

SEARS INVITES YOU TO INSPECT

THE FIRST MODEL HOME COMPLETELY FURNISHED

in the CRANFORD Home Club Colony



RARITAN ROAD
Between Centennial Ave. & Walnut Ave.
CRANFORD
OPEN FOR INSPECTION
9 A.M. to 5 P.M. Daily and Sunday

The Sears Home Club Colony at Cranford has caused such a great stir among homebuyers. It's natural that everyone was eager to see what the first model home looked like. So today, all eyes are focused on the lovely Colonial Model. Just finished and tastefully furnished by Sears. It is a shining example of what a wonderful home this Club Plan offers with a saving to you of over \$200.

Under the Sears First Home Club Plan in Cranford, 63 families saved a total of \$25,000. Our first furnished model home, together with the 62 others, in various stages of completion, is part of the First Club Plan Colony. And now the Second Club Plan, comprising 50 homes, is almost completely sold—just a few more choice locations left. However, you can purchase a duplicate of these homes and share in the tremendous savings of the happy home buyers.

You can have the utmost confidence in dealing with Sears. You not only enjoy substantial savings through their Club Plan and their immediate buying power, but you obtain greater values because of the integrity of this national known organization. You are invited to examine every detail of our first furnished model home as well as the others in various stages of completion. Study their sound construction and ask all the questions you please.

4 ROOMS (provision for 2 rooms on second floor) \$4,335—About \$34 Monthly
6 ROOMS, \$5,260—About \$40 Monthly

2 OTHER WAYS OF BUILDING SEARS HOMES

- 1. IF YOU OWN A VACANT LOT
Available in 1992, you can build a Sears home on your own lot. We'll provide the plans, materials, and labor. Minimum investment \$10,000. Financing available. Write: SEARS, ROEBUCK & CO., 15 NORTH AVE., WEST, IN CRANFORD, N.J. 07003.
- 2. IF YOU DO NOT OWN A LOT
We will show you just a suitable location in the neighborhood you may have in mind, and provide expert guidance, tested plans, and more quality materials.

Whichever plan you select, Sears will SAVE YOU MONEY, due to its immense reputation and longer buying power.

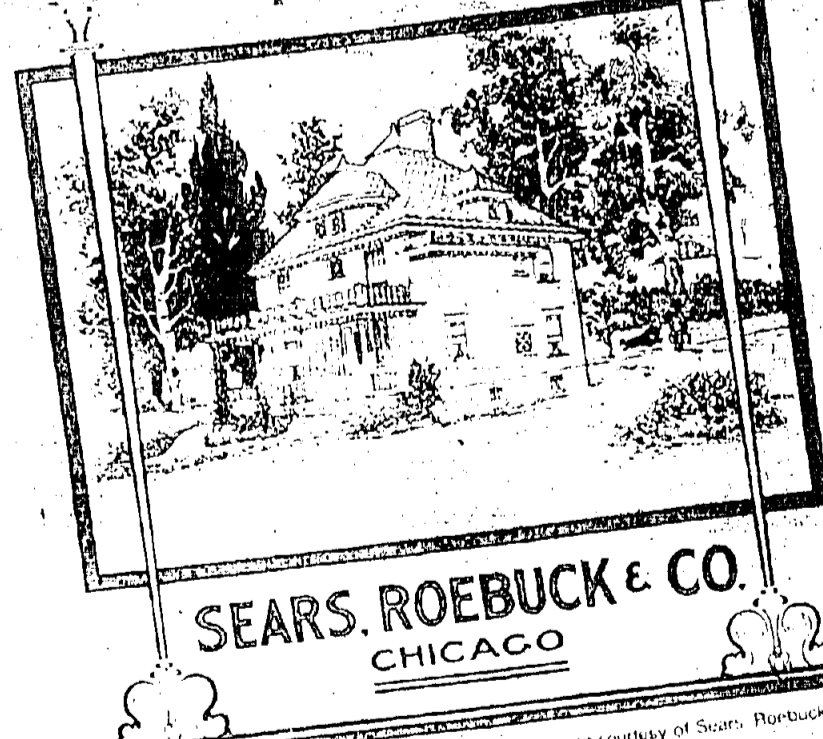
VISIT OUR OFFICE, OPEN DAILY AND SUNDAY • 9 A.M. TO 5 P.M.

