ROOSEVELT, NEW JERSEY THE FIRST 50 YEARS 1936 - 1986

PART 20+2

Program (Cont.)

Speakers:

..... Trenton, N. J. Cantorial Recitation Cantor Sokoloff A. Dobin Musical Plea.......Billian Bookman Rabbi Shmidman J. Union of Orthodox Congregation Representative Donation Chairman Rabbi Levine ...

PART IV REFRESHMENTS

Lillian Bookman Kurt Meinman Paula Resnick Entertainment

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D. Margaritov - Arrangements Committee

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First Fire Company, 1937.

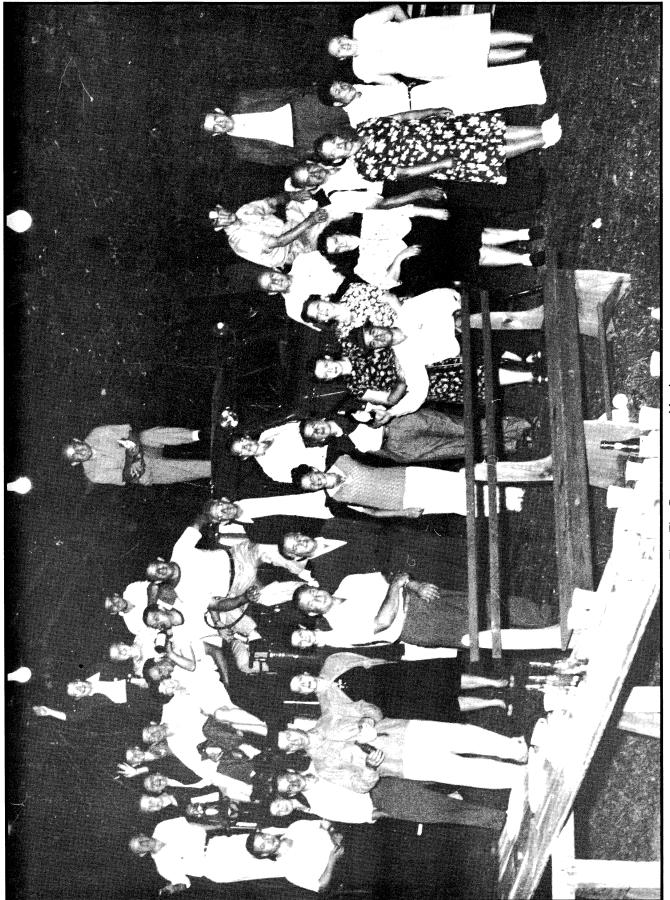
The Spirit of Volunteerism

Fire Department and First Aid Squad

Volunteerism has been the foundation and strength of the Fire Department and First Aid Squad all through the town's history. The Fire Department, which is currently also in its fiftieth year, was led by its first president, Morris Chasan. But it was Morris' wife "Gus" who stole the headlines when she became the State's first firewoman. The rest of the nation soon followed suit.

By 1948, the Department felt the need to establish a First Aid Squad. Fireman Mark Klatskin took the lead, becoming the squad's first captain. Before that time, Roosevelt first aid was contained in Gus Chasan's "kit for minor burns or injuries."

Today, the First Aid Squad is stronger than it has ever been, benefiting from its own resourcefulness in the forms of the annual Art Fair, frequent pancake breakfasts, and the annual Super Bowl Hoagie Day fundraisers. The same sense of community service and unlimited energy that spurred on the original volunteers remains today, and is seen in their swift and efficient response to emergency situations.



First Fire Company party with wives.

Woman Seeks Job as Homestead's Fireman; Volunteers With Men for New Department

HIGHTSTOWN, N. J., March 6.
-Will a woman make a good "fire-nan"? is the question that is both-ring the men in the newly organ-ting the men in the newly organ-ting the men in the newly organ--Will a woman make a good "fireman"? is the question that is bothering the men in the newly organized volunteer fire department at Jersey Homesteads, the Federal cooperative colony for garment workers near here.

During the last few months this project has grown into a village of 75 families, or about 300 population. A civic association, with Philip Goldstein as president, is trying to function as a municipal governing body. One of its first acts has been to organize a volunteer fire company.
When volunteers were called for,

a few evenings ago, Mrs. Augusta Chasan, wife of a homesteader, stepped forward with about twenty men and announced that she was ready to take whatever oath a volunteer fireman should take and was eager to fight fires along with the men.

Some of the men protested that

"a woman's place is in the home."
"Even during a fire?" Mrs. Chasan asked. "You mean you want me to stay in during a fire, perhaps in my own home, and yell out a third-story window, 'Fireman a third-story window, 'Fireman save my child!' I think several of the homestead women would like to belong, if you ask me."

Irving Plungian, chosen as fire chief, was inclined to agree with feet of hose.

Mrs. Chasan, wife of Morris Chasan who drives the factory truck, formerly resided across the street from a firehouse, at 2,007 Newbold Avenue, the Fronx, and learned to distinguish a signal for that company on the first tan she that company on the first tap, she

says.

Sheriff George Roberts of Monmouth County—the project is in his county—said that the idea of having a woman fireman was something he had never heard of before, but was highly in favor of it. "Of thing he had never heard of before, but was highly in favor of it. "Of course a woman can fight fire," he said. "Why not? They fight everything else. We have many volunteer fire companies in the county and most of them have ladies' auxiliaries, but not another one has an actual member."

"But what, after all, is going to burn in Jersey Homesteaús?" demanded Alfred Kastner, architect of the houses. "Everything is concrete or steel and the village is fireproof. Only haystacks or some of the woodland can catch fire."

the woodland can catch fire.'

Apparatus of the newly formed fire-fighting organization includes a mounted 100-pound chemical tank which requires two men to pull, a few fifty-pound tanks, some hand extinguishers and several thousand



Gus Chasan's position as First Female Firefighter in the nation brought her much celebrity including an appearance on WOR Radio's The Answer Man program.

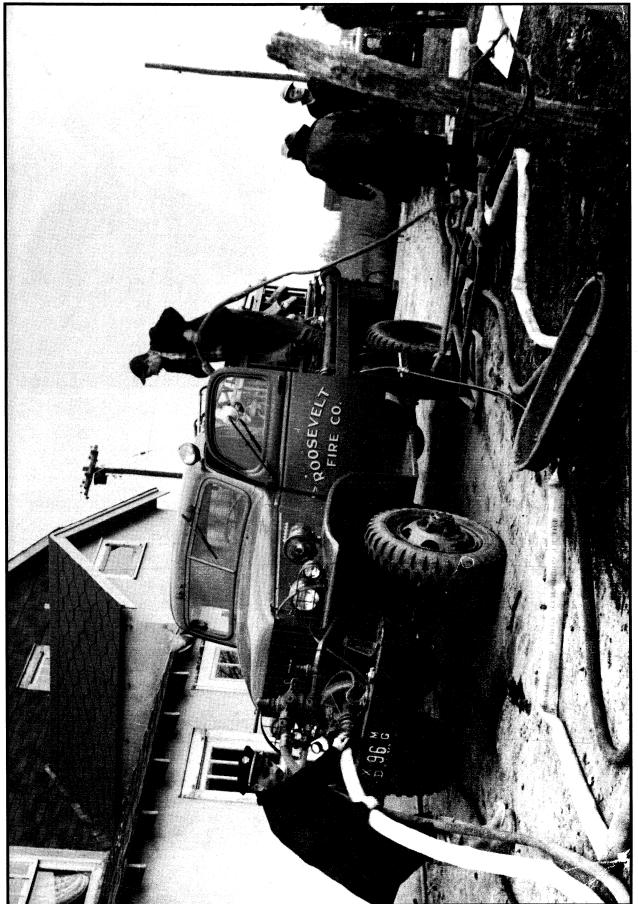
Thanks for this grand answer.

Episode #348

This question comes on a card from Mott Street: What does the firewoman of Jersey do when there is a fire?

BEN

Well, here's what the firewoman herself -- Augusta Chasan of Jersey Homesteads -- says: "I do what all firemen are expected to do. I go to the fires and fight them with the rest of the men. No one takes notice that I am a woman. In addition to that I also take care of the first aid work. I carry my kit in case of minor burns or injuries. After a hard fighting fire I make a not of coffee for all the boys. That calms everyone and they find me very useful to them."



(Left to right): Mark Klatskin, Leon "Frenchy" Vasseur.

Mark Klatskin Fire Chief & First Captain of the First Aid Squad

By Jerome Klatskin

Mark Klatskin moved to Jersey Homesteads in 1940. The streets were just being paved and many of the homes had yet to see their first occupants when he joined the new volunteer fire department. The fire fighting equipment was second hand, maybe third, and always in need of repair. Mark quickly came to recognize the need for the department and donated many hours learning and sharpening his skills.

For most of the volunteers the extra duties were different from their everyday occupations. Mark, having experience in fire fighting at his job with the air base near Ft. Dix, used his knowledge to train the volunteers in the operation of the pumper, back-packs, high pressure hoses and rescue equipment. Following the war a surplus pumper fire truck was acquired from the Army. The town now had equipment that would be dependable and strong enough to cover most of the fire-fighting needs for the forseeable future.

Mark quickly rose through the ranks to chief because of his experience and motivation. His job as chief was to develop training and teaching methods for the department and making sure that these programs developed a well-trained and effective response force for possible emergency situations. Mark's devotion to this job was 100%.

There were a number of standout emergencies during those days. The first was the breakdown of the water pumps at the municipal water system in December of 1949. As a result of a multi-state drop in the water table, Roosevelt found both wells dry. The town's water was off for nearly a week and the fire department was called upon to help cope with the situation.

