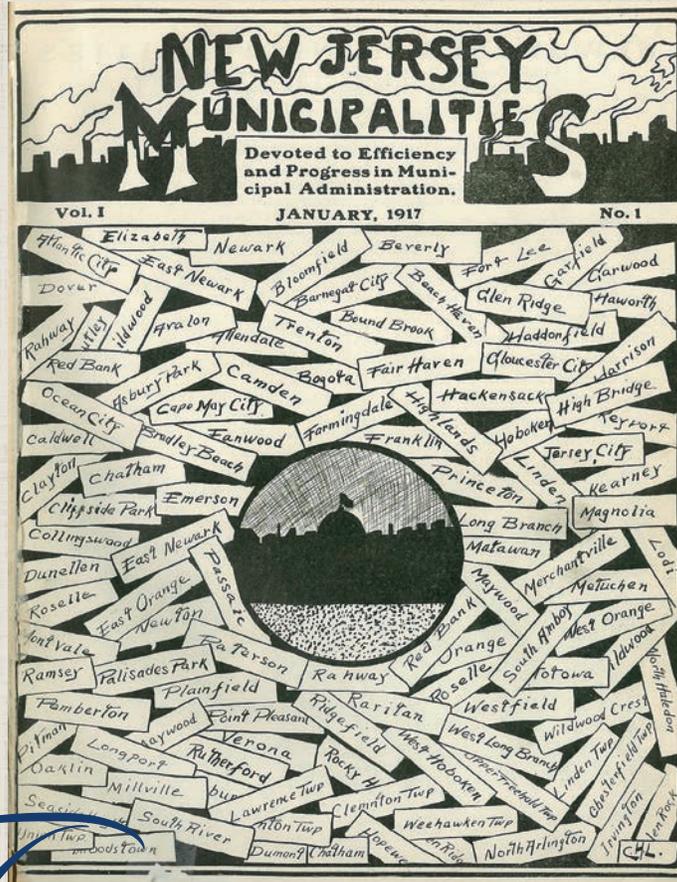




# Celebrating 100 years



# Thank you for 100 years of readership

**I**t's our pleasure to be able to share with our readers a free version of the very first edition of *NJ Municipalities* magazine.

Please visit our digital bookshelf at [njmmagazine.org](http://njmmagazine.org) to enjoy the January 1917 issue, the first of many focused on sharing useful information and tools for and from municipal officials just like you. Although the language may have changed and some of the topics have shifted to include today's amazing technological advances and huge population growth, you may be surprised to find that some of the issues so important to your own daily work were concerns shared by your predecessors a century ago!

We look forward to another 100 years of providing New Jersey's Municipalities with ideas and inspirations to make life better for everyone in the Garden State, with your continued input and contributions.

Download the first issue from [njmmagazine.org](http://njmmagazine.org)



# Celebrating a Century of Information and New Ideas



**T**his year, we pause and reflect on past and present as we celebrate a century of publishing *NJ Municipalities*.

The magazine is one of the few programs and services the founders of the League had the foresight to consider as so critically important they incorporated it into the very structure of the League. We pause and reflect because, sometimes, we can take for granted the monthly treasure of information and new ideas it supplies while also keeping us connected with the stories of the real world of New Jersey local government. And, while I have great respect for the work of my colleagues at Leagues around the country, your League magazine sets a benchmark of quality and consistency against

which others may be measured.

You will see in this reflection how the magazine evolved over the years in appearance, approach, and in how it portrays the historical events in which New Jersey local government was a central player. But the core purpose of the magazine from its beginning is unchanged—the exchange of information and ideas to help municipal governments serve their residents in the best ways possible. Over the years, the details of information and ideas have changed as technology, law, and society changed. Some of the ideas now seem rudimentary or even inhumane. Some seem quaint or antiquated with the passage of time. I hope you enjoy this reflection with a smile, a wince, or even some disappointment but always knowing your colleagues were then as now trying their very best. *NJ Municipalities* chronicled it all through the unique lens of local government.