SEARS, ROEBUCK and CO.
15 NORTH AVE. West, in CRANFORD

(15 miles from the Cranford Theater)
HACKENSACK OFFICE: 449-A Main St. (Opp. Sears Dept. Store)

This 1940 advertisement touts the Cranford Home Club Colony homes, which started at \$4,000 and offered FHA mortgage payments as low as \$34 monthly.

BOOK OF MODERN HOMES AND BUILDING PLANS



SEARS, ROEBUCK & CO. CHICAGO

Since 1886, Sears, Roebuck and Co. has offered everything from infant's clothing to automobiles through its mail-order catalogs. The retailer's Modern Homes Department made its debut in the spring 1908 catalog. Later that year, Sears issued a 43-page catalog (the cover is pictured here) devoted exclusively to ready-to-assemble homes.

This is the cover of a 1908 Sears 44-page catalog offering a selection of ready-to-assemble homes.

New homes in Cranford for \$4,000!

No use hurrying, though; we're all 52 years late for ready-to-build offer

By CHERYL HEHL
THE CHRONICLE

Some 50 years ago township residents could pick up a Sears and Roebuck catalog and order just about anything they wanted. Even a home in Cranford.

It may come as a surprise to many but at one time Sears did more than supply merchandise for home health and family. In fact, right here in Cranford, off Walnut Avenue, Sunny Acres is living proof of a venture Sears undertook all across the country.

Up until the turn of the century, Sears had been selling watches, tobaccos and farm equipment through its mail order catalog since 1886. The "Modern Homes" department made a debut in the spring 1908 catalog. Later that year Sears issued a 44-page catalog featuring 22 styles of homes. Over the next 32 years, more than 100,000 American families ordered homes from the world's largest retailer.

In December 1940, Mr. and Mrs. Redmond Jones moved into the first Sears-built home at 5 Cherokee Road. An area once covered by open pasture soon became a thriving community of Sears-built homes. But the result was distinctly American. There were few innovative, modern designs, the styles often traditional and mixed, all figuring significantly into why little architectural attention was paid to these homes.

Despite the resurgence in home sales during the late '30s, Sears felt profits were not sufficient to remain in the housing business. At that time the railroads throughout the nation were in distress. Freight rates were high and more and more materials were being delivered by truck. Either way, the ready-to-assemble houses were too expensive to ship, and the final book of "Modern Homes" was published in 1940. Sunny Acres was among the last Sears homes built.

In the spring of 1941, when Algonquin Drive and Troopville Road were just track cuts in the meadow and Mohawk Drive began at Raritan Road and ended in the woods where Orton Drive now is, many families were moving into new homes in an area dubbed "Sunny Acres."

Today on these same tree-lined streets, rows of immaculately kept homes attest to the fact "they just don't make them like that anymore." But then, most residents who live in Sunny Acres would tell you that anyway.

Sears provided everything else — from the light fixtures to the furniture.

All houses were shipped by rail, but Cranford home shoppers were luckier than most. They had a model home right here in town to inspect. This home was on Eighth Road between Centennial and Walnut avenues, in an area that would become known as Sunny Acres. People flocked to the model home, excited over newspaper ads claiming one could own a home for as little as \$34 a month.