A second emergency of big proportion was the fire at the food store. This was likely to be their biggest fire and many of the men had to miss work the following day because of lack of rest and sleep. Training and hard work paid off that night.

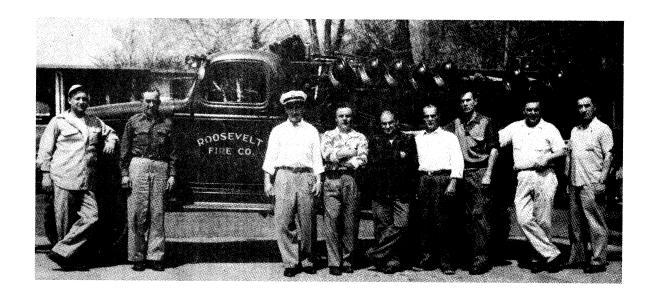
The firemen were always being called upon to assist at health emergencies and they recognized that a more professional team was needed. Mark helped organize a group to learn the techniques of first aid. Time and the support of the townspeople saw the acquisition of the first ambulance. The "Rig" was used to transport emergency cases to Freehold and Princeton Hospitals. First aid was not as sophisticated as today with life mobiles and such, but like today speed was of the essence and the squad responded in a professional manner. First aid being more involved than fire fighting required long hours of study and practice. The course work took many valuable hours from family duties. Mark became the first captain of the First Aid Squad and in this capacity developed and guided the wonderful people who chose to serve the community.



Firemen with their wives, circa 1950. Clockwise from front left: Mitzi Schetina, Rosalind Carmen, Helen Klatskin, Etta Raeter, Carmella Maldera, Frances Manzi, Ann Cohen, Edna Surasky; (right front to rear): Al Schetina, Abe Carmen, Mark Klatskin, Harry Raeter, Tony Maldera, Jim Manzi, Lou Cohen, Ben Surasky.



Some members of the 1986 Fire Department. Standing (left to right): Kim Dexheimer, James O'Brien, Gloria Hazell, Andrew Hazell; seated: Jimmy Manzi.



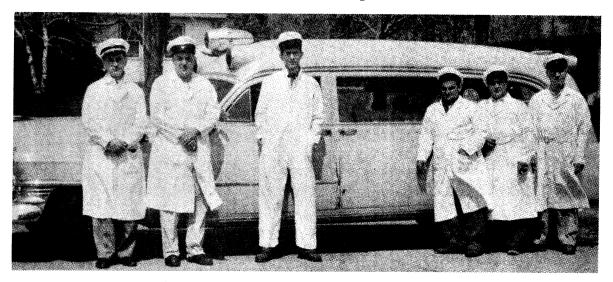
DEDICATION

We, the class of '56, dedicate our yearbook to the Roosevelt First Aid Squad and Fire Department. In all kinds of weather, during night or day, without thought of self and uncomplainingly, they risk their lives voluntarily to protect our community.

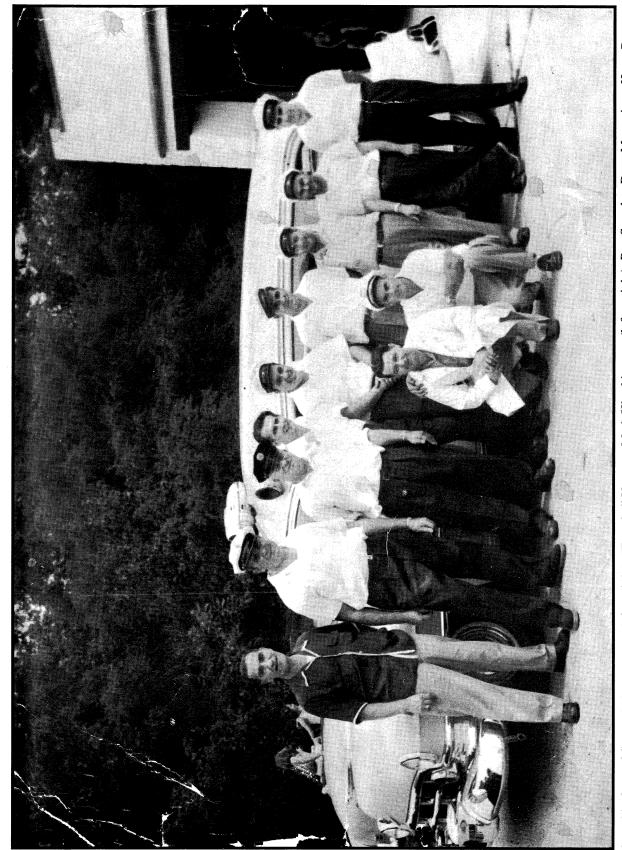
The Fire Department was established by the townspeople in 1936. At present, it has a membership of twenty-three well-trained and equipped men. Willing and devoted to our cause, these men can be at the scene of a fire within minutes' notice.

In 1948, the members of the Fire Department felt a need for an adequate First Aid Squad. Soon afterwards they worked to form one. Now, thanks to these men, we have a First Aid Squad consisting of eleven well-equipped men who have had American Red Cross standard training and advanced First Aid instruction.

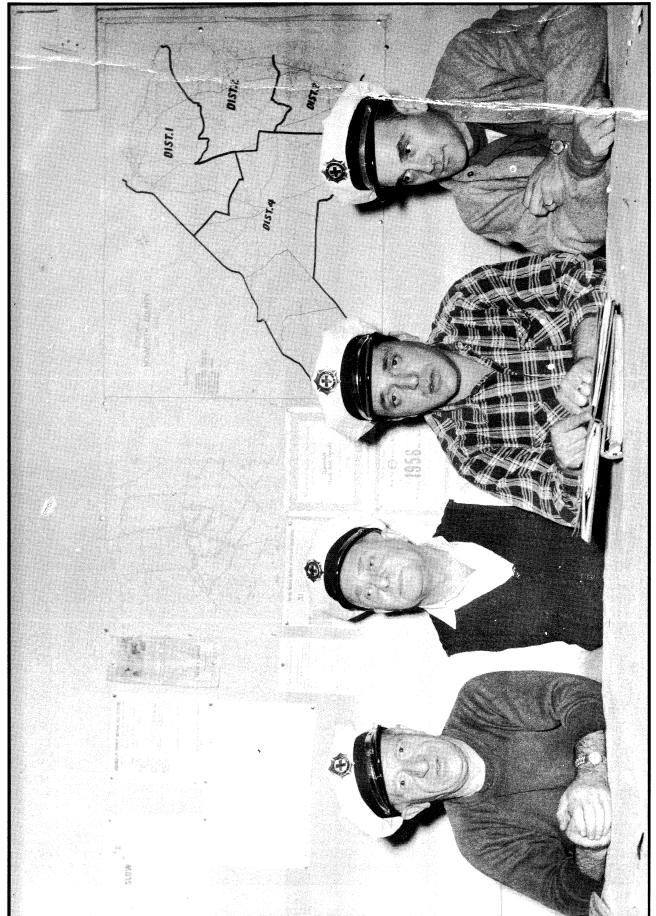
These two organizations have worked unfailingly for the welfare and well being of our community. Therefore, we dedicate our yearbook to the volunteer workers of the Fire Department and the First Aid Squad.



From Roosevelt Public School Yearbook, 1956



Squad in front of first ambulance. Front (left to right): "Frenchy" Vasseur, Mark Klatskin; rear (left to right): Ben Surasky, Dave Margaritov, Harry Raeter, Joe Drapola, Abe Carmen, Dominic Quattrone, Jim Manzi, Tony Muldera, Howard Grudin.



(Left to right): Harry Katzenellenbogen, Harry Raeter, Abe Carmen, Mark Klatskin, 1956.



Erecting comunications tower behind Borough Hall, 1980.



The Roosevelt First Aid Squad, April, 1986. Seated (left to right): June Counterman, Helen Barth, Irene Block; standing (left to right): Bill Counterman, Judy Nahmias, Lee Selden, Andrew Hazell, Jesse Norris; absent: Pat Antosky, Nancy Bauerle, Liz Johnson, Faith Penalver, Saliba Sarsar.



Mayor Jacob Rearson leading 4th of July Parade.

Fourth of July Celebrations

The annual Fourth of July celebration in Roosevelt is more than just a show of national pride. From the start, there has been a sense of town pride that can only be understood by those whose hands helped to build the town from scratch. Fourth of July in Roosevelt is like Fourth of July nowhere else.

The parade which kicks off the patriotic celebration consists of many of the groups that help give the town its unique identity, among them the Fire Department, First Aid Squad, Jewish War Veterans, Veterans of World Wars I and II, the local groups of the Boy Scouts of America and Girl Scouts, Women Voters of Roosevelt, Pioneer Women, the Roosevelt Drum and Bugle Corps, local chapter of National Organization of Women, and the Millstone-Roosevelt Little League.

The most colorful portion of the parade is the trail of young bicycle riders who can be counted on to dress their bikes in red-white-and-blue streamers in their efforts to win one of the many prizes.

There are no losers in the celebration, as beer, birch beer and hot dogs (with a separate grill for kosher) are free for all.



Scoutmaster Joe Notterman prepares scout troup to march in 4th of July parade.

ROOSEVELT

plans for a Fourth of July festival to celebrate the 175th Birthday of the Nation and the 15th Anniversary of the founding of the Borough have been completed by the Roosevelt Fire Company and First Aid Squad.

Fire Chief Mark Klatskin, chairman of the affair, announced that all local organizations will participate in the parade and celebrations to follow.

