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Vol. 1 — No. 7

A PUBLICATION OF THE STRATHMORE CIVIC ASSOCIATION

MAY, 1964

**NEXT MEETING!**  
Tuesday, May 26  
OLD HIGH SCHOOL  
Broad Street 8:30 p.m.  
Regional Board of Education  
Member Speaks On  
**JUNE REFERENDUM**

## TOUGH PROBLEM? EASY ANSWER!

## Strathmore at Matawan Civic Association Merger Study Committee Report

The concept of merger of the Borough and Township of Matawan has been discussed periodically as a natural result of the proximity and similarity of our two communities and the joint usage of facilities and institutions. The work of the Master Plan Study Committee in 1963 renewed interest in the subject and brought it to the attention of the Civic Association. Robert Chesterman, President of the Strathmore Civic Association, appointed the Merger Study Committee in December 1963 to study the advisability and feasibility of a merger of the two municipalities.

Second, with the greater tax base, full time administrators could be employed in certain services where part-time officials are now used. The broader tax base would also permit improved salary scales which would attract even more competent people. Further, the enlarged area to be served, together with the greater tax base would allow the use of specialists in certain fields, as well as specialized equipment which neither community can now effectively employ. Certainly, no reduction in the number of people employed in the service field is advisable, but more efficient utilization of personnel might be possible.

If you've heard that split sessions in our schools are imminent, you're probably as concerned as we are and have been for some time.

The solution, of course, is to build more schools and quickly. There are 2 new schools in our future IF the School Building Referendum that will be presented on June 2 is passed.

To have this referendum defeated would be shattering. The consequences of such a defeat are unthinkable.

Grades seven and eight are definitely slated to go on split sessions this fall. By September there may be other grades involved.

The proposed schools are an absolute necessity. Let's make sure that every vote is cast on June 2nd for the referendum.

We cannot risk a defeat . . .

The stakes are too high . . .

Or maybe the prospect of split sessions and short changed education doesn't bother you.

**VOTE YES ON JUNE 2nd.**

### Definition of Merger

A merger of the two communities of more separate communities into a single municipality. To bring about a merger, specific steps must be followed as set forth under New Jersey law, culminating in a referendum.

### Advantages

Amerger of the two communities offers definite advantages, including a higher level of municipal services and better utilization of resources through combined planning and zoning activities. Many incidental benefits can also be derived from the creation of a single and larger community. While it is not likely that merger by itself would produce any reduction of taxes, it does seem that over the next several years a general improvement in community services for the same expenditures can be obtained through merger.

Through a merger of the communities, the level of services can be elevated; since the principal objective of a municipal government is to provide services, the possible benefits to be gained in this area are particularly significant. This higher level of services may be realized from two sources. First, duplication of services and equipment would be minimized through consolidation.

Although significant benefits in this area of services should be derived from merger, it does not appear that the combined budgets would necessarily be reduced, but rather that a greater level of service would be received for the same outlay. Taxes for actual municipal operation are a relatively small portion of the total property tax collected, and so changes in this area have a proportionately small effect. Municipal taxes in the Borough and Township constitute 20 and 24% respectively of the total property taxes paid in each community; thus, a 10 — 20% change in the municipal tax would change property taxes by only 2 — 4%. ( Due to practical limitations, this Committee did not evaluate specific tax effects in a merged community. )

With considerable growth projected for the area, orderly and sensible development of our resources is mandatory and the consolidation of planning and zoning activities appears the logical approach to the problem. A fragmented approach, with the two municipalities working at cross purposes, could work to the disadvantage of both. While joint efforts at community planning are always desirable on the part of adjoining municipalities, the geographic realities

(Continued on Page 5)

**THE STRATHMORE OBSERVER**

Published monthly by the  
Strathmore-At-Matawan  
Civic Association, Inc.,

Matawan, New Jersey

Robert J. Chesterman, President  
William M. Lynch, Vice-President  
Frank J. Clement, Secretary  
Edward G. Olsen, Treasurer

**Editorial Staff**

Norman K. Brenner      Lois Forman  
Julius Puchy            S. Roger Dixon  
Eleanor Schafer  
Walter Zaleskie, Business Manager

**THE 2 WAY STREET**

Well its finally happened! It was only a question of time before Strathmore saw an auto accident. This past month we had not one but two serious automobile accidents. This corner wonders whether any lesson will be learned.

Safety is a two way street. This means that drivers using Strathmore streets exercise caution and do not exceed the limit of 25 miles per hour. It also means that parents of children of pre-school and school age impress on their children the seriousness of safety. Streets are **NOT** places to play and children cycling on streets should be made aware of the potential danger of autos.