Today *NJ Municipalities* continues the mission of providing information and ideas that are uniquely suited to informing your work in local government. Sometimes there is direct application through technical “how to” articles. Often the most valuable articles inform on the changing requirements for which local government is responsible. Hopefully these pages also nourish your curiosity and spark your motivation that is so important in the work you do for your community. Another century of change and evolution lies ahead. Continue reading *NJ Municipalities*, and together we will learn new information and ideas uniquely suited to this evolving work of local government.

It would not be right to pause and reflect on this anniversary of a League hallmark without mentioning the dedication and work of those who made this past century of publishing possible. Over the years there have been 11 Editors and seven Managing Editors. Just as important have been the six Advertising managers who worked with the thousands of advertisers who helped pay for production. And the magazine could not fulfill its mission without the thousands of contributing authors who took time to share their experience so others could also benefit. 

Michael J. Darcy, CAE

Executive Director/Editor-in-Chief

## Contents

- 2 Timeline
- 4 1917-1929
- 5 1930-1939
- 6 1940-1949
- 7 1950-1959
- 8 1960-1969
- 9 1970-1979
- 10 1980-1989
- 11 1990-1999
- 12 2000-2010
- 13 2011-today
- 14 Into the Future

## About the Publication

The 100th anniversary celebration was composed by Michael J. Darcy, CAE, Amy Spiezio, and Taran Samhammer. Page design by Dawn Becan, White Eagle Printing.



# Story Tellers,

## *NJ Municipalities'* Staff

For 100 years the League has published a monthly magazine to educate its local government membership allowing them to make better, more informed decisions for the benefit of their constituents. Over the span of the magazine's existence, a small team of staff members have put together each issue in cooperation with the generous story sharing of our authors—local, state, and Federal officials who have advice, insights, and even the occasional poem to share.

Since the magazine began in January 1917, the role of Editor has been assumed by the Executive Secretary/Director. Early on, it was decided that advertising should be sold to help fund production. Madeleine (Frost) Freeman, one of the League's first full-time employees, spearheaded the advertising campaign by bicycling to potential advertisers and extolling the benefits of this uniquely focused publication.

All of the magazine's editors have left their mark on *NJ Municipalities*, a source of personal pride for each. Monthly editorials, in-depth feature reports—and in the case of Jack Trafford and several other editors and advertising managers—photos for the magazine, have become the signature touches for each generation.

**Claude H. Anderson**  
Editor 1917-1918



**Homer Talbot**  
Editor 1919-1920

**Edward T. Paxton**  
Acting Editor 1918-1919



**Madeleine (Frost) Freeman**  
Associate Editor 1919-1950  
Managing Editor 1951-1954  
Editor 1954-1957  
Advertising Manager 1954 (title created)–1955

**Sedley Phinney**  
Editor 1920-1932

**Wylie Kilpatrick**  
Managing Editor 1931-1932

**Barrett L. Crandell**  
Managing Editor 1932



**Samuel S. Kenworthy**  
Editor 1933-1940

**James J. Smith**  
Editor 1940-1954

Thatcher & Fust



**Robert H. Fust**  
Associate Editor 1951-1955  
Managing Editor 1955-1957  
Editor 1957-1979

**Roberta H. Thatcher**  
Advertising Manager 1955-1974



**Elvira R. Tucci**  
Associate Editor 1955-1978

# History Keepers...

“ One of my first necessary efforts was to increase the membership of the League and I had the idea that the best way to do this was to start a magazine. Thus, I started *New Jersey Municipalities*, which was printed by Princeton University Press for the first two years. I have—and prize—the two bound volumes of the issues of those years. ”

—Claude H. Anderson, *First Editor*,  
March 1955

In this, the magazine's 100th year, Michael J. Darcy, CAE serves as Editor, Amy Spiezio as Managing Editor, and Taran B. Samhammer as Advertising Manager. This timeline shows many who have been involved in producing *NJ Municipalities* over its first 100 years; many others have contributed. Each month we look forward to continuing a legacy of excellence into the future. 