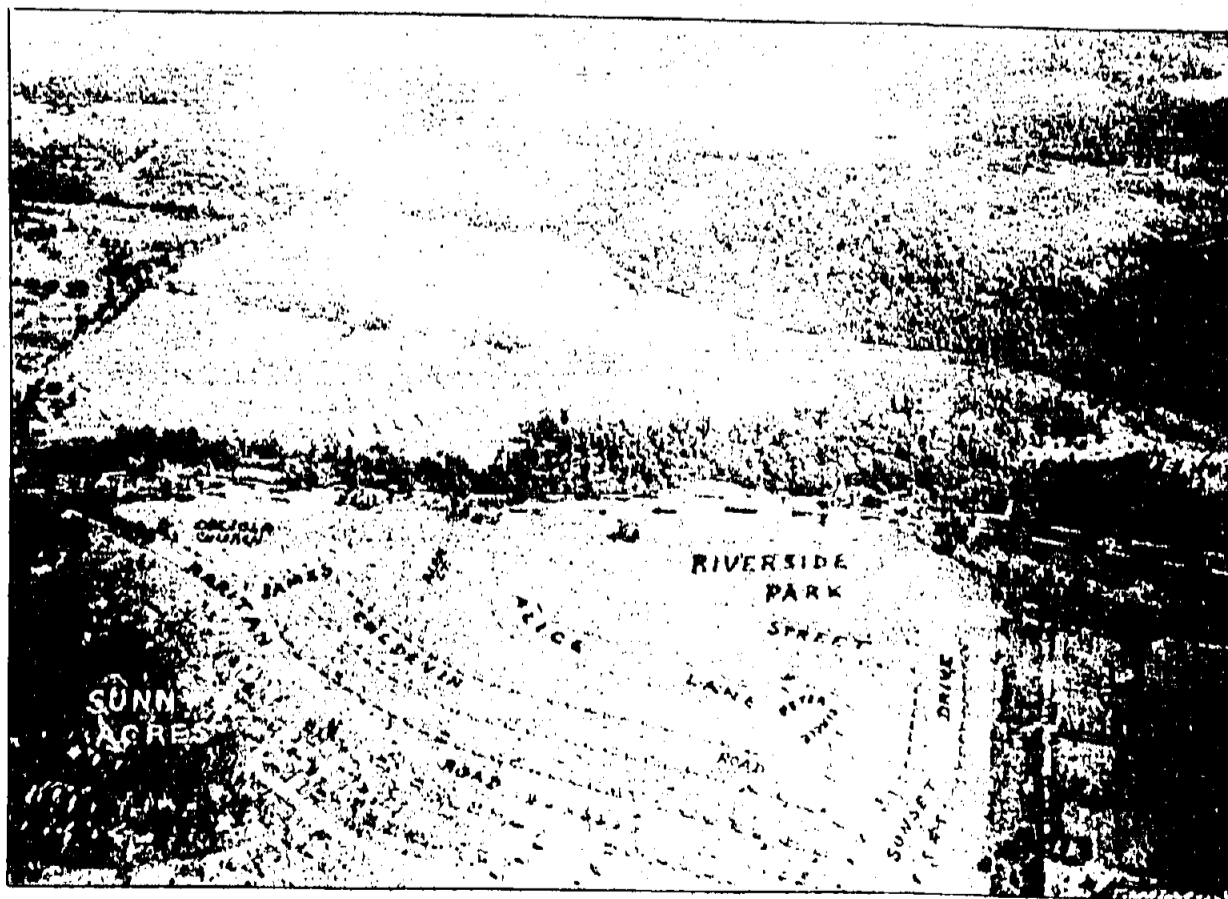
Under the Sears "First Home Club plan" in Cranford, 63 families were able to realize the American dream of owning a home. Inspired by the fact the homes were not "prefab" but constructed of "Sears own quality materials," and could be purchased without a down payment, the homes sold like hot cakes.