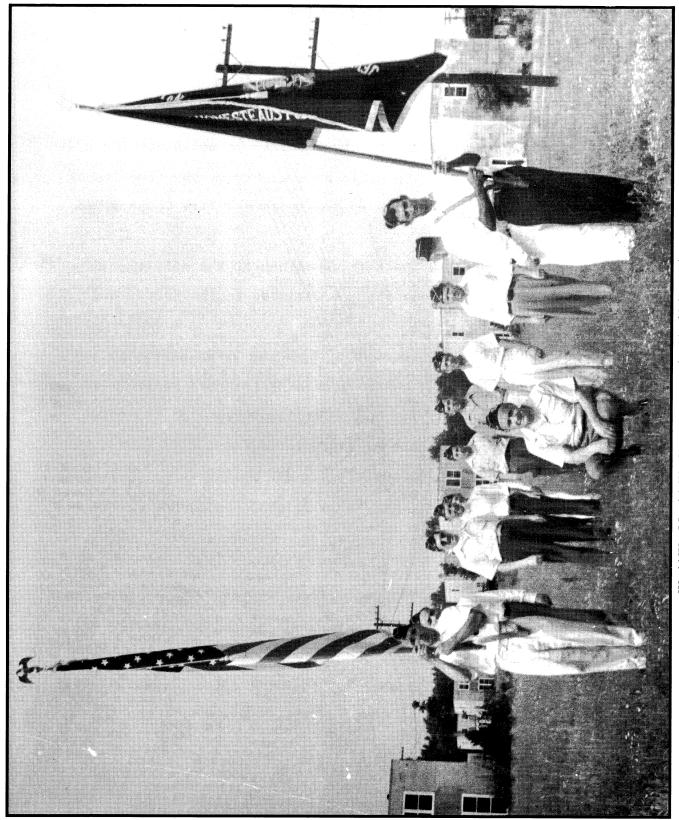
The parade will start at 1:30 pm at Co-op Extension and will then pass through the entire community once and continue on to the Roosevelt Public School grounds for the balance of the celebration. Leroy Levine, President of the Fire Company, will act as the Toastmaster to introduce the speakers - Mr. Philip Goldstein, the first mayor of the Borough, Mr. Boris Drasin, Acting Mayor, and the guest speaker, Hon. Benjamin Nessenbaum, Hudson County District Court Judge.

Free pony rides, games, prizes for best dressed bicycles, prizes for winners of all games, and free refreshments to all will highlight the afternoon event.

In the evening, members of the Fire Company will light a large bonfire. Music will be supplied for dancing.

JOIN IN THE FUN!

EVERYONE

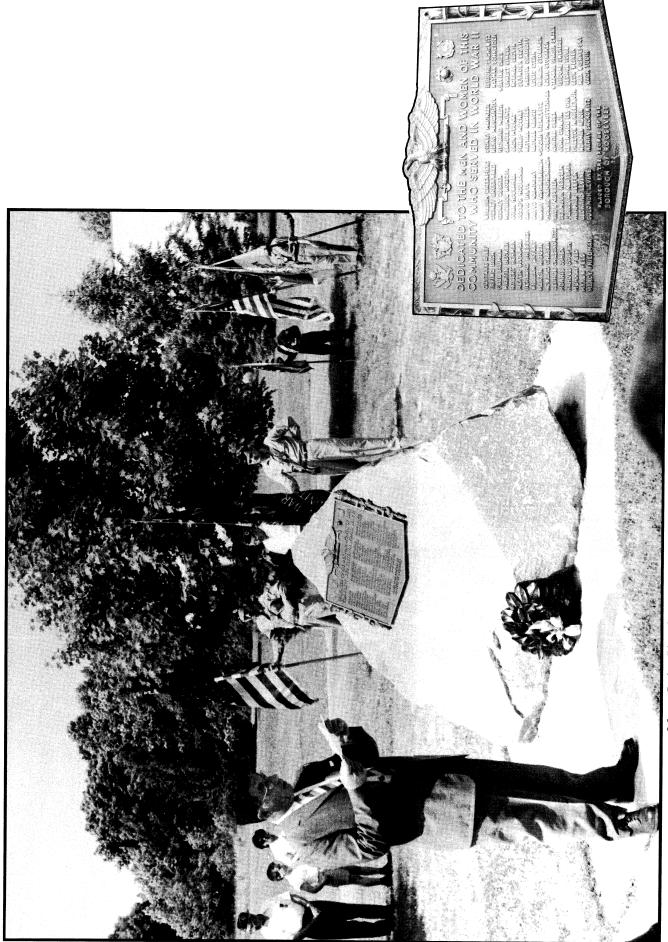


World War I Jewish War Veterans prepare for 4th of July parade.

Parade, July 4, 1946

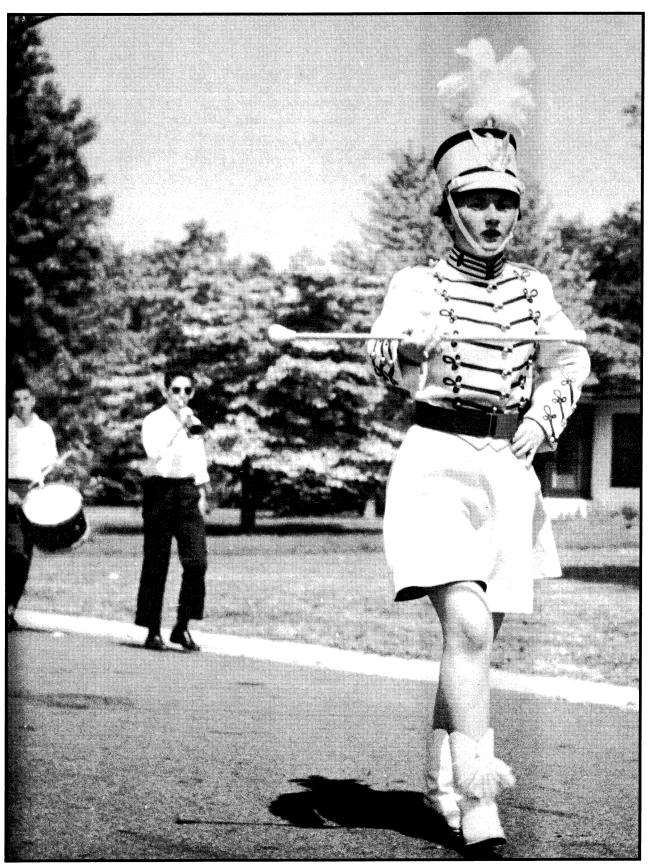






Mayor Irving Plungian conducting 4th of July ceremonies.

World War II veterans standing at attention during 4th of July ceremonies.



Eileen Melvin leads Drum and Bugle Corps in 4th of July parade.

THE FREEHOLD TRANSCRIPT, THURSDAY, MAY 27, 1954



THE ROOSEVELT DRUM AND BUGLE CORPS Roosevelt F.C. Starts Drum And Bugle Corps

The Roosevelt Fire Company is sponsoring the newly formed drum and bugle corps, under the direction of Harold Cooper. Together with his 11 year old daughter, Maxine, who performs the duties as Corps custodian, Mr. Cooper instructs the members, (ages 10 to 14 yrs.) in bugle and drums.

Donald Mills, principal of the local school, assists Mr. Cooper with student corps. Each bugler is required to purchase his own instrument. The procurment of adequate drums, cymbals and bass bugles as permanent property was made through a donation given by the Millstone Lodge No. 161, Knights of Pythias, of Clarksburg.

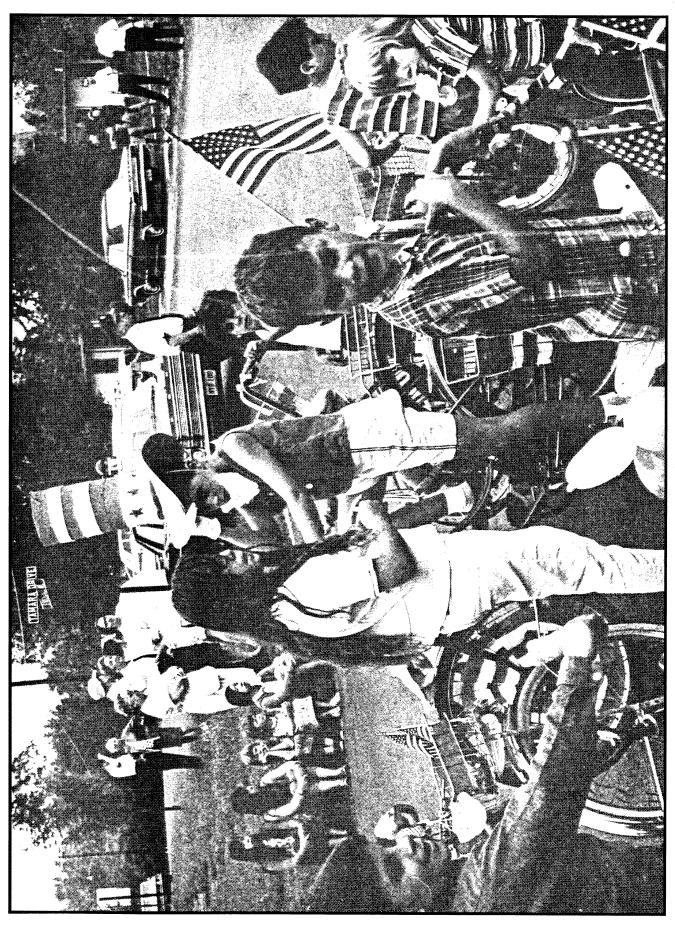
After a short period of time, the group plays marches and are able to execute formation at given commands. Mr. Cooper and Mills meet

with the corps every Sunday at 11 a.m. for two hour practice session. Both have had former experience in this work and heartily agree that Roosevelt has a high potential toward developing a fine Drum and Bugle Corps.