**Notice!**

Mr. Charles Isola of 542 Line Road who is a member of the Association has requested that the following announcement be made concerning property owned by him within the development. The property in question is bordered by the homes on Idaho Lane, Italic Place, Idlewild Lane (near Line) and Idlewild Court. Mr. Isola is concerned about the liability of children playing on the property and has requested the parents to ask their children to refrain from doing so. In addition, it is requested that homeowners refrain from crossing the property or depositing lawn debris thereon.

**CHARTER COMMISSION TO HOLD PUBLIC MEETING**

The Charter Study Commission will again hold a Public Hearing to acquaint the public with its work. The meeting will be held on June 8th at 8:30 p.m. in the high school auditorium.

The Commission's consultant, Dr. William Miller will be featured.

**Matawan Township First Aid To Distribute Coin Cards For Annual Fund Drive**

Between June 1 and June 15, members of your First Aid and Rescue Squad will distribute coin cards for their Annual Fund Drive. The coin cards will be collected personally, by uniformed members of the squad, starting August 15 through 31. The Squad is seeking a \$5 minimum donation from each home, which will barely meet operating expenses. A fact sheet will be enclosed with the coin card, which will explain the functions of the squad, and give the details of the 1964 budget.

Over the past two years the population of the Township has doubled and the First Aid Squad has tried to keep pace by increasing its membership and equip-

ment. In 1963 expenditures amounted to \$21,000 and the estimated expenditure for 1964 are \$26,000. The greatest portion of this will come from the annual fund drive and Sunday night Bingo at the First Aid Building in Cliffwood.

The next issue of the **Strathmore Observer** will contain a brief history of the squad and its functions. Future issues will give helpful hints which the average person can follow in times of emergencies until the First Aid Squad arrives.

Remember, the services you receive from the squad is determined by your response to this appeal.

**▶ Letter to Editor ◀**

Your April issue carries a reprint from the December **Observer**, citing the schedule for our Township road-building program in Matawan Township as presented to a special meeting of the Planning Board.

So far as it goes, your presentation out the fact that completion of the road-story fails to include, however, is the fact that the scheduling for the work in question was — and still is — predicated on the acquisition of necessary easements by the Township to enable us to do the work. At this time, all necessary easements have not as yet been procured, although we understand the Township is working on the problem and expects to have it solved soon.

When we are informed that the easements have been acquired, we will be able to proceed, but until that time we are unable to do so.

We feel it is important again to point out that fact that completion of the road-building program is contingent on the easements — a fact which was spelled out in the 17 - point program and which was enunciated by us at the special meeting of the Matawan Township Planning Board when the report was made last winter — in order to avoid possibility of any future misunderstanding based on presentation of only part of the facts.

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## Merger Study

(Continued from Page 1)

of the two Matawans argue forcibly for merger from a planning standpoint alone.

### MUNICIPAL SERVICES

A merger of the two communities appears to provide benefits in several areas of municipal services. Among those that offer the most promise in this direction are the following:

#### Police Force

Consolidation of the two police forces should result in elimination of duplicate equipment and also permit the acquisition of new and more modern facilities. Furthermore, the geographical coverage could be improved through consolidation compared to the present system whereby township police must cross Borough territories to complete patrols of outlying sections of the Township. In addition, the combined force should attract and justify additional trained personnel.

#### Fire Department

Adequate coverage is now provided by seven volunteer companies which work together cooperatively. However, investigation in this field should be made to determine whether better quality service could result with a full-time Fire Chief. Possible elimination of duplicate equipment or purchase of specialized equipment should also be explored.

Better quality fire departments could result not only in greater protection for the citizenry but, as a "bonus," could result in a more favorable rating given the area by the New Jersey Board of Fire Underwriters. This could reduce Fire Insurance rates throughout the area.

#### Garbage Collection

At the present time, both communities contract for garbage collection, but consolidation may make it possible to establish a municipal force to perform this function more economically.

#### Roads

Road maintenance is a constant drain on the revenues of the municipalities. Better utilization of existing road maintenance equipment under merger could materially reduce the high cost of maintaining roads and streets. Transportation in the suburban area in which we live is of prime importance to the citizens. The community must maintain its roads at the highest level.

#### Water Supply and Sewer Service

Municipalities can only prosper when their utilities can meet the demands placed upon them by their residents and industries. There is reason to believe that the combined communities can provide more economical water and sewer facilities. The cost of future extensions of sewer lines could be minimized, and certainly more adequate sewer facilities could be provided.

