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# Strathmore

## OBSERVATIONS

OCCUPANT  
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MATAWAN NJ

VOL. III — No. 11

A PUBLICATION OF THE STRATHMORE CIVIC ASSOCIATION

AUGUST, 1966

## Water — What Is the Problem?

Why do we have severe restrictions on lawn watering in Strathmore? What precipitated the necessity for the passage of an ordinance with fines up to \$100 for violators? Will the restrictions be with us again next year; what about 1968, 1969? In an attempt to answer these questions the officers of the Civic Association obtained some of the facts while interviewing the various public officials who are charged with the responsibility of solving the problem.

Here is what they found to be the problems and the possible solutions:

The Strathmore Water Company—a unit of the Matawan Township Utilities Authority—is franchised by the state to supply water to approximately 2,000 homes in the Strathmore area of Matawan. The Authority must supply water service to any family in the area who requests it. It does not have the option of refusing service to any area residents.

The State also regulates the maximum amount of water that can be drawn from the wells. At present, the Authority has permission to pump one million gallons a day, averaged over a month from its two 700-foot wells. At peak demand periods the pumps draw and process 80,000 gallons of water per hour — a total of 1.8 million gallons per day. In addition, the storage tank can hold 600,000 gallons of processed water. On peak demand days the water company can supply 2.4 million if it started the day with a full tank and ended the day with the tank empty.

In calculating the water demands for a community, most Public Authorities use the figure of 100 gallons per person per day. With the average of four occupants per household in our community, the daily use should not exceed 800,000 gallons a day. The actual average daily water consumption for our community is 60 gallons per occupant, 240 gallons per household, a total of 500,000 gallons. This consumption rate is well within the capacity of our present system. During the Fall, Winter and early Spring months this figure is rarely exceeded. During the late Spring and Summer months figures supplied by the sewage plant indicates that water consumption for household purposes remains at approximately 500,000 gallons.

Green lawns, thriving shrubs and trees require water to maintain their beauty and to continue to grow, and in

most cases to continue to live. When the hot, dry weather comes, with no appreciable rain and temperatures above 90, our water problem begins. Most lawn sprinklers use 200 to 400 gallons of water per hour. When we are allowed to run them every day, hours at a time to maintain our greenery, the average daily water consumption rate rises rapidly to 1.5 million gallons. On some days it has exceeded 2 million gallons. Thus, the average per-household rate goes from 250 to 1,000 gallons each day. Our average allowable draw is 1 million and to allow unrestricted watering obviously will far exceed that figure.

In order to keep the consumption rate at an acceptable level, residents were asked to voluntarily restrict themselves and adhere to a schedule published by the Township Utilities Commission. The temptation to keep that lawn green was too great to many people and the schedule was not followed, resulting in dangerously low water reserve and pressure.

In some of the higher sections there was no pressure or water at all. Had there been a fire in those sections the fire companies would have had to rely on their own water-carrying trucks to fight the fire. Total capacity of the fire company trucks is 2,500 gallons, enough for a small, manageable fire, but not for a serious blaze without supplementing their supply from fire hydrants.

The ordinance, backed up with fines, watering restrictions, etc., is a matter then of safeguarding the health and welfare of our community, and not just a device to alleviate a minor problem. It is a serious matter that requires adult, mature judgment to resolve and it will require the cooperation and wholehearted support of every resident of this area.

Thursday night, July 13, was typical of many recent nights at the water plant. On that night the Ivyhill section was scheduled to water their lawns, but at 8:20 p.m. the police asked that all the sprinklers be turned off. At 9:30 p.m., as the chief water plant operator was examining his pressure gauges and flow

charts, and looking over his shoulder were Erich Hellstrom and John Schorsch of the Utilities Authority and Ten Endresen of the Civic Association.

It was evident from the charts that the plant had been pumping at full capacity night and day for more than one week, except for brief shut-downs to clean filters. During that time the water storage tank was never completely filled. At about 10:00 p.m. the gauges took a down-turn, indicating that the tank was again empty and the residents of the higher elevations were without water. The only reserve was the water being filtered at the plant and that was slowly going down.

For the second time that night the Utilities Authority had to ask the police to make an announcement that lawns should not be watered. If a fire had occurred in Strathmore at this time, there was no reserve capacity, and it would have been necessary to cut off water completely to all the sections of Strathmore that were not involved in the fire.

