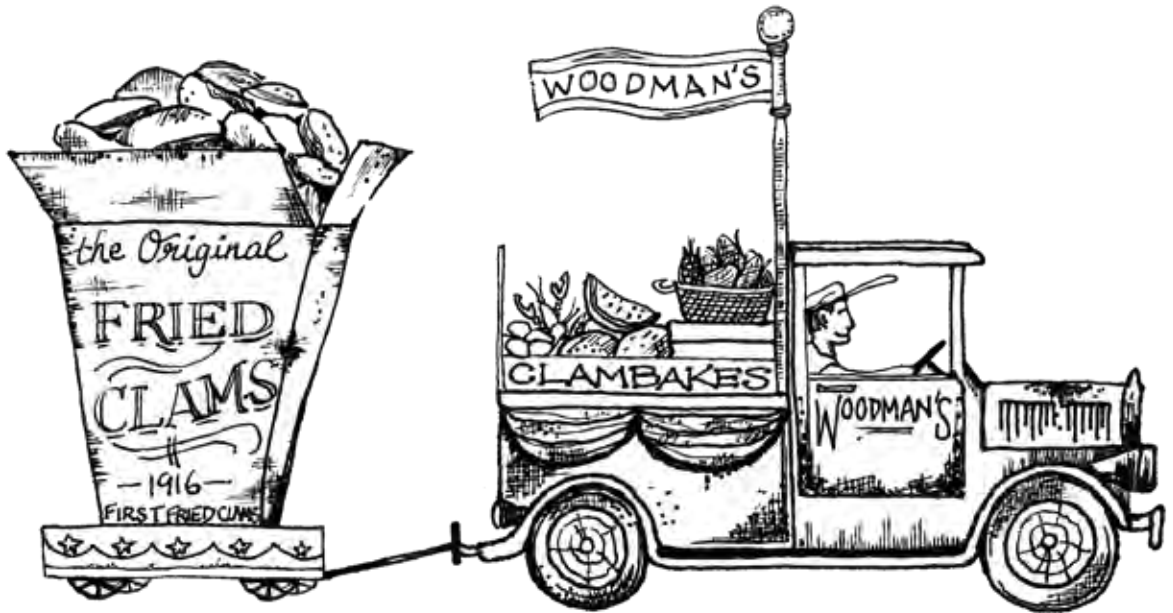


The "ORIGIN" of the Fried Clam



IT IS ALLEGED THAT 93 YEARS AGO ON JULY 3RD, 1916, LAWRENCE "CHUBBY" WOODMAN, AT THE HUMOROUS SUGGESTION OF A FRIEND, FRIED UP A FEW CLAMS AT HIS ROADSIDE STAND IN ESSEX, MA AND THIS IS THE REST OF THE STORY!

THE STORY OF THE FRIED CLAM

In 1914 Chubby and his wife Bessie opened a small concession stand on Main Street in Essex, MA. At first business was slow but on July 3, 1916 things began to change. It was on that day in 1916 that a local fisherman named Tarr noticed a bucket of freshly dug clams nearby, pointed at them and jokingly said - "Why don't you fry up some of your clams? If they're as tasty as those potato chips of yours, you'll never have to worry about having enough customers."

Although it was intended as a little joke, after Tarr departed, Chubby and Bessie started to think, "If by chance they tasted good then Chubby would have created a way to increase the demand for his own-shucked clams. "Let's try it," Bessie said. When the overall verdict among the locals was "delicious!" they knew they were on to something big. The next day, during the 4th of July parade, Chubby and Bessie presented the first fried clam to the citizens of Essex and the Yankee appetite has never been the same since!

A year after the Woodman's experiment a Boston fish market advertised that it was "now equipped to serve the new taste treat - fried clams."

And Howard Johnson—owner of a chain of restaurants that at one time had 100 spots across the East Coast—came himself to learn how to fry clams from Chubby.

On the back of their wedding certificate, Lawrence and Bessie wrote what they considered to be important family events. Along with the birthdates of their two oldest sons is written, "We fried the first fried clam - in the town of Essex, July 3, 1916." Ninety years and five generations later clams are still frying at Woodman's, where it all began. If ever in Essex, perhaps for the US Curtis Cup Match next June 11-13, stop by and try the "originals." In the meantime, savor them here at the Chowder House.