Dressel & Duran



**William G. Dressel, Jr.**  
Advertising Manager  
1974-1987  
Editor 1995-2015

**John E. Trafford**  
Associate Editor 1958-1972  
Managing Editor 1972-1979  
Editor 1980-1995

Trafford & Helmstetter



**Jeanne G. Helmstetter**  
Associate Editor  
1979-1983



**Phyllis Rieger**  
Associate Editor  
1979-1981  
Managing Editor  
1982-1987



**Jon Moran**  
Advertising Manager  
1987-1990

**Irene Gianopoulos**  
Associate Editor  
1987-1989  
Managing Editor  
1990-1991



**Michael J. Darcy, CAE**  
Advertising Manager  
1990-2000  
Editor 2015-present

**Jennifer G. Shepherd**  
Associate Editor  
1994-1996



**David Harkness**  
Advertising Manager  
2000-2006

**Kyra Duran**  
Managing Editor  
1996-2015



**Taran B. Samhammer**  
Advertising Manager  
2007-present



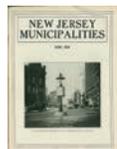
**Amy Spiezio**  
Managing Editor  
2015-present

*Celebrating 100 years*

# THE BEGINNING:

The League began publishing the magazine in January 1917 with a plan to “publish this monthly periodical devoted to municipal progress and efficiency. We hope it will not be judged wholly by this number for we would not like to think that we could not improve. We are, however, willing for this issue to be taken as a criterion of what we propose to do. This may be briefly stated as follows:

1. Supply original articles by men in a position to speak with authority in their respective fields.
2. Review for our city officials the municipal affairs of the country.
3. Convey to all our municipalities that part of our research work which might be of general interest.
4. Endeavor to stimulate and inspire to the end of securing more effective democracy and great efficiency in municipal government.”



1917 - 1929



## MAGAZINE HISTORY

After its introduction in 1917, *New Jersey Municipalities* changed to a bulletin format in December 1920 under the leadership of Editor Sedley H. Phinney:

“Materially reduced in size... *New Jersey Municipalities* will contain gossipy New Jersey news, the business and proceedings of the League and some of the reports that will be issued from time to time.”

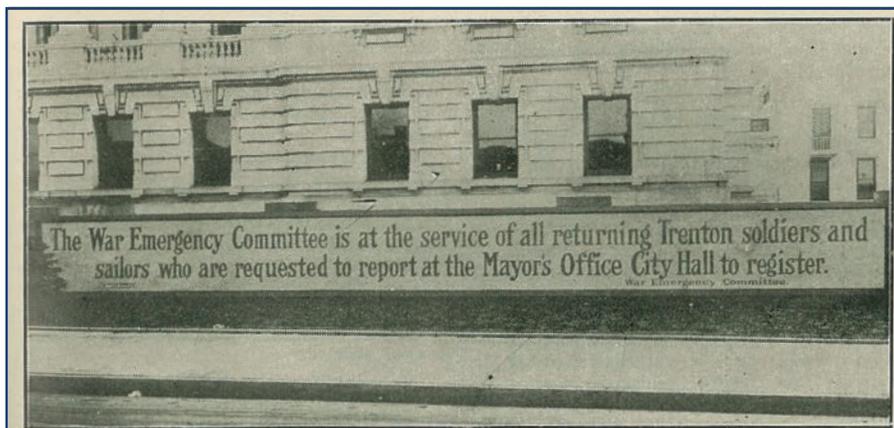
Through the boom days of the 1920s, the magazine was distributed in brief, bulletin format expanding to a traditional magazine format again in 1931.



## That’s My Baby!

Before the 1920s, there was no statewide Vital Statistics law, meaning at the time, “three children out of every ten have no positive record of the circumstances of their birth, an unnecessary handicap that may seriously affect their lives.”

—Arthur Whitney, Senator from Morris County, February 1920



## WELCOME HOME IN TRENTON

New Jersey was recovering from The Great War by gearing up to help veterans “With the signing of the armistice, Mayor Donnelly immediately realized the very great responsibility which American cities will have to meet in providing for the boys who are returning from their months of valiant service. He decided to have Trenton adequately prepared to meet this newly created emergency.” —January 1917



# SURVIVING HARD TIMES

In the feature “Baby Bonds” by William H. Williams, Director, Department of Revenue and Finance for Belleville, discussed the town’s use of scrip for the payment of municipal obligations or salaries...