After the second announcement by the police that evening, water consumption started to slow down and by midnight the reserve tank began to fill slowly. All present knew that the tank would not be full by morning and the following night the problem would be repeated. John and Erik had spent many long, weary, unsalaried hours at the plant, night after night, watching the water reserves go down as they planned for emergencies.

There is one disconcerting note in this picture; if one of the two electric well pumps went out of service the plant output could be reduced to 600,000 gallons per day, just enough for household purposes — with none left over for lawns, shrubs or trees. Repairs could easily take weeks.

It is obvious that the Strathmore plant has excellent facilities and adequate capacity for normal household water demands, but cannot cope with dry lawns in hot weather. If there were no restrictions on water usage, the peak daily consumption would easily exceed 3 million gallons and might come close to 4 million gallons. It is equally obvious that with the present plant and

(Continued on Page 2)

**THE STRATHMORE OBSERVER**

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**Richard T. Schwartz — A Profile**

When Dick Schwartz, our Township Attorney, and for a few months acting Township Manager, first moved to Strathmore in December, 1962, he was a commuter, as are most of us. At that time he traveled to Jersey City where he practiced law with an uncle. Since then his law practice in Matawan has grown to the extent that he no longer commutes. In September, Dick will open a professional office in the new Lakecrest Building at 93 Broad Street, Matawan.

Dick believes that most people should have a family attorney, much as they have a family doctor, and should consult him before signing any contract or business document. As he points out: most documents such as contracts with builders, freezer-food plans, home alteration firms, dance studios, etc., are designed to protect the seller, not the purchaser. Some contracts may involve high penalties for violation on the buyer's part and no protection for the buyer. Once the contract is signed, there is little recourse to the law. However, before it is signed, an attorney can insert clauses to protect his client.

Dick feels strongly that television has given the general public an improper impression of law and the activities of an attorney. He sincerely believes that the practice of law is more "down to earth" than people realize. On television, lawyers never lose cases, but in reality they do. An attorney's business is intimately involved with people and their day-to-day problems. The unusual cases presented on Perry Mason or The Defenders rarely occur and are usually handled by specialists in trial law. People sell houses, make contracts for home improvements, etc., and many of the binding agreements of the contracts may be misunderstood by the buyer, or not explained in enough detail by the salesman. Dick feels that lawyers are the last person people think of when making a decision and the first they call on when in trouble.

Dick Schwartz is 32 years old and was born and raised in Jersey City. He at-

tended local schools, but went South for his higher education. A graduate of Duke University in 1954, he completed Duke University Law School in 1957. He passed his Bar Examination in New Jersey the following Spring and served a nine-month clerkship in New Jersey before he was accepted to the bar to practice law. This requirement in New Jersey has recently been modified. He worked for the Township Attorney of Clark Township for two years and then joined his uncle in a general law practice in Jersey City. Dick served in the National Guard, entering as a private and attaining the rank of 2nd Lieutenant during his term of service.

When Dick and his family moved to the Strathmore community, he immediately became active in local activities and joined the steering committee of the Strathmore Civic Association. He was named the first legal counsel of the Association in 1963. At the same time he was one of the four men who organized the Strathmore Democratic Club and served on its Executive Committee. In January, 1964, Mr. Schwartz was appointed Township Attorney. He was re-appointed Township Attorney in January, 1966. He also assumed the task of Acting Township Manager under the new form of government.

In addition to his township activities and law practice, Dick is active in the Temple Shalom and serves as its legal counsel. He is active in the Matawan Rotary and the B'nai B'rith. He is an avid golfer, but doesn't spend as much time on the golf course as he would like to. An active bowler, Dick has trophies from competition in the Strathmore Men's Bowling League to vouch for his skills on the hardwood.

Dick lives with his wife Susan and their daughter Karen, age 7, at 6 Anton Place. Mrs. Schwartz is originally from South Orange and until recently pitched in as Dick's secretary. When Dick moves his desk and library to the new office in Matawan there will be more room about their house and less conferences in their living room.

**WATER PROBLEM**

[Continued from Page 1]

equipment, there must be enforceable regulations on the use of water in order to maintain an adequate reserve for emergencies.

The water problem in Strathmore in July, 1966, is the same as it was in July, 1965, and could be repeated again in July, 1967. There should have been investigations, studies, plans and, perhaps, even construction in progress to alleviate this conditions; but to date little has been done.