The tremendous turn out for practice and the exuberance shown by the students, indicate the ultimate and certain success of this organization. The corps consists of the following: Billy Klatskin, Daniel Glassoff, Melvin Friedman, Mark Kleinman, Martin Leibson, Barry and Sheldon Rockoff, Michael and Karl Stolberg, Marvin and Bruce Block, Warren Flicker, Joshua Friedman, David Spelkoman, Carl Lowenthal, George Mayer, James and Thomas Maley, Leon Vasseur, George Libove, David Berkman.



Drum and Bugle Corps prepare for 4th of July parade.

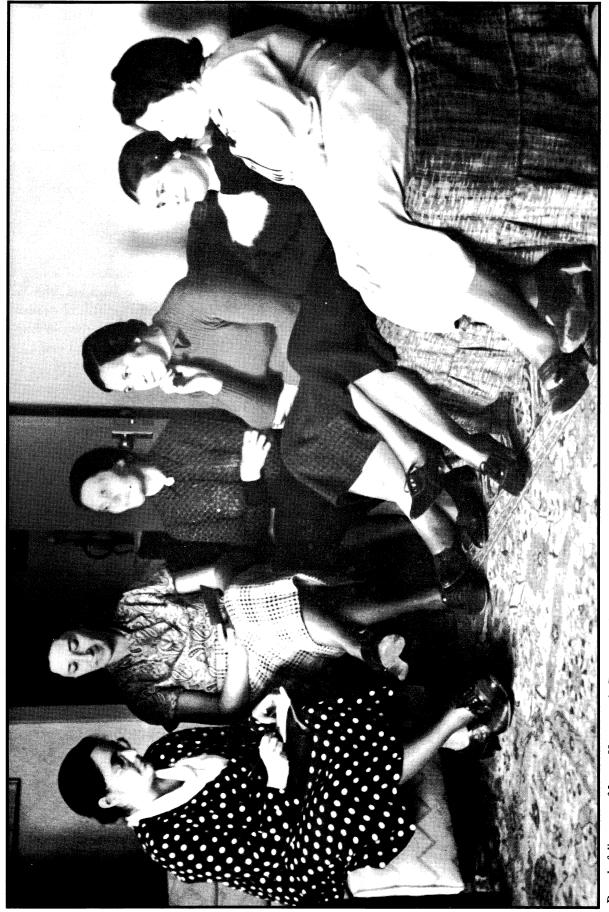


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Community Organizations

"The social life of the town seemed to center around meetings. Organizations of every kind abounded. There were the traditional Jewish workers organizations like the Farband, the Workmen's Circle, the IWO; there were the PTA and the Pioneer Women; there were political groups and cultural groups like the Kultur Abend which invited speakers, first in Yiddish and then in English. They all provided a forum for the very vocal inhabitants of the town. The intellectual and cultural atmosphere of the community was clearly developed."

From "Peddler to Suburbanite: The History of the Jews of Monmouth County, New Jersey From the Colonial Period to 1980"



Board of directors of Jersey Homesteads Consumers Club. (Left to right): Clara Katzenellenbogen, Dora Garber, Mrs. Drasin, Mrs. Green, Rose Lipsky, Pauline Olsen.

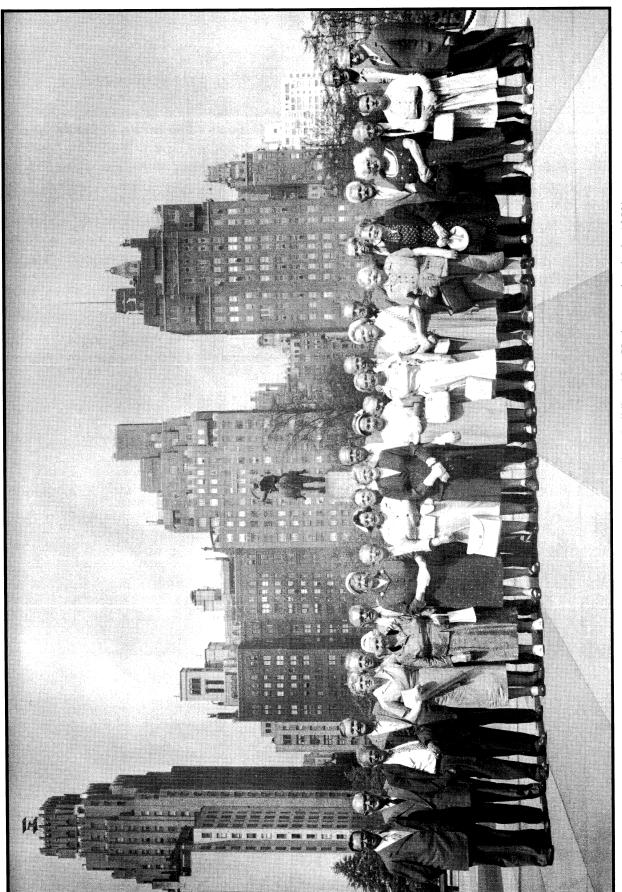
Pioneer Women

One of the older organizations currently active in the town is the Roosevelt Chapter of the National Pioneer Women organization. The Zionist group, which has had an active membership since the start, helps raise funds for the betterment of education, vocational training and general social service in Israel. It also strives to keep the Jewish heritage alive and increase the role of American Jewish women in community and political life.

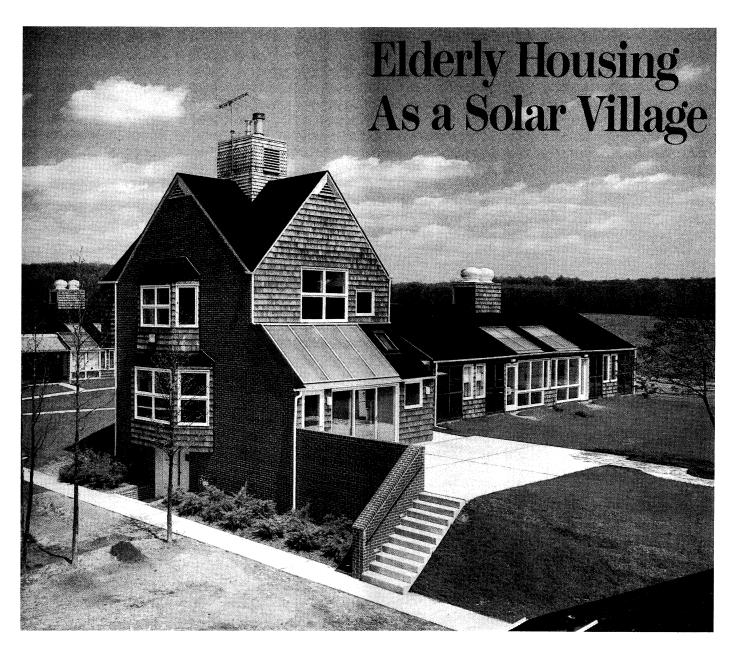
Toward these goals, the Roosevelt chapter can point to a long list of successful projects and accomplishments. Each year, the group has trees planted in Israel in honor of the year's graduating classes of Roosevelt Public School and Hightstown High School. The group also has its name inscribed on a Peace Arch of a new building in Tel Aviv, Israel.



Pioneer Women, 1967. Seated (left to right): Frieda Anish, Mrs. Glassman, Mrs. Wishnefsky, Ruth Leibson, Ruth Sadovsky, Esther Schneider, Pauline Olsen; standing (left to right): Mr. Glassman, Jeanette Koffler, Clara Levinson, Mrs. Margolis, Mrs. Jacobson, Sonia Hecht, Clara Katzenellenbogen, Mrs. Slovik, Estelle Goozner, Rozalind Carmen, Yona Yurwit, Jenny Bosik, Mrs. Rockoff.



First senior citizen group on outing to United Nations Building, New York, sometime in the 1950's.



Design of low-income housing is never easy. Budgetary constraints often impose stylistic ones, and those, combined with a governmental bureaucracy often having little interest in "architecture," make the task especially difficult. But with perseverance and a modicum of luck, good design is possible, as this HUD-subsidized housing for the elderly in Roosevelt, N.J., by Kelbaugh & Lee demonstrates. Roosevelt is a WPA-era planned, greenbelt community in central New Jersey conceived as an experimental alternative to urban congestion for garment workers. But, as the years passed, growing numbers of the elderly there were forced to find less expensive retirement housing.

A solution came with creation of the Roosevelt Senior Citizens Housing Corporation, a private nonprofit organization that received construction funding from the Farmers Home Administration. In selecting an architect, the seniors visited Kelbaugh & Lee in nearby Princeton and saw Douglas Kelbaugh's home, which used the first Trombe wall in the United States. According to the architects, the Roosevelt residents saw solar energy

Scalloped shingles, bright colors, wind-driven roof turbines, and arbor-gated fences add visual interest. Above, three-story community center provides focal point and relieves sameness demanded by east-west row siting needed for solar requirements.

"as an experiment worthy of a town that was itself an experiment."

As an initial step, the architects asked the residents to fill out a questionnaire about their housing preferences and architectural aspirations, including styles and materials. They were united in their opposition to the flat-roofed, concrete-block housing that had been the WPA's idea of modernism, seeking instead a "friendly, open design, a village look," says Kelbaugh. The architects, working within strict federal guidelines (construction cost was \$50 a square foot), created 21 airy one- and two-bedroom units in nine single-level, barrier-free buildings adapted from the shingle style. Courtyards on the gently rolling two-acre site and a three-story community building break up a possible barracks-like regularity, given that all the buildings are in eastwest rows for solar considerations. Solar features include solariums with hot water heaters on pipes under the glass roofs, Trombe walls, solar vent stacks with wind-driven turbines that add visual interest, and direct sunlight from extensive windows, clerestories, and skylights.

