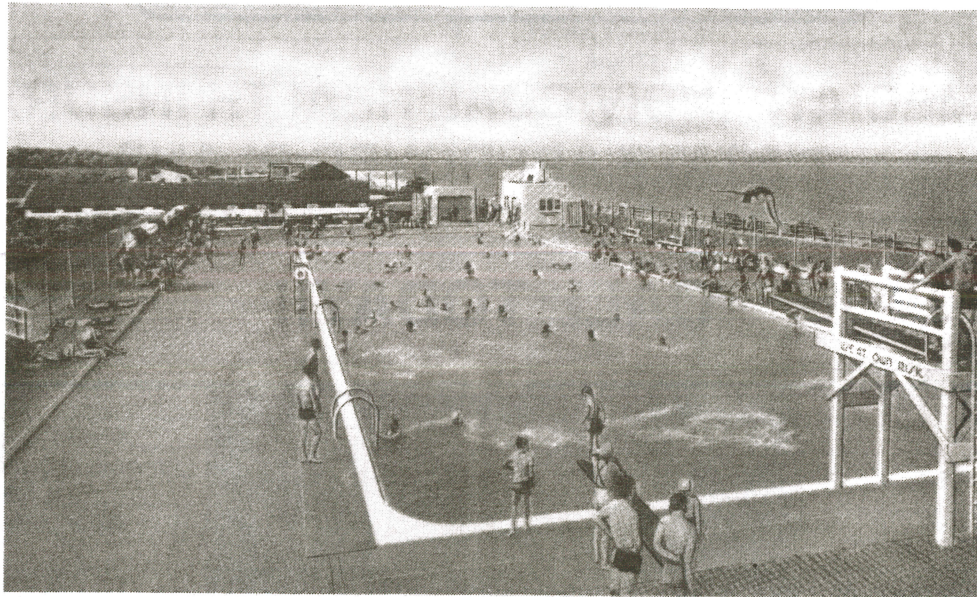


Summer Issue 1994

**MATAWAN-ABERDEEN
HOMETOWN SHOPPER**

SUMMERS PAST

At Cliffwood Beach



Bathing in the Salt Water Pool, Cliffwood Beach, NJ

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Cliffwood Beach, NJ*

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SUMMERS PAST

At Cliffwood Beach, NJ

Cliffwood Beach, located on the shore line of Raritan Bay between Matawan Creek and Whale Creek, was a spot long favored by the residents of the last century for camping, picnics and bathing, and in winter, for ice skating on the lake. According to a legend, Captain Kidd buried a treasure near this spot, and the lake is now known as Treasure Lake. Cliffwood Beach is one of the highest points on the Jersey coast and from this area there is a beautiful view of New York across the Bay.

Henry L. Clark, an industrialist from New York, owned all the land along the beach and bay from Matawan Creek to Whale Creek. His farm contained about 160 acres including the meadowland. Mr. Clark coined the name from the cliffs on the north end and the woods.

In 1923 this entire tract of uncultivated land and woodland was purchased by the Cliffwood Beach Co., Inc. and a plan was made for laying out winding streets and dividing the property into lots. In April, 1924, the first lots were sold to people looking for both country and seashore summer homes, or as a location for year-round homes. Seaside cottages were also rented from June to September by city vacationers.

Many improvements were made rapidly on the shore front. In 1924, jetties and bulkheads were built as well as a mile-long boardwalk, bathhouses and lockers. Ocean bathing was excellent with a lifeguard on duty every day. The Bay was a paradise; clean, no pollution, full of fish, clams, oysters, crabs and lobsters.

The Country Club Casino was built in 1926 near the south end of the boardwalk at the edge of Treasure Lake with wide verandahs and an esplanade on the opposite side of the boardwalk overlooking the Bay. For many years, band concerts were held on this covered pavilion which extended out over the water from the boardwalk.

The Cat 'N Fiddle Restaurant also was built in 1926 at the north end of the boardwalk, and in later years, operated as a cocktail lounge.

Started in 1928, The Cliffwood Beach Pool was completed early in 1929. It was one of the outstanding salt water swimming pools along the coast and was the first chlorinated salt water pool of the Jersey Shore.

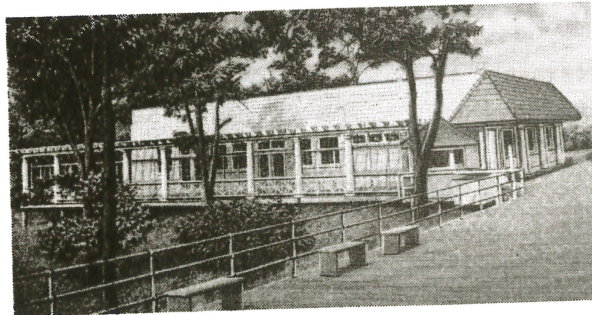
Two large concession buildings, one for refreshments and the other as an arcade for bowling and skee ball, were erected in 1928. The following year, a recreation park was built and included two miniature golf courses on the shore front, handball courts, tennis courts, and a well-equipped children's playground.

Over the years the shore line slowly altered due to considerable erosion from the cliffs. The hurricane of 1950 destroyed most of the boardwalk and washed away tons of earth from the cliff which years ago extended more than 500 feet further out into the Bay.

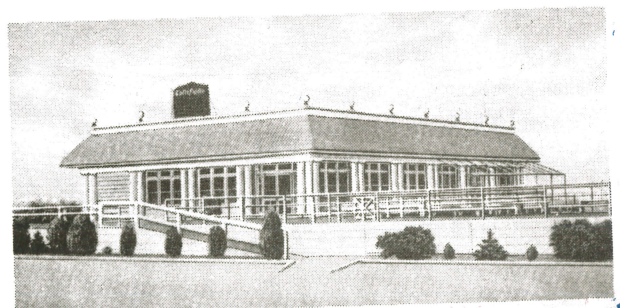
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The Casino
on the Boardwalk
Cliffwood Beach, N.J.



The Cat'n Fiddle
on the Boardwalk
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