#### Schools

The improved level of education offered under the present regional school district has already demonstrated the advantage to the two communities of working together. At the moment, however, the considerable growth in school population in the Strathmore area has caused a temporary dislocation in the sharing of the school tax burden.

Should the communities merge, the total school budget would be apportioned on the basis of assessed valuation or any alternate basis which would provide more equitable distribution of costs.

Specifically, had merger been effective in 1964 and all school costs allocated in proportion to assessed valuation, a uniform 1964 school tax rate of \$1.88 would have resulted throughout the Matawans. This would have been a reduction from the 1963 rate actually paid, both in the Borough (\$1.89) and the Township (\$1.99).

The actual 1964 distribution of school costs, which has resulted in public controversy, reflects a somewhat higher tax rate in the Borough (\$2.07) and a somewhat lower rate in the Township (\$1.79) — whereas the uniform \$1.88 rate, based on assessed valuation, could have held throughout the area under merger.

Under state law governing merger, it would seem possible for the Merger Plan to provide an allocation formula specifically developed for our particular situation.

(Continued on Page 6)



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July 22 - August 1 THE ENCHANTED ONES, Comedy  
August 4 - 22 L'IL ABNER, Musical

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(Continued from Page 5)

CONCLUSION

In addition to 12 formal meetings which have been held, many local, county and state officials have interviewed by the Committee individually. Through the courtesy of several of these officials, the Committee has had an opportunity to review a substantial body of literature concerning merger, including actual reports developed on the subject in several other communities. The studies of the Committee indicate that there are many potential advantages to both communities to be derived from a merger. Based on its investigation, the Committee accordingly concludes that a merger appears desirable.

The Committee next considered the most effective means of bringing about a merger. Although this study represents the first local attempt in 25 years to explore this question, it should be recognized that community may well have formed opinions on the matter in the absence of such a study. There is some opposition to merger, due to several factors. These include a lack of complete awareness of the potentialities, and reflect the prevalence of opinions formed in earlier periods under different conditions. It would, therefore, appear most desirable that a further investigation be made. To this end, it is the Committee's recommendation that the Civic Association go on record as favoring the appointment of a Joint Study Group by the governing bodies of the Borough and the Township.

# LOCAL LOG

By Lois Forman

This Spring and Summer, keep your eyes open for special goings-on around Monmouth County as part of New Jersey's Tercentenary celebrations.

In Matawan, four early eighteenth and nineteenth-century homes will be open for a public tour to be held on June 13th between the hours of 1 and 5 p.m. Included will be the oldest home believed to exist in this area — known as Hawkins House, it was built in 1723.

Tickets for the tour, including a buffet lunch, may be obtained from the several divisions of Womens' Clubs of Matawan. For further information contact Mrs. Marty Mahoney, Matawan, tour chairman.

Parades and special events (such as the re-enactment of the historical Battle of Monmouth in the environs of Freehold) will occur from time to time these next months. You may check neighboring communities for their schedules; and this column will present a round-up of Tercentenary planned events in the next issue of the OBSERVER.

\* \* \* \* \*

A Summer Apprentice Program for teenagers is being formed by the Wagon Wheel Playhouse of Middletown. It's an unbeatable chance for vacationing youngsters to learn about "show biz", according to Leonard Schlosberg, WW business manager. He promises a full-time stint, seven days a week for teenagers who participate. Experience in every phase of theater — painting sets, building props, and some acting, too — is assured. Give Leonard a buzz if you're interested (264-4359).

And if you haven't got a stage-struck young-un, but you think you have a voice of your own, here's a chance to try it on for size. Auditioning of singers for WW's production of "L'il Abner" will take place during the first week of June. For an appointment, call Leonard or Bill Corio (566-7631).

\* \* \* \* \*

**SOME DATES TO REMEMBER:** As this column goes to press, an organization meeting of the League of Women Voters local chapter has been set for May. If you miss this one, but want to make sure you're informed of future League plans, call Mickey (Mrs. Allen) Pearl at 566-6304 for next meeting date. And anyone interested in helping in anyway the cause of our new community hospital is urged to attend an open meeting of the Bayshore Community Hospital Auxiliary to be held on Thursday evening, June 4th at 8 p.m. in the Matawan Township First Aid Squad Building, Cliffwood Beach.