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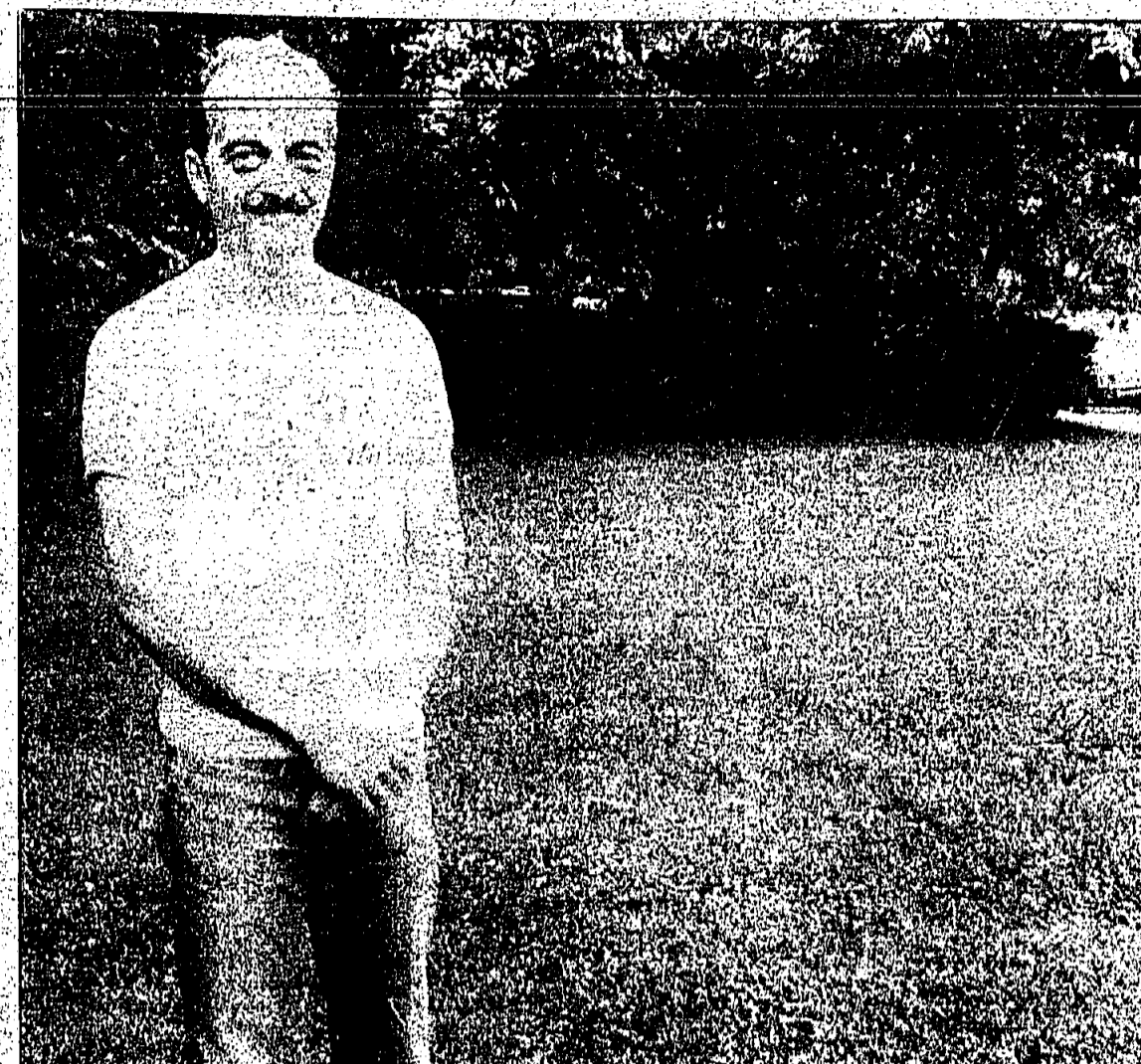
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Aerial photograph from 1940 shows home buyers the relative positions of Sunny Acres, Riverside Park, and Winfield Park. Photo is credited to "Tuttle, Cranford."



Michael Crincoli, chairman of the Georgiana Gurrieri Memorial Committee, will ask the Borough Council to create a neighborhood park in memory of the late mayor, who was the first woman mayor in Garwood's history, on this lot at the corner of Fourth and Walnut avenues. The Council will address the request at its July 14 meeting.

Park is planned in memory of late Mayor Georgiana Gurrieri

By JOANNE MCFADDEN
THE CHRONICLE

While the borough's Council and Planning Board wrestle with the issue of insufficient recreation space, a group of citizens is moving forward with a plan to create a neighborhood park in honor of the late Mayor Georgiana Gurrieri.

"Georgiana was totally dedicated to the town," said Michael Crincoli, chairman and chairman of the Memorial Committee. "The town was her No. 1 priority. She loved this town. She gave everything to it. She'd be happy and proud to find out that she is still contributing to the town even though she's not here with us."

The committee will present its plan at the Borough Council's July 14 meeting, and ask permission to move ahead with construction. The land, located at Fourth and Walnut avenues, is owned by the borough. The proposal includes construction of a gazebo and park benches as well as landscaping.

Physical plans are being designed by committee member and Planning Board adviser Bill Nierstedt, who also served on the Planning Board's recreation and open space committee. The Planning Board adopted that committee's report and recommendations concern-

ing the lack of recreation opportunities within the borough at its June 24 meeting. The report cited a lack of neighborhood parks in the northeast and southwest parts of the borough and suggested the council look into the creation of mini or neighborhood parks on through-owned properties.