The honor awards jury, calling Kelbaugh & Lee's design "a sensitive, innovative, and imaginative response to the special needs of the elderly," cited the way the solar energy concepts had been integrated with the architecture, which is "warm, unpretentious, and playful."

The Roosevelt Band

By Ilse Riesenfeld



Roosevelt Community Band performing at Roosevelt Memorial.

"The Roosevelt Band" existed almost as long as I was a music teacher at the Roosevelt Public School and lived in town. We practiced in my home on Tamara Drive, where I was able to provide a piano and sheet music. The musicians were townspeople who simply liked to play their instruments at least once a week. Therefore, once a week we played away.

I manned the piano, Manny Koffler, who used to play his sax in a military band, was a "regular" for many years. One could depend on Manny to come on time, tune up and even fix not only his own but some other instruments, and criticize our ensemble with a smile or joke rather than with impatience. Stefan Martin played clarinet. His instrument had a pleasant tone, and Stefan welcomed the only practice he got – playing with us. Erv Rips added his oboe to our sound, Art Shapiro had fun with an alto saxophone, and Laura Canape, the youngest and only girl in the "regular" crowd, filled in with bass instruments, which she also played at Hightstown High School and later at Mercer County College. While she took care of the basses, Bob Mueller with his flute and Ed Goetzmann on the violin took care of the high notes to give it a balanced sound.

There were also high school and college students who played when they were in town, had the evening free, and felt like playing. There was Alison Edwards, Julia Schlinski, Andrea Weisberger, and later on even my granddaughters Debbie and Margaret. As long as we had one of them present, we were happy, and if not, we played anyway. Sometimes, my son Richard, who was then a student at Princeton, joined us. He too, had very few other occasions to play his saxophone.

No, we didn't produce great music. However, we played for our pleasure, and occasionally for the pleasure of others. We performed now and then at Meadow Lakes, a nearby nursing home where a resident, Mrs. Frazer, often joined us with her violin. We also played at Applegarth Rest Center, another home for older folks. Best of all, we played every year on the 4th of July, in Roosevelt, outside the school, when the town had their Independence Day parade and celebration. We often played on winter holidays such as Chanuka or Christmas, as well.

The Band offered an outlet of music and relaxation for the whole group, and it was one of Roosevelt's unique small-town enterprises.

Community Band Provides Pleasure for Players ** Listeners

By Margaret Schlinski

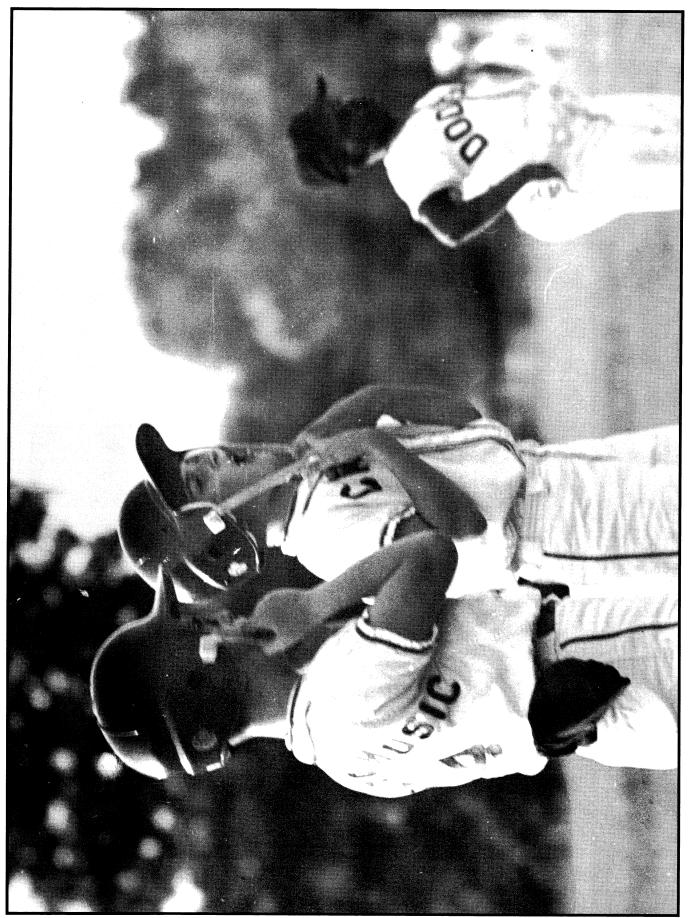
The Roosevelt Community Band has been with us a long time. "About 15 years," says Ilse Reisenfeld, its organizer and director.

The Reisenfelds' son, Richard, missed the band practices after his graduation from Lakewood High School, so Ilse, who was the music teacher at Roosevelt Public School, called the town's musicians and asked them to meet at her house in the evenings "just to jam together." The first group included Manny Koffler, Erv Rips, Stefan Martin, Arthur Shapiro, Julia Schlinski and Alison Edwards.

Such were the casual beginnings of the Community Band.



Roosevelt Community Band performing at Fourth of July celebration. Left to right: Arthur Shapiro, Stefan Martin, Ed Goetzmann, Bob Mueller.



Jeremy Esakoff coaching Larry Barth at third base.

Little League

By Geraldine Millar

In 1966, a group of volunteers formed by Ed Hayes started the Millstone-Roosevelt Little League with Joseph Harris as president. There were four teams of 9 - 12 year old boys, and the games were played on a field donated by Mr. Harris. Ed Hayes succeeded Joseph Harris as president for the 1967-1968 seasons. Then with Roy Archer, as president in 1969, the league expanded to five teams, and began playing at the Roosevelt school field. Mr. Archer remained president until 1971 when Bob Halle succeeded him.

Geraldine Millar, of Roosevelt, became president in 1972 and held the position until 1979. Under Mrs. Millar, the league grew in scope and size. In 1972, a clinic for 8 year old boys (the purpose of which was to teach the fundamentals of baseball) was started. A minor league for 8 - 9 year old boys was formed in 1973, and in 1974 a softball league for 9 - 12 year old girls.

The growth of the league has continued in the past several years. Ed Marzek was president for 1980 - 1981 and Mike Scotto for 1982 - 1983. A senior league of two teams for 13 - 15 year old boys began in 1982. Jack Bowker, of Roosevelt, was the president in 1984 when an instructional league of three teams for 7 - 8 year olds began. Joe Spoto took over in 1985 and is the current president.

The Millstone-Roosevelt Little League currently consists of: an Instructional league (three teams) for 7 year old boys and 7 - 8 year old girls, a Minor league (four teams) for 8 - 9 year olds, a Softball league (two teams) for 9 - 12 year olds, a Major league (five teams) for 10 - 12 year olds, a Senior league (two teams) for 13 - 15 year olds, and a Senior Softball team for 13 - 15 year olds. (The Senior teams play teams from neighboring towns.)



Millstone-Roosevelt All-Star Team receives pep talk from manager, Chuck McCann.

YOU ARE CORDIALLY INVITED TO ATTEND THE

Opening Exercises

OF THE FIRST CO-OPERATIVE FACTORY IN THE

Garment and Millinery Industries

TO BE HELD ON

Sunday, August 2nd, 1936
TWO-THIRTY P. M.

IN THE FACTORY BUILDING AT JERSEY HOMESTEADS

Worker's Aim Co-operative Association, Inc.

DIRECTIONS: QUAKER BUS CO. OR ROUTE 25 TO HIGHTSTOWN. FOLLOW RESETTLEMENT ADMINISTRATION SIGNS TO JERSEY HOMESTEADS PROJECT.





The Factory

"The factory was opened in August 1936, and its first season was a failure. The government, sensitive to criticism because of the controversial nature of the project (many people regarded it as 'communistic'), advanced another \$50,000 for another season. After the failure of the second season, Brown is believed to have lent \$50,000 of his own money. The third season was a failure and so was the fourth, although the government had advanced another \$150,000. At this point, the government declared the cooperative factory finished. A privately-run millinery factory took over."

From "Peddler to Suburbanite: The History of the Jews of Monmouth County, New Jersey From the Colonial Period to 1980"

Homesteads Plant To OperateMonday

Sunday Ceremony Will Open Formallly Clothing Factory Near Hightstown

Special to Newark News.
HIGHTSTOWN—The co-operative clothing factory, Jersey Homesteads project of the Federal Resettlement Administration near here, will be opened formally at a party Sunday afternoon. Albert Einstein, Fannie Hurst, Theodore Drelser and officials of the RA are expected to attend.

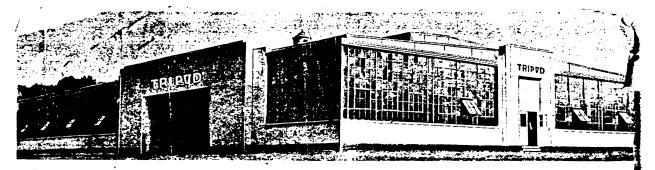
Ninety-two clothing workers from New York, Newark and Philadelphia will arrive Monday to begin work. The factory is almost ready for use. Electrical sewing machines and other equipment has been installed.

Temporary Housing.

Eight homes are completed and occupied by homesteaders and many more are nearing completion. Many of the workers will be sheltered in a temporary dormitory, in nearby private homes and with homesteaders already on the project. The workers will be housed permanently by September 1. Twenty-seven houses need only minor work before occupancy and 105 more are well on the way.

The houses have an exceptional amount of window space, with some casements reaching from floor to the ceiling. The walls are rough plaster except in the tiled bathrooms. The kitchens contain sinks, cupboards, gas stoves, hot water heaters and space for a refrigerator.