225 employees of the Board of Education

&

125 employees of Town Departments

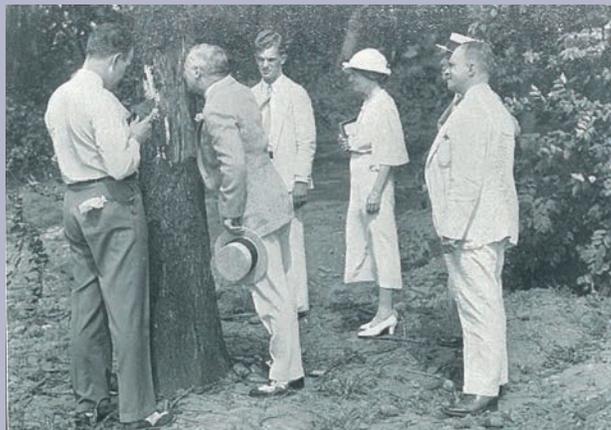
loyally attended to their duties notwithstanding arrearages of three months’ wages.

WHAT THEY DID: “We determined to issue a payroll for one month in 6% 1932 Tax Revenue Bonds in denominations of \$10 maturing December 31, 1936, with Town reserving right to retire any or all of this issue by posting ten-day notice of said retirement call. Checks as usual were made out by the Town Treasurer, endorsed by employee, returned to Treasurer, employee receiving bonds as closely as \$10 denominations permitted and balance in cash.

Employees with rehabilitated credit and merchants with reduced bills receivable have endorsed this work.”—May 1933

## THE CHALLENGE OF THE DUTCH ELM DISEASE

One of the most consistently covered topics in the pages of *NJ Municipalities* over the years has been the trees that help keep the Garden State green.

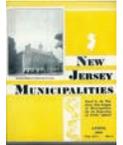


“Governor A. Harry Moore inspecting trees damaged by the Dutch elm disease. He is examining the borings of elm bark beetles, which spread the infection. At his left is Dr. O.N. Liming of the Federal Department of Agriculture. Behind him is Mrs. Moore, and at the extreme right is William B. Duryee, state secretary of Agriculture.”—October 1934

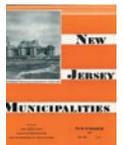
### WHAT HE SAID:

“Under no circumstances must local government be allowed to lose its position as a theatre for the citizen’s active participation in public life, and as an indispensable training school for democratic leadership.”

—Harold W. Dodds, President of Princeton University, November 1939



1930S



*Celebrating 100 years*

# WORK/PLAY BALANCE



**R**ecreation has always been a topic important to our readers. In the Depression years, recreation departments helped occupy the unemployed with sports leagues. In the years of World War II, recreation helped build strong citizens, kept hopes up and attended children whose parents were busy with the war effort and then with the post-war boom.

**“Since living, not business, is the end of life, our cities should be planned for living as well as for business and industry. Sunlight, air, open space, parks, playgrounds, in abundant measure, are essentials to any living that is to give permanent satisfaction.”**

*–J. W. Faust, New Jersey District Representative, National Recreation Association, May 1948*

1940S



## Healthy State

**F**or the year 1946, 566 local boards of health put their total budget of \$3,702,423.47 to use fighting diseases such as the now eradicated small pox. *–November 1947*

## War Efforts

**M**aplewood combined war preparation with public works when a Reo Speed Wagon equipped with a pump and auxiliary firefighting apparatus was converted into a Defense Utility Truck using parts and labor from various town departments. **“Preparations for war time emergencies can be converted into assets of peace time.”**



*–November 1941*



## MAGAZINE HISTORY

In January 1943 issues were trimmed in size so paper could go toward the war effort. By December 1946, things were turning a corner as James J. Smith, Editor/ Executive Director invited an increase of new articles for publication.