\* \* \* \* \*

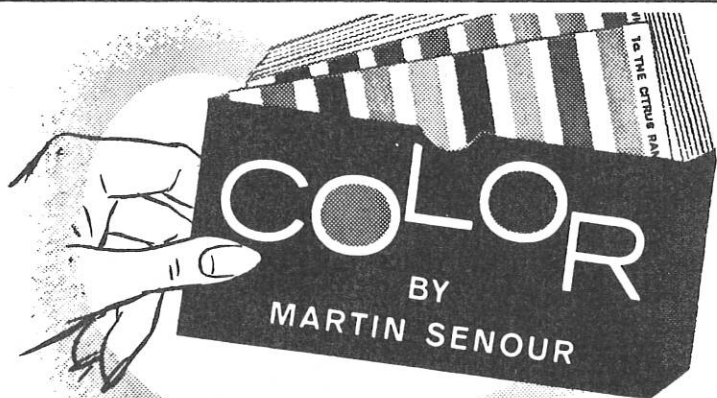
**NEW SCHOOLS OR NO SCHOOLS** to go around in a few years. The decision is up to you when the Township School Building Referendum comes up for vote on Tuesday June 2nd. Every Strathmore citizen is urged to vote YES. Make the effort to get the polls because YOUR vote may be the decisive one.

### Legion Forms

Veterans interested in forming a Strathmore Post of the American Legion should contact the Monmouth County Commander, Mr. Robert Godbold at 775-2944.

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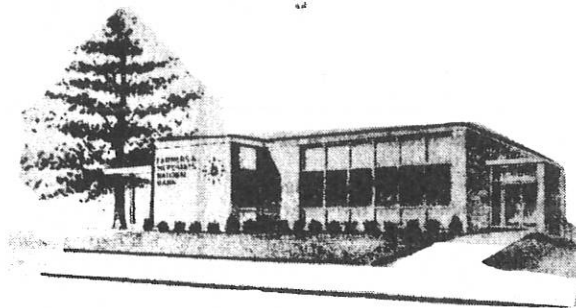
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**June 2, 1964, a large force of registered voters will be needed at the polls.**

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**EXCELLENT OPPORTUNITY** — to provide adequate school facilities for your children.

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**VACATIONS** — from the worry of split sessions.

**HIGH PAY PLUS LIBERAL BONUS** — the Peace of Mind that comes from living in a community with an advancing school system.

**EXPERIENCE NOT NECESSARY** — However, you must be a registered voter.

**APPLY IN PERSON AT:** Your Voting Polls, Strathmore Elementary School, JUNE 2nd,

**HOURS:** 2 — 9 p.m.

**VOTE YES**

The approach is light but the message is **SERIOUS** . . . Think about it a moment . . . Then vote **YES** on June 2nd for two new schools for our Matawan Regional School System. Your children's future depends on it.

Ad contributed by the Education Committee of the Civic Association

**JUNE 2nd**

# • JUNE •

<b>M O N</b>	Township Comm. VFW Cliffwood Royals Knights of Pythias  <b>1</b>	Bd. of Health Bayview Womens Assoc. Vets Home Fire Comm. Dist. 1 Cliffwood Royals <b>Charter Study Comm. Public Hearing 8 p.m., High School</b> <b>8</b>	Township Comm. VFW Bd. of Educ. Cliffwood Royals Knights of Pythias  <b>15</b>	Nat'l. Council Vets Home Recreation Comm. First Aid Ladies Aux. Cub Scout Pack 237 Cliffwood Royals  <b>22</b>	<b>29</b>
<b>T U E S</b>	St. Benedict Bingo Boy Scout Troop 66 Girl Scout Troop 229 Boy Scout Troop 80 Brownie Troop 36 First Aid Squad Mat. Lodge 192 F&AM Charter Study Comm. Alter Rosary Soc.  <b>VOTE 2</b>	St. Benedict Bingo Boy Scout Troop 66 Girl Scout Troop 229 Boy Scout Troop 80 Brownie Troop 36 Hose & Chem. Co. Catholic Daughters Columbian Aux.  <b>9</b>	St. Benedict Bingo Boy Scout Troop 66 Girl Scout Troop 229 Boy Scout Troop 80 Brownie Troop 36 First Aid Squad Mat. Lodge 192 F&AM Charter Study Comm.  <b>16</b>	St. Benedict Bingo Boy Scout Troop 66 Girl Scout Troop 229 Boy Scout Troop 80 Brownie Troop 36 Hose & Chem. Co. Jewish Center Sisterhood  <b>23</b>	St. Benedict Bingo Boy Scout Troop 66 Girl Scout Troop 229 Boy Scout Troop 80 Brownie Troop 36  <b>30</b>
<b>W E D</b>	Girl Scout Troop 69 K of C 5234 Mat. Grammar PTA Strath. School PTO Harbor Comm.  <b>3</b>	Girl Scout Troop 69 K of C 5234 Sirius Chap. 123  <b>10</b>	Girl Scout Troop 69 K of C 5234 Planning Board Baby Clinic Hose & Chem. Aux.  <b>17</b>	Girl Scout Troop 69 K of C 5234 Sirius Chap. 123 Sewerage Auth. High School PTA  <b>24</b>	
<b>T H U R</b>	Boy Scout Troop 237 Guad. Post 4745 Aux. Butler Lodge Taxpayers Assoc. Holy Name Soc. — St. Joseph Cambridge Pk. Baby Sitting Pool  <b>4</b>	Boy Scout Troop 237 Eastern Star  <b>11</b>	Boy Scout Troop 237 Guad. Post 4745 Aux. Butler Lodge Strath. Jewish Cen. Junior Holy Name So. Columbian Aux.  <b>18</b>	Boy Scout Troop 237 High School PTA Eastern Star Zoning Board  <b>25</b>	
<b>F R I</b>	<b>5</b>	<b>12</b>	Cub Pack 80  <b>19</b>	Industrial Comm.  <b>26</b>	