The homesteaders already here express satisfaction with their homes, but one was disappointed because the movies are too far away. That will be remedied when the community theater is completed.



TRIPOD COAT AND SUIT.

Regresentative of Warner Tim Cooperative Ass'n, Inc. JERSEY HOMESTEADS

(Near Hightstown)

NEW JERSEY

於\$P\$ (特麗·斯里斯斯尼斯斯特斯特斯)

New York Office and Showrooms: 265 WEST 37th ST. LAckawanna 4.2842

Jersey Homesteads, located near Hightstown, New Jersey, is a cooperative community of 1260 acres in which 200 families, totaling about 1000 persons earn their living by making womens coats and hats. Some of the settlers work on the 500 acre farm. It is a government project, one of those built by the Resettlement Administration, advised and sponsored by a board including Professor Albert Einstein, Rabbi Jonah B. Wise of New York, Max Meyer, retired coat manufacturer and vice-president of the Sterling National Bank, Benjamin Brown, leader the cooperative movement, and Isacor Lubin, Director of the Federal Bureau of Labor Statistics.

Settlers were chosen on the basis of character and skill, and each is a member of the International Ladies Garments Workers Union.

The garment factory is the most modern plant of its kind in the world. It is built of glass and steel and is air-conditioned.

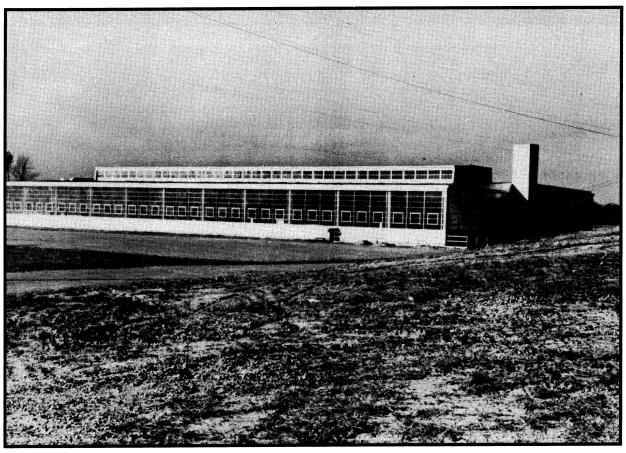
The Homesteaders live in modern, air-conditioned homes under the most ideal conditions. Each has a vegetable garden plot around the house.

Each worker invested \$500 in the Workers Aim Cooperative Association, which owns and operates the factory. The same shareholders also own the farm, dairy and poultry units and operate their own consumer stores. Jersey Homesteads is incorporated as a borough, having its own mayor, city council and school board.

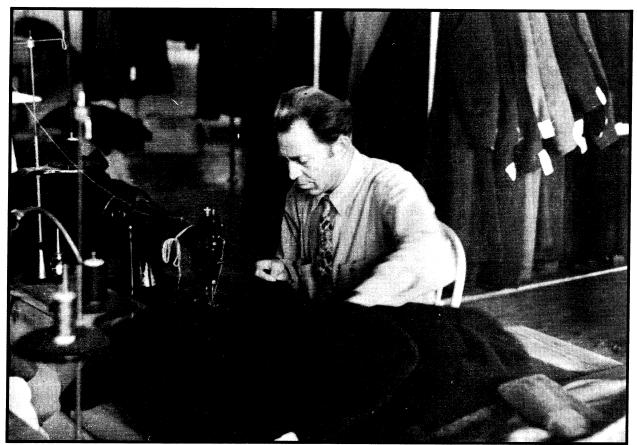
Distribution of the ladies garments manufactured in the plant is done through the existing cooperatives, and in New York City is handled directly from our showroom.

Because of the nature of the projects our interest is a double one: first, that the consumer gets full value for her dollar, and second, that the workers are provided with steady, seasonal employment at union wages. For this reason a high standard of quality, of materials, and of workmanship is maintained. The price is determined on an actual cost basis. In addition, a wide variety of styles, sizes and prices makes it possible for every woman and girl to participate.

The Garment Factory



The Garment Factory, structured of steel, glass, and concrete was credited with being the most modern factory for needle work on the Atlantic Seaboard. Resettlement Administration photo, 1938.

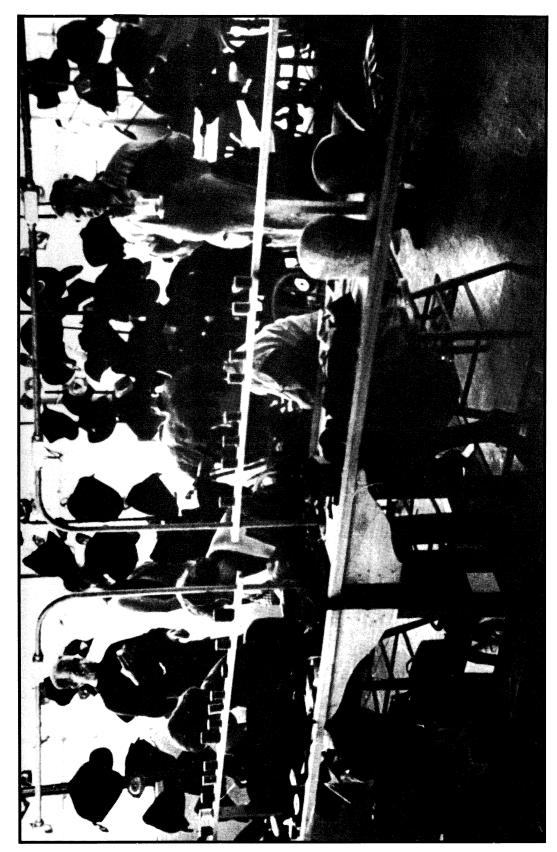


Boris Drasin, President of the Worker's Aim Cooperative Association, Inc., working as an operator in the garment factory at a wage no greater than was paid to other operators.



Needle trade workers from New York City and Philadelphia areas, relocated in a Resettlement Administration community near Hightstown, N.J., harvesting their first crop. Fellow residents add final stitches to new fall models in the garment factory, shown in the background, to fill orders from New York buyers. Resettlement Administration photo, 1938.

The Hat Factory



When the garment factory failed at the end of the 1930s, the building was sold to the Kartiganer Hat Company. In 1950, it again changed hands, this time becoming the Richard Allen Button Factory.

Action Packaging

By John Wojnicki, President

Action Packaging Automation, Inc. was established in 1975 and formerly occupied a small building on Etra Road in East Windsor Township. After four years in business it was apparent a larger facility was needed.

In 1979 we purchased the building on Oscar Drive known as the former Button Factory. Although this building was located in another county it still was a reasonable distance from our former place of business and the turnpike.

We are the manufacturers of custom designed automatic packaging equipment such as Magic Markers, TDK and BASF cassettes and Capt. Black tobacco.



Action Packaging Automation, Inc.



In front of the Tea Room, 1 Homestead Lane.

The Retailers

By September of the town's first year, the pioneers opened the doors to the first grocery store in Jersey Homesteads. Located in the home of Mr. Dubin, who was the Commissary's butcher, the store was partially financed through shares that were sold for five dollars apiece. Dividends and a proportional share of the profits were distributed to the shareholders every four months.

Managers of the Consumers Co-op Association initially stocked the shelves with \$50 worth of merchandise. Since the goods were manufactured and grown by other co-op groups, the lower prices were passed on to Borough residents.

As years passed and the number of residents grew, the store began to thrive. In order to accommodate its growing clientele and inventory, it moved into the building on South Rochdale Avenue and Farm Lane, the lot that is currently occupied by the Post Office. But the co-op eventually failed, only to be taken over by Fred Lobl, who turned it into a successful business.

But in December 1956, disaster struck. A massive fire destroyed the wood building that was then owned by Sol Berg. The Post Office, the butcher shop, and the A. & M. Television Co., which was run by Albert Schetina, were also housed in the building.

The fire caused \$60,000 worth of damage, and temporarily halted the town's entire retail business. Fire Chief Mark Klatskin and his 25 firefighters responded to the call at about 2:30 in the morning after Mike Millet spotted and reported it. Two of Harry Katzenellenbogen's filled oil trucks, which were parked nearby, were driven away before any flames reached them.

In the Post Office, all the holiday-time mail and some of the money and stamps were destroyed. Postmaster Jack Blutstein temporarily moved the Office to the Borough Hall. Meantime, Berg quickly worked to reestablish his successful business. He would hold the store for many years, providing Rooseveltians with the kind of friendly, personal grocery store that is not easily matched. In fact, when Sol, his wife Bebby, and brother Sam vacationed, residents got a chance to get reacquainted with the Bergs' children, who would return to Roosevelt to "watch the store."

Ownership of the store changed hands many times after Sol and Bebby moved to Florida. Eventually, Walter Riesenfeld and his son Joe built "Joe's Shop" next to the old building. While it was a notably smaller operation, the shop provided the same personal service and gathering place that the town had lacked since the Bergs departed.

Today, the Roosevelt Deli, run by the Rossi family, provides those same necessary services. Indeed, Roosevelt's retail district has a rich and unique heritage, dating back to the five-dollars-per-share Commissary.