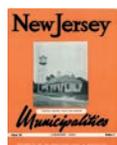
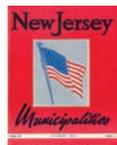
## WORDS FROM THE HOME FRONT

**T**he Home Front Pledge campaign encouraged the sympathy and help of each citizen of every community in the war on the home front. “The local go-ahead signal is a proclamation by the mayor, calling upon his citizens to join in the drive to ‘stamp out black markets with your ration stamps and never pay more than ceiling prices.’ Usually, the mayor is the first local person to take the pledge affirming:

**‘I pay no more than top legal prices’**

**‘I accept no rationed goods without giving up ration stamps.’”**

*–October 1943*





*Celebrating 100 years*

# Birth of the Jughandle

**J**ughandles changed NJ streets by eliminating “dangerous left hand turns from highway by permitting motorists access to side road from which they may cross under traffic light control. Signals at these locations promote freer and safer traffic flow and where possible are synchronized to allow motorists non-stop travel at posted speeds.” *–April 1960*



1960S



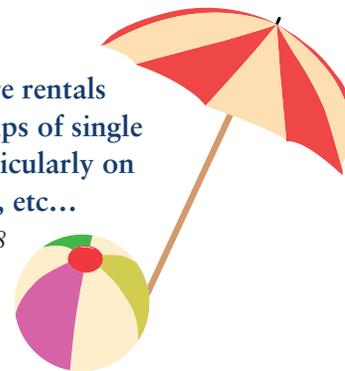
Ralph W. Hayman, Jr., is credited with conceiving the idea of the costume affair, the first to take place in the State in the Tercentenary year. *–February 1964*

## Photo Op of the (Third) Century

**A**s a kickoff of the Township of Willingboro’s Tercentenary program, the Mayor and Governing Body donned colonial garments at their reorganization meeting. Willingboro Township Tercentenary Chairman

## The Original Jersey Shore

**L**ong before The Situation, the shore dealt with an issue: “more and more rentals of seashore homes for summer occupancy have been made to groups of single young men or women. The congregation of these individuals, particularly on the weekends, has resulted in noise, traffic problems, disorderly conduct, etc... It has developed into an awkward situation for all concerned.” *–June 1968*



### LIGHTS ON

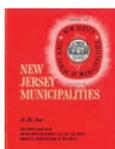
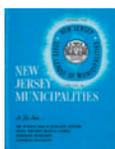
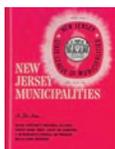


987 traffic signals in use in 1960 NJ  
3 Per Week: requests for additional signals to State Highway Department

### PEACE & UNDERSTANDING

**V**iolence in U.S. cities challenged leaders. “Riots are said to be a cry for help which municipalities cannot ignore and which they alone cannot answer. They can however, foster mutual respect and better communication between the police and all elements of the community.”

*–Irving B. Zeichner, Magistrate, Atlantic Highlands Municipal Court, October 1967*



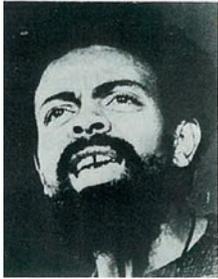


# Speaking for the Future

The following quotes are extracted from *The City: It's Future Role in American Society* (adapted from remarks presented at the Joint Session on Planning during the League's 1972 Conference).



“Years ago we could talk in terms of urban versus rural society. Then it became urban versus suburban versus rural. Now we must add a fourth type, which as yet bears no particular name, but is drawing refugees from the other three types. In this paper I shall use the word “exurbia” to describe this type, although the word was invented for a somewhat different purpose.” –Dr. Mason W. Gross, *President Emeritus, Rutgers – The State University of New Jersey; President, Harry Frank Guggenheim Foundation*



“In the 60’s we learned the rhetoric and emotional warfare of revolution. In the 70’s we are putting together the institutions of the continuing social revolution that must be won, for American to survive. Only the residents of the cities can rebuild them in a true image and function of the societies which they house. The struggle for power to transform our societies to transform our lives, will of necessity transform America.” –*Imamu Amiri Baraka, Chairman, Committee for United Newark, Author, January 1973*

## WORKING TOGETHER

“Firemen and other employees of the City of Elizabeth have joined the police in patrolling the city’s streets in radio-equipped cars during high crime hours.” –*June 1972*

## COLOR TV!



When New Jersey’s full color television network began fullscale operations in 1971, “every municipality in the state will be a part of one of the finest communications systems in operation in the entire country. New Jersey will have four color UHF television stations spread throughout the state so that there can be instant coverage of all the municipalities in a single sweep.” –*December 1970*