Studies and plans should have been indicated by the 1965 Authority and construction should have begun under the present Authority. The reasons this work was not done can probably be blamed on politics. Last year's board was a lame duck group, all of whom went out of office on December 31. In addition, there was considerable political friction involving the Authority.

The present Authority was a new group that took office on January 1, 1966, and has had to learn their new responsibilities. To date, they have initiated a study to determine the needs of the water system and have requested authority from the state to withdraw an additional one million gallons of water per day.

The present Authority will have to review the engineers' studies and if additional well capacity is needed, secure permission from the State to drill it. They must also draw plans and prepare specifications for additional filtering and storage facilities, secure additional financing, advertise and award contracts and then wait for materials to be delivered and construction to begin.

All this takes about a year and if the present Authority procrastinates or if unforeseen difficulties arise, Strathmore will have a water emergency in 1967.

★

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**Water-From Whence It Comes?**

The residents of Matawan Township obtain water from five different sources. The Matawan Township Utilities Authority supplies water to the Strathmore area. Matawan Township Water Department (under the direction of the Township Council and the Township Manager) supplies water to residents in the River Gardens and Cliffwood sections.

The Township sells water to the Cliffwood Water Company. Cliffwood then sells and distributes it to residents of Cliffwood Beach. The Lakeview section of the township—near Atlantic Avenue and the High School—is supplied by the Matawan Borough Water system.

and the Oak Shades Firehouse—is supplied by the Borough of Keyport.

There are not any plans or proposals to change this in the near future, with one exception. The Borough of Keyport has implied that it may discontinue supplying water to residents in the Oak Shades area of the Township. If this be the case, these homes will, in all probability, be connected to the Strathmore water system sometimes within the next few years.

The Oak Shades area—Township Hall

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# School Transportation Cost

In 1946, the annual school budget was \$97,885; in 1956 it was \$506,384; last year it was \$3,037,845. This past February the electorate voted for \$3,630,400 to run our educational system. This represents an increase of over 370% in 20 years.

An accountant or controller of a business confronted with a budgetary explosion of this kind would be quick to look critically at his cost structure in an attempt to find those items which could be reduced without affecting the quality of his product or services. It is not unreasonable then, to expect our Board of Education to use the same kind of yardsticks in reviewing its budgetary expenditures. However, a look at the record, one item in particular — transportation costs — will show that it is not being done this way.

## Budget Figures —

### Transportation Contracted Services

1964-1965 Actual Expenditure	\$31,061.86
1965-1966 Budget Estimate	\$35,200.00
Actual Expenditure	\$56,500.00
1966-1967 Budget Estimate	\$65,900.00

Bussing specifications are publicly announced and the lowest responsible bidder is awarded the contract on a route by route basis. It should be noted that the dollar allocation for transportation is public knowledge and always known beforehand by the bidding contractors.

In 1964-1965 three bus companies, two local and one from Keansburg, bid on the contract. The costs to the school board were below budget estimates. But in 1965-1966 and 1966-1967 only the two local contractors submitted bids and each year the actual cost exceeds the budget estimates. The low bids were approximately equally divided between the two in the 1964-1965 year; the current low bids were split 5 to 3 for the 8 routes to be operated the first half of the next school year; the split was 6 to 4 on the 10 routes to be operated the second half of the semester.

Until a few weeks ago, the local school board had no yardstick to measure the costs against a school-operated bus system. Under the latter system the State will reimburse the district for 75% cost of the vehicles, up to a maximum of \$4,500, except with the specific approval of the Commissioner of Education, and 75% of the operating and maintenance costs, subject to the approval of the County Superintendent of Schools.

What can be done to reduce our transportation costs?

1. Research has proven within certain limits that a bus-operated school system is cheaper. Either switch over or use it as a wedge to force the two local operators to reduce their rates.
2. Re-arrange the bus routes to reduce the number of pick-up points to an absolute minimum.
3. Comply with the state statutes gov-

erning school transportation of high school students. According to the Secretary of the School Board, this will result in an immediate saving of 20% on transportation costs.

There are many other non-educational items glossed over in the budget where substantial savings can be effected. Budgets will continue to rise as the school population rises. It is, therefore, very important to see to it that items with little or no direct educational value be reduced to an absolute minimum cost.