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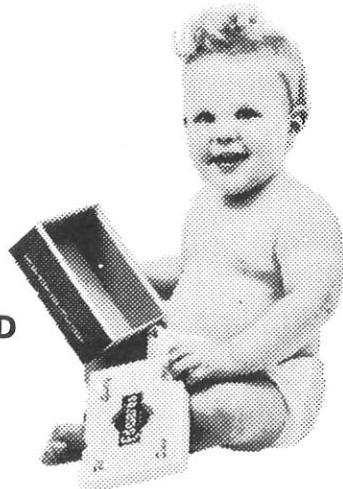
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 RED 75c sq. ft.

**Curb Block** 32c pc.

**Decorator Design Block 8"x16"** - 39c pc.

WASHED - STERILIZED  
**PLAY SAND** 80 LB. BAG bag 79c

**Package Pavement** bag \$1.59  
 REPAIR YOUR DRIVEWAY - 80 LB.

DRIVEWAY DRESSING  
**SEALZIT No. 10** 5 gal. \$4.25

DRIVEWAY RESURFACER  
**FORMULA 366** 5 gal. \$6.25

Coal Tar Emulsion — Seals Against Oil - Gas - Etc.

### INSTANT CRETE

Sand or Mortar Mix - 70 lb. \$1.29 bag  
 Gravel Mix 70 lb. 1.19 bag

### IN STOCK:

Cement - Portland, Mortar, White, Sand,  
 Gravel, White Crystal Stone.  
 Brick, Block, Clay and Fibre Pipe, Flue  
 Lining, Reinforcing Wire and Bars,  
 Expansion Joint

## LAWN and GARDEN

**Garden Lime** 2 bags for 95c  
 49c BAG 80 LB. BAGS

### Armour — Heritage House FERTILIZERS — SEED

5-10-5 Home & Garden Spl.  
 \$1.59 - 50 lb. Bag

10-6-4 Lawn Special  
 \$1.89 - 50 lb. Bag

Vertagreen 10-6-4 Turf Food  
 \$3.47 - 50 lb. Bag

**Heritage House 3 in 1** Lawn Food Pest Control \$8.95  
 Crabgrass Control Covers 2500 sq. ft.

Covers 5000 sq. ft.  
**Heritage House Lawn Food 20-10-20** 4.45

**Perennial Rye Grass Seed** \$1.19  
 5 LB. BAG

**Heritage House "Custom Lawn" Seed**  
 Reg. \$7.29 - 5 lb. \$6.56

**Heritage House "Sturdy Lawn" Seed**  
 Reg. \$5.89 - 5 lb. \$5.29

**SPREADER** \$4.95  
 FERTILIZER and SEED — 16 inch

**WHEELBARROWS** \$6.69  
 3 CU. FT.

4½ CU. FT. - HEAVY DUTY - PNEUMATIC TIRE  
**WHEELBARROW** \$23.50

**RUBBER HOSE - 50'** \$10.50  
 ¾ inch HEAVY DUTY - REINFORCED

For Rent: Rollers - Spreaders -  
 Spikers - Wheelbarrows - Tampers -  
 Cement Mixers - Mortar Pans - Etc.

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