"We wanted a lot that was centrally located and that would serve as a park where people could meet to talk or read," explains Mr. Crincoli. "We wanted to give residents something nice to look at and to come to when they wanted to relax." The park will not include any playground equipment. "This will be strictly a neighborhood park where people can come and sit."

In addition, the plans call for the erection of three flag poles carrying the American flag, state flag, and the soon-to-be Garwood flag.

"It was Georgiana's dream to have a Garwood flag," said Mr. Crincoli. "So, we will have a contest, open to all residents, to design a town flag."

Ms. Gurrieri was the borough's first woman mayor, having served from 1987 until her death in November 1990. According to Mr. Crincoli, Ms. Gurrieri served on the council for 12 years before being elected mayor, and also served the community through her participation

in civic organizations and political boards. "She devoted her life to Garwood, serving the community for almost 20 years," he said.

The park will be funded solely through "private" contributions. "Once we gain approval from the council, we will begin to raise the funds," stated Mr. Crincoli, who estimates the total cost at \$6,000.

Contributions may be sent to Borough Clerk Doris Polidoro, committee treasurer, at borough hall. Checks should be made out to Memorial for Georgiana Gurrieri.

Also serving on the committee is Lillian Gurrieri, secretary, and members Thomas Colwell, Alan Conti, Paul DeVenuto, Christine Gurrieri, Charles Lombardo, Dennis McCarthy, Agnes McDonough, Barbara Morgan, and Ralph Urrico.

Pre-school picnic set

The Garwood Pre-School Mothers have planned a membership picnic 11 a.m. Tuesday, July 14, at Unami Park. Rain date is July 17. Parents and pre-school children are invited to meet new friends and learn about the active playgroup. Free hot dogs and beverages will be served. There will be crafts for children. Call Helen Bartolick at 654-7238.

Schools exceed learning goal set at opening of first term

The Garwood public school district has exceeded all three of the educational objectives approved by the N.J. Department of Education for the 1991-92 school year.

In a letter to Union County Superintendent of Schools Leonard T. Fitts, Garwood Superintendent of Schools Walter E. Boright said, "It is with great pride in our teaching staff and students that this district can report to you that it has not only met but has exceeded its educational objectives for the 1991-92 school term."

- Mathematics objective: By May 1992, at least 90 percent of the students in grades 3-4 will meet or exceed the State MLP (Minimum Level of Proficiency) in the mathematics portion of the Iowa Test of Basic Skills.
- Mathematics result: The district mathematics objective was met and exceeded for all students with more than 90 percent of the pupils in grades 3 and 4 exceeding the MLP in the mathematics portion of the ITBS. In actuality, 95.7 percent exceeded the MLP.
- Writing objective: By May 1992, at least 80 percent of the students in grades 5-8 will demonstrate growth in written composition skills by achieving at least a two-point increase using the holistic scoring system as measurement by a teacher-developed pre-and post-writing sample.
- Writing result: The district writing objective was met and exceeded with over 80 percent of pupils in grades 5-8 increasing their writing score by at least two points on the holistic scoring scale. In actuality, the average rate of growth for all grade 5-8 students was slightly higher than 3 points on the holistic scoring scale.
- Affirmative action objective: By May 1992, at least 80 percent of students in the district through demographic students will demonstrate an understanding that gender, race and ethnicity do not limit career choice by obtaining a score of 80 percent on a teacher-developed post-dictation.
- Affirmative action result: This district affirmative action objective was met and exceeded. More than 80 percent of the students in grades K-2 earned a score of 80 percent or higher on a teacher-developed checklist. In actuality, 94 percent of the pupils earned a score of 80 percent or higher.

Mr. Boright said that according to state mandates for thorough and efficient education, each school district in the state annually is required to develop with staff and community input district educational objectives. These must then be reviewed and approved by the Department of Education.

Rec staff lists playground winners

The Garwood recreation program opened in July with a busy schedule of fun-filled events on the horizon. According to director Joseph Escome, more than 65 children are participating in the program, which runs daily from 10 a.m.-3 p.m. at both Washington School and Hartman Field.

Children must be 5 years old to participate. Next week events include a bicycle rally at Washington School on Monday, a bubble gum contest Tuesday, and Net Hockey tournament Wednesday. An arts and crafts project is planned for Thursday and a 3 on 3 basketball contest is scheduled for Friday, July 17.