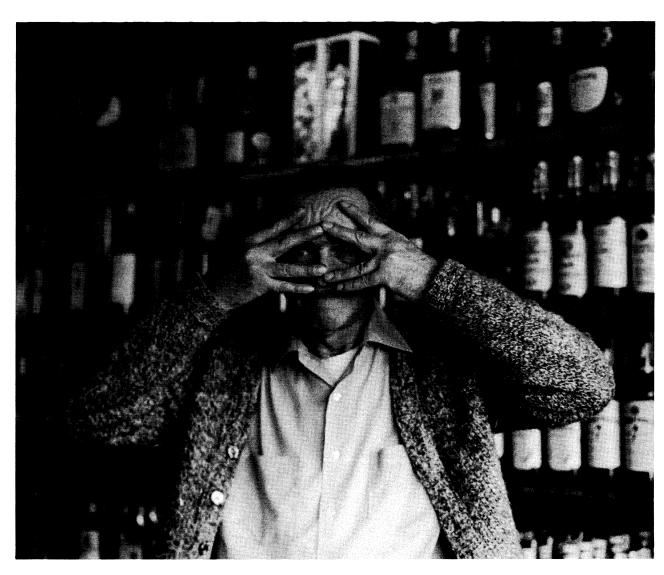
N.J. Fire Wipes Out Town Business Area

Special to World-Telegram and Sun.

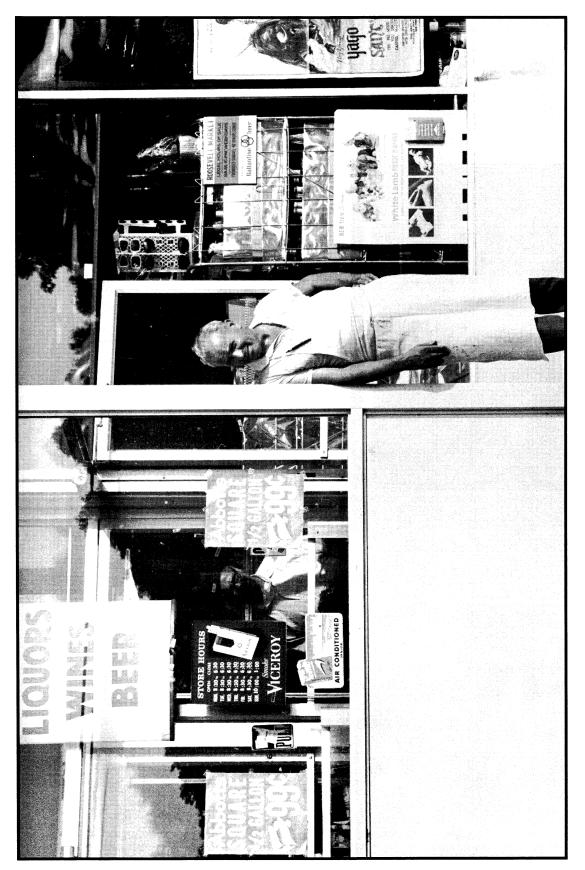
ROOSEVELT, N. J., Dec. 27.—A \$60.000 blaze in a large wooden building at South Rochdale Ave. and Farm Lane destroyed the entire business section of this town early today, leaving some 700 residents without any grocery store, meat market or post office.

Fire Chief Mark Klatstin said the only stores in town—a grocery store, a meat market, a television repair shop and the post office— were completely burned out. A quantity of holiday mail also was lost.

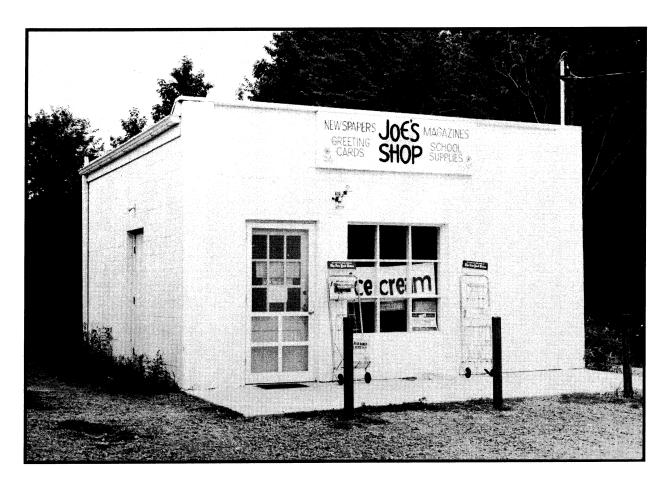
Postmaster Jack Bludstein set up temporary mail service in the Town Hall. Roovevelt, a "depression town" founded in 1936 by the Federal Resettlement Administration, is in the western end of Monmouth County, about 15 miles east of Trenton and 20 miles west of Freehold, the county seat.



Sol Berg. Photo by Merle Rose.



Roosevelt Market, Sam Berg (in window) and Joe Pogrebin – deli-man/butcher (in doorway).



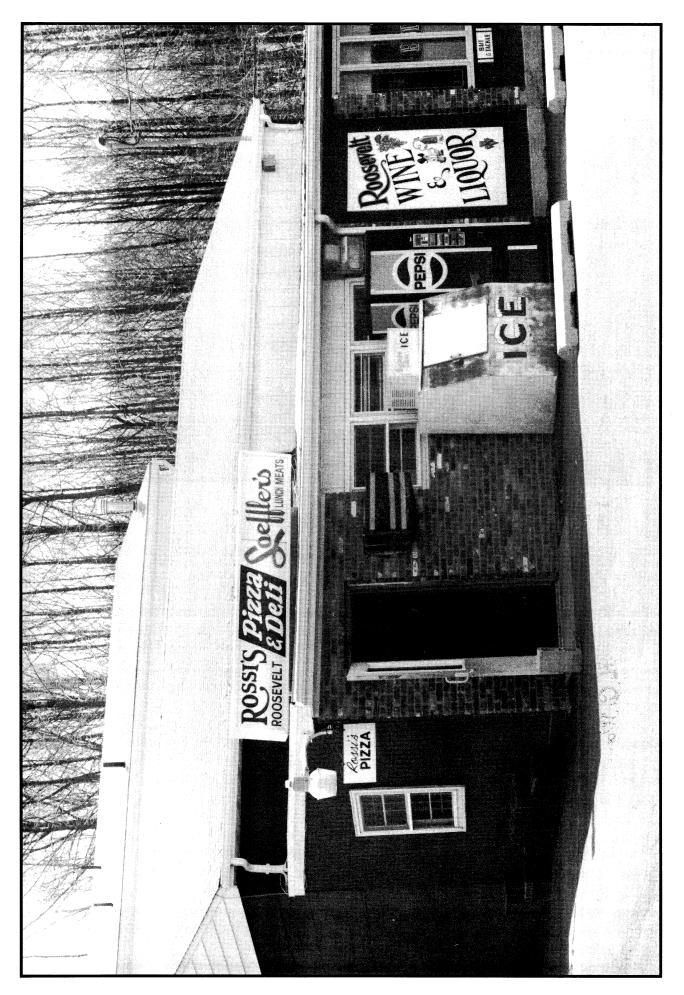
Joe's Shop

By Margaret Jelinek

Joe's Shop, which opened in 1972, was located on Rochdale Avenue, across from the school. Established as a newspaper and magazine store, the shop was owned and run by Walter Riesenfeld and his son Joe. Walter's oldest son Joseph, for whom the shop was named, worked alongside his father selling newspapers, stationery supplies, and later candy, ice cream, greeting cards, and magazines. It was Walter's hope that Joe would someday earn his livelihood by working in the store, the only one of its kind for miles around.

Some of my lasting memories of Joe's Shop are of the times I spent helping my grandfather. I remember putting together the sections of the *New York Times* early on Sunday mornings. I was constantly scolded for daydreaming. A special pile of papers was set aside for the customers who reserved the Sunday Times. The number of papers was carefully checked against a list of names. These names soon became faces of customers I learned to recognize as they came every Sunday to pick up their papers. After the morning rush slowed down, we would count penny rolls for the bank, counting alternately in German and English. As I got older, I was allowed to work at the cash register. I felt quite independent counting change for customers. Little did I realize my grandfather watched me carefully as I counted.

What I probably appreciated the most about the store was its supply of candy and ice cream. On half-days of school, children would take a detour toward the shop to buy a snack for the walk home. Now these students' younger siblings make the same detour to a store called the Roosevelt Deli, not knowing that it had its origins in a much smaller store, Joe's Shop.



The Garage

By Betty Mellor



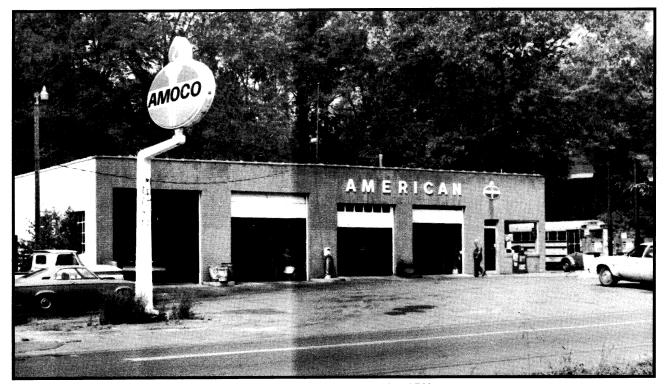
Frenchy's Garage - the "old" service station.

Roosevelt has always had but one gas station. It was mainly for car repair and gas. It was built in 1946 by Leon Vasseur. His nickname was "Frenchy," so to local people and surrounding areas, the place was known as "Frenchy's Garage." The garage has changed hands several times since Mr. Vasseur died of a heart attack. To this day you may meet an old timer who will still refer to it as "Frenchy's Garage."