## ZONING

There are many unimproved lots on Lloyd Road and Church Street that would increase considerably in value if the zoning codes were to be changed from residential to commercial. A request for a variance to construct a gasoline station at Lloyd Road and Church Street was turned down several years ago by the Board of Adjustments (Zoning Board). In 1962, two doctors secured a variance to construct an office building to be limited to space for offices for two doctors. The property is located on Church Street across from the Strathmore School.

The subsequent owners, Doctors Ber- man and Sticht — recently just Dr. Ber- man — have applied on five separate oc-

casions, for variances to enlarge the use of the property. This has included ten additional offices for "professional" purposes, subdividing the area for homes on undersized lots, dividing the present building into many "professional" offices, and most recently to divide the present vacant office and permit offices for a total of three doctors and/or dentists in the building. This latest variance was granted by the Board of Adjustment by a three to one vote with one abstention and was denied by the Township Council by a six to zero vote, with one abstention. The denial by the council was a much-welcomed step in the right direction.

Zoning is the responsibility of the whole community because it can affect the character of the community and the area. Those who are involved in legislation over these variances deserve the moral and financial support of the whole community.

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# COMMUNITY CALENDAR AUGUST, 1966

1

ST. CLEMENT'S HOLY NAME SOCIETY  
Strathmore Lanes, 8:00 p.m.  
TOWNSHIP COUNCIL  
Municipal Building, 8:00 p.m.  
V.F.W. — Post House, 8:00 p.m.  
FIRST BAPTIST CHURCH BD. OF CHRISTIAN  
EDUCATION, Church House, 8:00 p.m.  
AMERICAN ASS'N. OF UNIVERSITY WOMEN  
Presbyterian Church House  
WOMEN OF TRINITY EPISCOPAL CHURCH  
Church, 8:30 p.m.  
KNIGHTS OF PYTHIAS J.F.K. CENTEN. LODGE  
Oak Shades Firehouse, 8:30 p.m.

2

MUNICIPAL COUR.  
Municipal Building, 7:00 p.m.  
MASONIC LODGE  
Masonic Temple, 8:00 p.m.  
FIRST AID & RESCUE SQUAD  
Cliffwood First Aid Bldg., 8:00 p.m.  
BAYSHORE HOSP. MAT. TWP. AUXILIARY  
Strathmore Elementary School, 8:30 p.m.

3

HARBOR COMMISSION  
Municipal Bldg., 8:00 p.m.  
KNIGHTS OF COLUMBUS  
CARDINAL NEWMAN COUNCIL  
Strathmore Lanes, 8:30 p.m.

4

AMERICAN LEGION POST 176  
Post House, 8:00 p.m.  
V.F.W. AUXILIARY  
-Post House, 8:00 p.m.  
GREAT BOOKS DISCUSSION GROUP  
Middlesex Rd. Rec. Ctr., 8:00 p.m.

8

LOCAL ASSISTANCE BOARD  
Municipal Building, 8:00 p.m.

9

MUNICIPAL COURT  
Municipal Building, 7:00 p.m.  
FIRST BAPTIST CHURCH LADIES' AID  
Church House, 8:00 p.m.  
MAT. BRIDGE CLUB MASTERS POINT GAME  
American Legion Hall, Mat., 8:00 p.m.  
CIVIC ASS'N. EDUCATION COMMITTEE  
Strathmore Elementary School, 8:15 p.m.  
O R T, Strathmore Lanes, 8:30 p.m.

10

ORDER OF THE EASTERN STAR  
Masonic Temple, 8:00 p.m.  
SHADE TREE COMMISSION  
Municipal Bldg., 8:00 p.m.  
MAT. TWP. REPUBLICAN CLUB  
Oak Shades Firehouse, 8:30 p.m.

## ATTENTION — ORGANIZATIONS

All organizations wishing to have events, meetings, etc., listed in the Community Calendar must submit the following information to The Observer by the 15th of the preceding month: Date of the event, organization name, time of the event, and the meeting place. Mail to:

THE STRATHMORE OBSERVER  
Box 100, Matawan, New Jersey

11

JUNIOR CHAMBER OF COMMERCE  
Magnolia Inn, 8:30 p.m.

15

BOARD OF EDUCATION  
Mat. Grammar School Library, 7:55 p.m.  
TOWNSHIP COUNCIL  
Municipal Building, 8:00 p.m.  
V. F. W., Post House, 8:00 p.m.  
KNIGHTS OF PYTHIAS  
J.F.K. CENTENNIAL LODGE  
Oak Shades Firehouse, 8:30 p.m.