Winners in the 50-yard dash Monday included:

- Washington School: Ages 5-7, first place, Chris McFarlane; second place, James McHugh; third place, Hamilton Webster; ages 8-11, first place, Ryan McHugh; second place, Tuesday, and Net Hockey tournament Wednesday.
- Hartman Field: Ages 5-7, first place, Sonny Heyder; second place, Billy Leggett; third place, Rich Post; ages 8-11, first place, Anthony Petrucci; second place, Ken Baric; third place, Jimmy Maratta; ages 12 and up, first place, Anthony Goodel; second place, Martin Buckley.

Christy DiStefano, third place, Nicole Petrucci, ages 12 and up, first place; Paul Polidoro, second place; Adrienne Appello, third place; Joe Peltusio.

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Scalzadonna named honorary member of Garwood Lions

The Garwood Lions Club awarded an honorary Lions membership to Joseph Scalzadonna, the owner of The Westwood restaurant.

President Frank Todisco thanked him for many years of support. He noted that when The Westwood started its Sunday brunch business, Mr. Scalzadonna continued to

allow the club to hold its annual pancake breakfast there despite the fact that it was in competition with him. Mr. Scalzadonna continued to donate free use of the facility to the Garwood Lions because he knew that without this fundraiser, the club's ability to maintain its charitable, civic and scholarship

programs would be threatened. Said Mr. Todisco, "Such acts of selfless giving for so many years tell us that Joe Scalzadonna understands what Lions means and what we stand for. He is truly one of us and we can only say thank you by recognizing him with a membership."

ONE WEEK ONLY!!!

Factory Authorized Sale

50% OFF FACTORY RETAIL REFERENCE PRICES FOR THE FIRST TIME

We have been authorized to sell the entire collection of CASABLANCA FANS - Over 200 models - at 50% off*



PANAMA V 52" Snow White

\$285.77
price includes wall control



STEALTH 52" Glossy Black or Snow White

\$619.77
price includes temperature moderating control



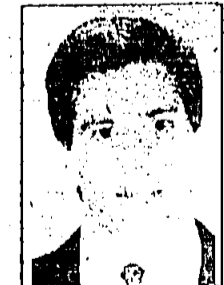
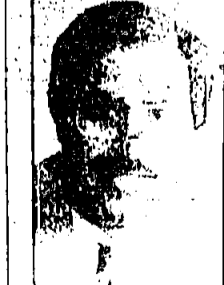
DELTA II 52" Antique Brass 3 speed reversible

\$198.77**

* While we stock 70 models, this sale includes items we do not stock and all special order models.
** Snow White & Brass. All Polished Brass or all Snow White are less.

HOUSE of LIGHTS
U.S. HIGHWAY 22 • GREEN BROOK, N.J.
Opposite Crystal Mazda Mall • Adjacent to Arthur's
Showroom Hours: Sat. 10 AM - 5 PM • Weeknights to 9 PM
800-287-7897
NOW IN OUR 28TH YEAR AT THIS LOCATION

FOR YOUR HEALTH

<p>CHIROPRACTIC</p>  <p>Dr. John DeLuca Chiropractic Physician in Wellness Care Centennial Chiropractic Center 232 Centennial Avenue Garwood, NJ 07024 (908) 222-2543</p>	<p>EYECARE</p>  <p>Dr. Alan Glickman Optometrist Cranford Eye Care 23 North Avenue West Cranford, NJ 07016 (908) 276-0200</p>	<p>FOR YOUR HEALTH</p> <p style="text-align: center;">Watch For Our Next Edition</p> <p>Appearing monthly in your local Forbes Newspaper. Reserve your ad space now for our next edition: August 12th, 13th and 14th</p> <p style="text-align: center;">Call Lisa at 722-3000 Ext. 6100 for more information or to reserve your ad space</p> <p style="text-align: center;">Deadline: August 6, 1992</p>	<p>EYECARE</p> <p>Q: What does 20/20 vision mean?</p> <p>A: 20/20 vision is a term used to express normal visual acuity (sharpness or clarity of vision) measured at a distance of 20 feet. If you have 20/20 vision, you can see clearly at 20 feet what should normally be seen at that distance. If you have 20/15 vision, it means that you must be as close as 15 feet to see what a person with normal vision can see at 20 feet.</p> <p>Your optometrist will check your visual acuity as part of a complete eye examination.</p>
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