## Women’s Movement

In July 1974, the New Jersey Civil Service Commission abolished minimum height and weight requirements. The revised qualifications eliminated barriers to shorter men as well as women and generally broadened opportunities for eligible applicants to municipal police forces. –*March 1976*



1970S



# FORECAST FOR THE 80s

**M**oney was on the minds of Wall Street...and they spread their message to municipalities. “Have we ever had any planning at the local level? Now I don’t mean land-use planning, because that is not my area of expertise...I’m talking about financial planning because when everybody’s done talking about zoning and demographic projections, the bottom line is money...As we look ahead to the eighties, the ability of local government to meet the needs resulting from more people and changing social roles is going to be severely challenged. The tool to respond to this is better management.”

*—John F. Laezza, Jr., Partner, Arthur Young & Company, Newark, February 1980*

1980s



## LOGIN Line

**I**n September 1983, the League entered the digital age with pre-Google tech, joining “**LOGIN (Local Government Information Network)**, a national information and communications network. Through LOGIN, local officials can tap into over 18,000 units of information containing actual problems and solutions from thousands of communities. Over 120

municipalities and other jurisdictions and organizations around the country are members of LOGIN, and the number is growing.” *—January 1984*

## LEAVES

**T**he goldenrod is yellow;  
The leaves are turning brown,  
And you will get in trouble  
If you burn them in this town.

We know that you are anxious  
To make your lawn look neat;  
But you will get a summons  
If you rake them in the street.

The right way’s really simple,  
And one that won’t perturb.  
Just stuff them in a plastic bag,  
And leave them at the curb.

For ten weeks every autumn  
We take them all away,  
And turn them into compost  
For which you do not pay.

*—A light hearted take on leaf disposal  
by Barbara Chandross, Summit City  
Public Information Officer,  
April 1986*

## JERSEY SHORE SUMMER OF '88

**K**eeping “Perfect Together” was a message for the 1980s, to encourage shore visitors to clean up after themselves, and spare efforts when “an estimated 26,000 cubic yards of litter is cleaned from New Jersey’s 127-mile coastline annually.”

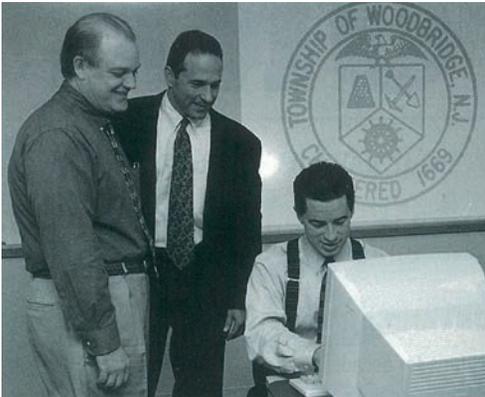


*—Commissioner Richard T. Dewling, NJ State Department  
of Environmental Protection, June 1988*



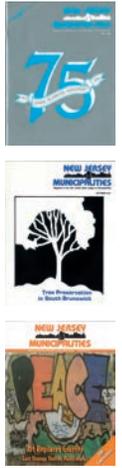


# PLANNING LIKE IT'S 1999



In keeping with its commitment to remain ahead of the curve, Woodbridge Township began preparing for anticipated Y2K computer problems in 1996—well before the issue became the subject of newspaper headlines and corporate Y2K statements. “We have developed a plan and we are confident that disruption of service will be minimal—if at all—when the clock strikes 12 on December 31, 1999,” said Information Systems Director Michael D. Esolda.

