

SUMMER ISSUE 1995

**MATAWAN-ABERDEEN  
HOMETOWN SHOPPER™**

*Matawan's  
Flourishing Industries of Years Ago*



**THE RUE POTTERY COMPANY AND WORKMEN IN 1860**  
(formerly located at 32 Main Street, Matawan)



*Pottery produced in Matawan over 150 years ago*

SEE PAGE 4 FOR OTHER MATAWAN INDUSTRIES OF YEARS AGO

MATAWAN-ABERDEEN  
HOMETOWN  
SHOPPER™

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**Did You Know?**

*DUNLOP & LISK, located on Main Street, (Route 79), is the oldest existing concern in Matawan. It was established in 1852 as the Dunlop & Lisk Pottery Company producing earth and stone ware products.*

Member of the  
Matawan-Aberdeen  
Chamber of Commerce

Member of the  
Matawan Historical  
Society

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**Matawan's Flourishing Industries  
of Years Ago**

*By Kevin Roum*

A drive through Matawan today would reveal the town to be one of well-kept residential areas, local shopping and restaurants. What is not so apparent, however, is that Matawan was once the home of a considerable number of industries. It probably had more industries than many towns of its size in the state.



**FLAKED RICE BUILDING**  
**"The Food of The Century"**  
*Matawan, New Jersey*

Located on Church Street, was one of the world's largest manufacturers of electro-plating equipment and supplies, a piano manufacturer, chemical and metal companies.

Some of the products produced in town included rice flakes, canned vegetables using the crops from near-by farms, catsup, glace fruit, "Curadent" Tooth Paste, burlap bags, baskets, tar products, coal and lumber.

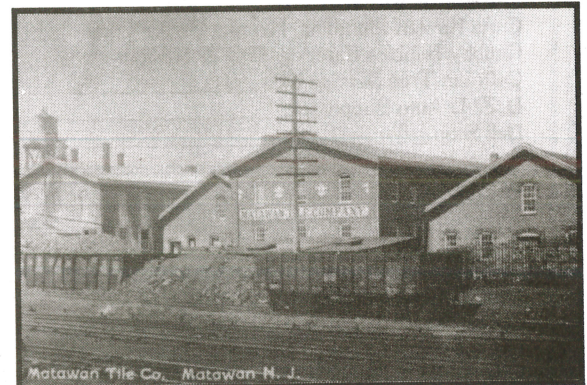
Due to the rich clay soil in the area, industries sprung up producing stoneware, brick, terra cotta, and ceramic tile. There is evidence of clay pottery made in the Matawan area dating back to the 1700's.

Two pottery factories, J. L.

RUE and DUNLOP & LISK of Matawan, produced beautiful earth and stoneware products.

The ceramic tile industry was the largest. Matawan was home to at least five companies including the MATAWAN TILE CO., PROGRESSIVE ART TILE CO., TILE PRODUCTS CO., ATLANTIC TILE MANUFACTURING CO., and MOSAIC TILING CO.

In the beginning of the twentieth century, the many new industrial and technological advances resulted in a huge demand for ceramic tile. One of these new advances was the subway, which several northeastern cities were building, including New York. The MOSAIC TILE CO. was responsible for the tiles in the Eighth Avenue (Independent) Subway and MATAWAN TILE CO. supplied the tiles for the Boston Subway System. Other advances included the widespread installation of indoor bathrooms in the 1920's, which created an even greater demand for ceramic tile.



**MATAWAN TILE CO.**  
*32 Main St., Matawan, New Jersey - 1904-1940*

Like many other industries in Matawan, most of the tile companies were forced out of business by the depression. The ones that did survive only operated until World War II when they were converted to other purposes. Tiles that were made in Matawan lined the walls of subway tunnels, swimming pools, and bathrooms all across the country. But today, little is left to mark the fact that factories ever existed. Matawan's tile industry is one of the best examples of the great achievements and far-reaching influence of this town and its products.

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*Removing the tile from the kiln after baking at the Matawan Tile Co.*

*- Historical photos courtesy of Les Horner, Freelance Photographer. Know Your Town, Matawan Borough and Township, The League of Women Voters of Matawan, NJ - 1965*