16

MUNICIPAL COURT  
Municipal Bldg., 7:00 p.m.  
MASONIC LODGE  
Masonic Temple, 8:00 p.m.

17

PLANNING BOARD  
Municipal Building, 8:00 p.m.  
BAYSHORE HOSP. MAT. TWP. AUX.  
"MEMBERSHIP LUNCHEON & FASHION SHOW"  
Colts Neck Inn, 12 Noon  
KNIGHTS OF COLUMBUS  
CARDINAL NEWMAN COUNCIL  
Strathmore Lanes, 8:30 p.m.  
FIRST BAPTIST CHURCH BD. OF TRUSTEES  
Church House, 9:00 p.m.  
DEBORAH—Shanghai Inn, 8:30 p.m.

## WE GET LETTERS

It is the policy of The Observer to print letters to the editor when they are received. We welcome letters of interest to our readers. If you have something on your mind, a suggestion or a criticism on local affairs, write to:

Editor,  
Strathmore Observer  
Post Office Box 100  
Matawan, New Jersey

18

AMERICAN LEGION POST 176  
Post House, 8:00 p.m.  
V.F.W. AUXILIARY  
Post House, 8:00 p.m.  
GREAT BOOKS DISCUSSION GROUP  
Middlesex Rd. Rec. Center, 8:00 p.m.  
MAT. TWP. UTILITIES AUTHORITY  
30 Noble Place, 8:00 p.m.  
HADASSAH — Strathmore Lanes, 8:30 p.m.

19

TRINITY EPISCOPAL CHURCH, COUPLES CLUB  
Church, 8:30 p.m.

22

BOARD OF RECREATION COMMISSIONERS  
Municipal Building, 8:00 p.m.  
ST. CLEMENT'S CARNIVAL  
Route 79 and Ryers Lane  
FIRST AID & RESCUE SQUAD AUXILIARY  
Cliffwood First Aid Building, 8:30 p.m.  
NATIONAL COUNCIL OF JEWISH WOMEN  
Strathmore First Aid Building, 8:30 p.m.

23

MUNICIPAL COURT  
Municipal Building, 7:00 p.m.  
JUNIOR CHAMBER OF COMMERCE  
Magnolia Inn, 8:30 p.m.

24

ZONING BOARD  
Municipal Building, 8:00 p.m.  
ORDER OF THE EASTERN STAR  
Masonic Temple, 8:00 p.m.  
B'NAI B'RITH WOMEN  
Oak Shades Firehouse, 8:30 p.m.  
STRATHMORE DEMOCRATIC CLUB  
Strathmore Lanes, 8:30 p.m.

25

TWP. COORDINATING COMMITTEE  
Municipal Building, 8:00 p.m.  
COLUMBIAN AUXILIARY  
CARDINAL NEWMAN COUNCIL  
Member's Home, 8:15 p.m.

26

INDUSTRIAL COMMISSION  
Municipal Building, 8:00 p.m.  
RED OAK COOP. NURS. RUMMAGE SALE  
St. Mary's Church, Keyport

27

TEMPLE SHALOM MEN'S CLUB  
"GIANTS - EAGLES EXHIB. GAME  
Leave Shopping Center, Rte. 34, 12 Noon

29

FIRST BAPTIST CHURCH BD. OF DEACONS  
Church House, 8:00 p.m.

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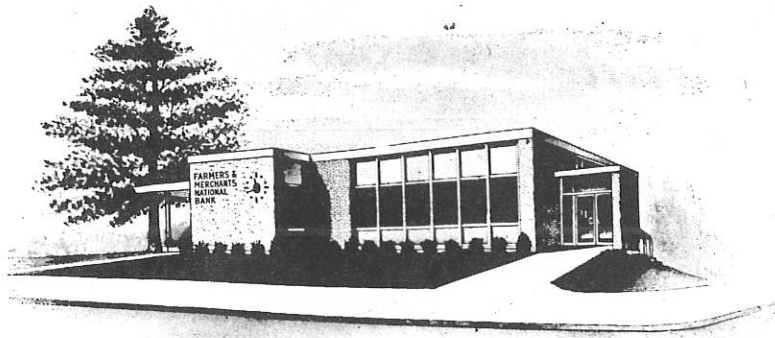
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