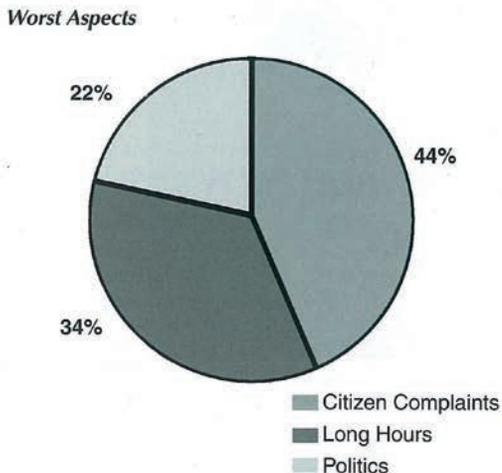
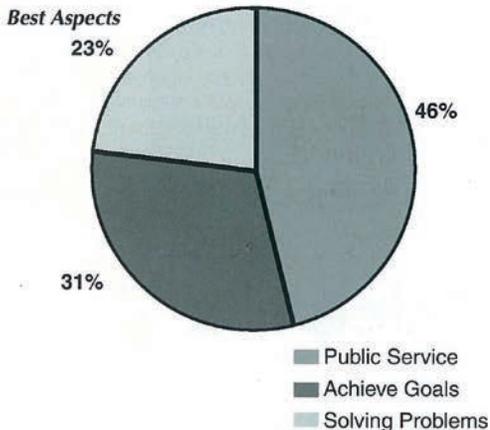
—February 1999



1990 - 1999

## The Best and Worst Parts of Leadership

When asked to indicate the best and worst aspects of their work as elected officials, the responses were as follows:



Data from League Annual Fall Survey, March 1999

## What's a Pay Phone?

Before the advent of cell phones, pay phones were controlled as a crime-fighting effort. “Many of the officials expressed their frustration with the inability to control the proliferation of public phones, which end up attracting drug dealers. These drug dealers have been routed from their homes and cars fearing the state’s forfeiture law.... In Paterson over the past year, it was estimated that over 200 payphones were installed...As Mayor I needed to take control of this situation. Paterson will introduce an ordinance to set regulations and procedures on the installation of public phones on city streets.”

—William Pascrell, Jr., Mayor, Paterson, May 1992

**NEW JERSEY IS A COMPACT, YET GEOGRAPHICALLY DIVERSE STATE WITH MORE THAN:**

**800 LAKES AND PONDS**

**6,500 MILES OF RIVERS**

**127 MILES OF WHITE SANDY BEACHES**

**1 MILLION ACRES OF PINE FOREST**

—Linda Mysliwy Conlin, Director of Travel and Tourism, May 1998



*Celebrating 100 years*

# Revisiting Lighting

**A**fter years of promoting street lighting, 2008 marked the tipping point and a story about controlling light pollution ran in the January issue. **“Light Pollution affects everyone and controlling it benefits everyone. This is how the Eatontown Environmental Commission presented the problem to our local governing body. We then proceeded to explain why we needed to adopt an ordinance to solve this problem.”**

*–John Batinsey, Chairman, Light Pollution Committee & Member  
Eatontown Environmental Commission, January 2008*



2000 - 2009



## Mayors Wellness Campaign Getting Started, Getting Healthy

**“By encouraging Mayors to play a leadership role in supporting local opportunities for active, healthy lifestyles, the intent of the MWC is to improve health and make New Jersey a national leader in community-based health interventions.”** *–January 2006*



### Friend of the Trees...

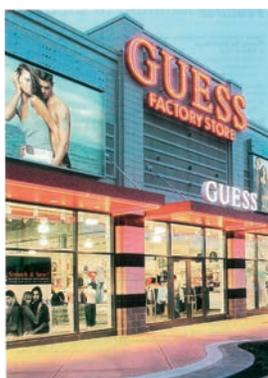
**D**espite having the highest population density, a higher proportion of New Jersey is covered by forest than states such as California and Alaska.

*–James W. Hughes and  
Joseph J. Seneca, February 2008*



### 2004 MAGAZINE MOMENT

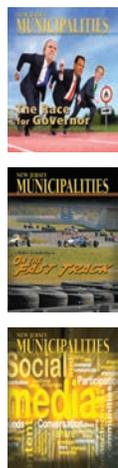
**A**tlantic City’s Casino Reinvestment Development Authority provided the first color image included with a feature, which ran in the November 2004 issue.



### SEPTEMBER 11, 2001

**“Municipal officials in New Jersey were among the first to see the need for action. And municipal employees rushed to answer the call. A partial list of New Jersey personnel and equipment sent to New York includes: firefighters, police, sheriff’s deputies, rescue squads, volunteers, medical technicians, K-9 police patrols, social workers, ambulances, fire trucks, dump trucks, garbage trucks, and police vehicles...The coming months will bring new challenges. America will recover and, as always, we will prevail.”**

*–Bill Dressel, then NJ Municipalities Editor, October 2001*





# Cool Game!

The snowflake in the logo for Super Bowl XLVIII set the tone for a very cool NJ event. “The game, to be held in February of 2014 in East Rutherford, will be the first cold weather Super Bowl played outdoors in history. The idea of a New Jersey-based Super Bowl faced a major obstacle—the NFL’s longstanding

rejection of cold weather sites (at least without domes).

We can’t guarantee the weather, but we believe we can guarantee a Super Bowl like no other—for the fans and for the betterment of our area.”

—Alfred F. Kelly, Jr., President and CEO, 2014 NY/NJ Super Bowl XLVIII Host Committee, November 2012



## SANDY HITS

Stories of recovery and heroic efforts marked coverage of Sandy. “Sandy caused \$36.9 billion in damages. It killed 38 people, left



thousands homeless and cut power to 2.7 million homes and businesses.

In the face of an unprecedented emergency, many of you worked around the clock to provide shelter, food, information, and other assistance to your fellow citizens.”

—Kyra Z. Duran, NJM Managing Editor, January 2013

## Working Together



Consolidation of the two Princetons may be a lesson for other towns. “With a single government, a single administration and a single

police force, we are now delivering better services to our residents, with a lower price tag. After three years, when consolidation is fully phased in, we expect to save approximately \$3 million annually from what we would have spent had we not consolidated. That estimate is conservative...”

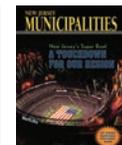
—Liz Lempert, Mayor, Princeton, June 2013

## GOING LIVE!

The Township of Union’s TV 34 Station Manager Sal Terrezza was tasked with finding the right medium and format to stream the Township’s public meetings.

“They began by testing the Facebook Live feature at community events, monitoring likes, share and views as well as comments and feedback from viewers. Shortly thereafter, the decision was made to stream the Township Committee’s public meetings.

Utilizing a third-party application that integrates with Facebook Live, and armed with protocol that would require the Public Information Officer to live-monitor the feed for offensive language and negative feedback, the first meeting was aired on August 23, 2016.” —March 2017



2010 - Today

# THE NEXT 100 YEARS... AND **BEYOND!**

**T**hank you for sharing 100 years of *New Jersey Municipalities* magazine! After looking so far back into the history of local government, we can't help wonder what we will experience in the next 100 years. The New Jersey League of Municipalities' Executive Board Members reflected on the topic and shared some of their hopes, thoughts, and predictions for the future of the Garden State.

Previously municipalities were about location and self-containment. Given a chance, cities will become labs for innovation and shared governance—the new mortar that holds our state and national framework together.

—Mayor Al Kelly, League President

For someone who has been involved in politics for close to a half a century and has held an elected position for 38 years I have been able to witness firsthand the many changes that have occurred during much of the last half of the 20th century and the first two decades of the 21st. Some of these changes have had a positive effect on our municipalities but, unfortunately, many have certainly made governing a municipality much more difficult. As we move forward through the 21st century I see the municipalities becoming more dependent than ever on the League of Municipalities to defend the interests of the people we represent.

—Mayor Jim Cassella, League 1st Vice President

As 3rd vice president of the New Jersey State League of Municipalities, I am excited about the future of the state and how under the leadership and guidance of the wonderful group I get to work with throughout the state, it is my hope that we can all work together and have a positive influence for the next 100 years.

—Mayor Jim Perry, League 3rd Vice President

When I reflect on the changes of the last 100 years, I have no doubt that 2117 will be unrecognizable to some degree. But then as now, the League will play an important role as advocates for local municipalities and by extension, the taxpayers of New Jersey. The League will always have a role in helping to move the New Jersey economy with the times. In 100 years, we are likely to be farming the oceans; an industry that will not only help feed growing populations, but will also open terrific opportunities for scientific and medical research. New Jersey should be at the forefront of this innovative industry, and the League will be there to provide support and guidance.

—Mayor Colleen Mahr, League 2nd Vice President