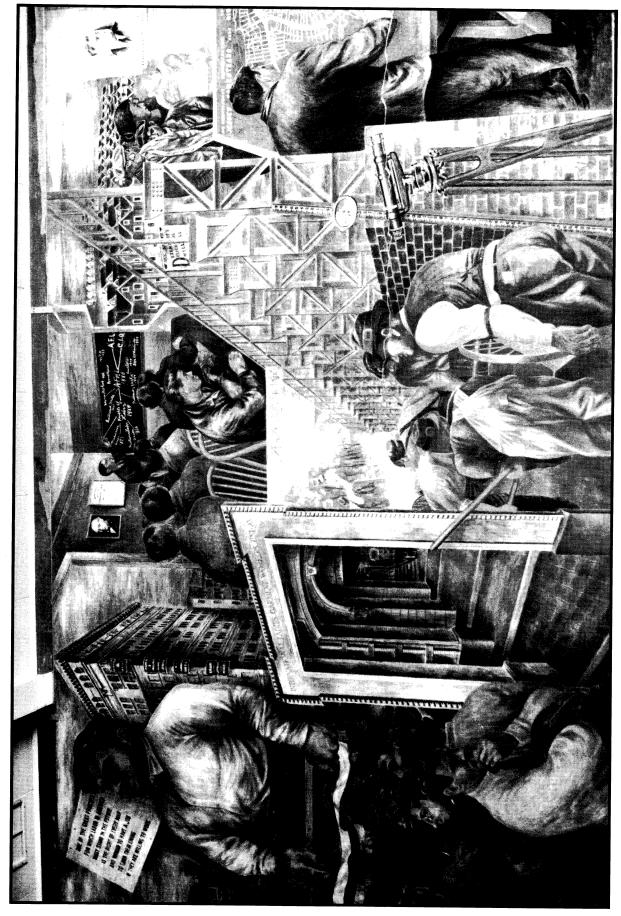
In 1971, two local brothers, Richard Mellor and Roy Terry, bought the garage from Mrs. Vasseur. They gave it a facelift by having the exterior done with red-brick-face and also added two bathrooms. They owned and operated the garage until 1980. It was sold to Mr. and Mrs. Eldon Laue. In the two years they operated the garage, they added a large storage area at the rear and updated the interior.

The next owners were Mr. and Mrs. Jack

Guyette. Jack and his wife Peggy operate the garage together and former owner Richard Mellor returned as their manager and mechanic. The garage now has the impressive name of "Roosevelt Auto and Truck Service, Inc." You can drop in any time for gas, to discuss business, have a cup of coffee and maybe even exchange a little bit of town gossip.



Roosevelt Auto with new facelift, 1970's.



The famous "Shahn mural" at the Roosevelt Public School.

A Colony of Artists

"Among those who came during (the period following the failure of the factory) was the painter Ben Shahn, who was to be so important in forming the character of the town. He was already known to the settlers, having painted the now famous mural in the school. Born in Lithuania in 1898, Shahn was not yet the giant figure in American art that he later became, although his work was known to avant-garde collectors. He had attracted attention by his Sacco-Vanzetti paintings, and worked with Diego Rivera on his controversial mural at Rockefeller Center. Ben Shahn was a commentator on the social scene, 'outraged at injustice but also amused by man's folly and weaknesses.'

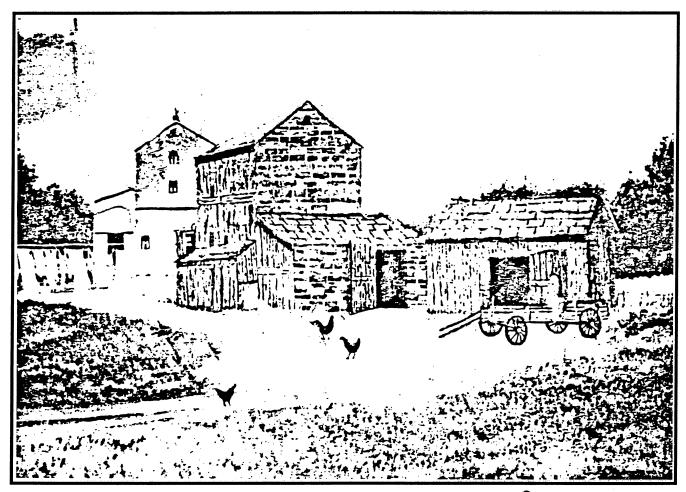
"With a deep knowledge of Jewish custom and language Shahn found a congenial climate among the intellectually and socially oriented Jewish garment workers of the Homesteads. He came with the idea of staying a year or two but remained until his death in 1968. He participated actively in the life of the community and had no hesitation in taking a firm stand in the constant controversies that pervaded that life. Other artists, attracted no doubt by Shahn's presence, came to live there also."

From "Peddler to Suburbanite: The History of the Jews of Monmouth County, New Jersey From the Colonial Period to 1980"



Ben Shahn in characteristic conversation with fellow resident Irving Plungian. It was not unusual for Shahn to hold court with his neighbors at the Post Office.

Jack Bermowitz



© 1986. Jack Bermowitz

Jack Bermowitz's latent artistic talent emerged when he retired from the business world in New York City, and moved to Roosevelt 22 years ago.

He was encouraged by the late Gregorio Prestopino who said of Jack's work: "Every now and then we become aware of a true primitive painter. They present us with the same mystery. Disconnected from the main body of formal art of their time, they often create sensitive and poetic paintings. Jack is one of these painters."

Jack is represented in many collections as a result of numerous one-man and group shows, both locally and in New York City. The highlight of his career is the sale of 18 large oil paintings to AT&T Long Lines located in Bedminster, New Jersey.

Vivian Crozier

Vivian Crozier's fashion photographs appeared on a regular basis in *Mademoiselle* during the Fifties and the Sixties. She was also a frequent contributor to *Seventeen*, *Simplicity*, *Coed*, *Harper's Bazaar*, *Parents*, *American Girl*, and other publications, in addition to various advertisements.

In 1970, Vivian and Robert Crozier moved permanently to their home in Roosevelt, where they had been weekenders for several years. At that time she began to photograph potential models, particularly children for their portfolios, and advise them in their careers.

She is listed in Who's Who in American Women, The World's Who's Who, and One Thousand Women of Distinction.



Liz Dauber



"Peterboro, Evening" oil.

Liz Dauber was born in Brooklyn, N.Y. in June, 1910 and worked her trade as a commercial artist for many years. Among her clients were *Vogue*, *Harper's Bazaar*, Simon and Schuster and Holt-Rhinehart.

Married to the late Gregorio Prestopino, she had great success with her own works in various shows across the country. Art U.S.A., Fort Worth Art Center in Texas, New York City Center Gallery, the New Jersey State Museum, The Frye Museum in Seattle, and the Princeton Gallery of Fine Art have all shown her art.

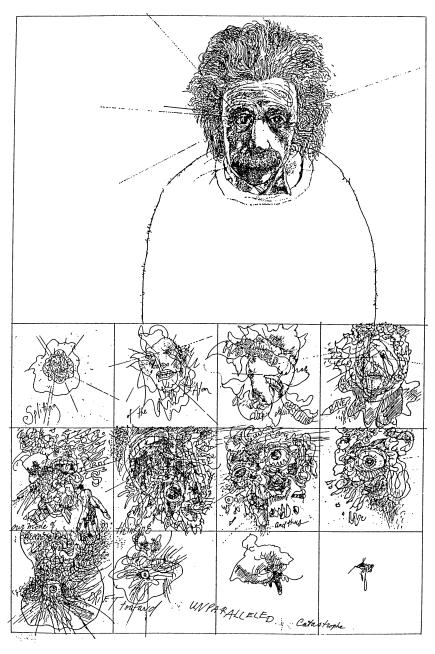
Dauber's awards include a first prize from the New York City Center, and a second prize from the New Jersey Watercolor Society.

Jacob Landau

Now a resident of Roosevelt, New Jersey, Landau was born in Philadelphia and studied at the Philadelphia College of Art, the New School in New York and the Academie de la Grande Chaumiere in Paris. He is a professor emeritus at Pratt Institute, Brooklyn, and is represented by Associated American Artists of New York City.

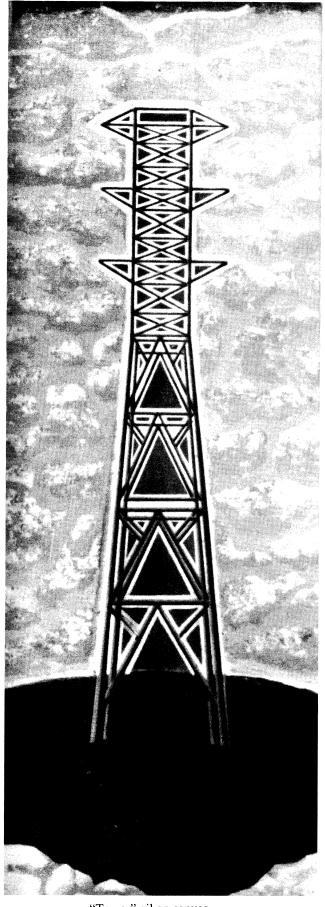
He has received numerous awards and grants including National Endowment for the Arts, Ford Foundation, Tamarind and Guggenheim fellowships. His work has been exhibited extensively in Europe, Mexico, South America and throughout the United States in over 30 one-man and 200 regional and national group shows. Among the major public collections in which he is represented are the Metropolitan Museum of Art, the Museum of Modern Art and the Library of Congress.

New Jersey Governor Brendan Byrne appointed him to the Board of Trustees of the New Jersey School of the Arts. Mr. Landau is listed in "Who's Who" and "Who's Who in American Art."



Jacob Fandan

Bill Leech



"Tower" oil on canvas.

David Stone Martin

With no formal art training beyond high school in Chicago, David Stone Martin began his career as a graphic designer. He has designed publications and is an expert calligrapher. Among his major projects were designs and murals for the "Century of Progress" Chicago World's Fair.

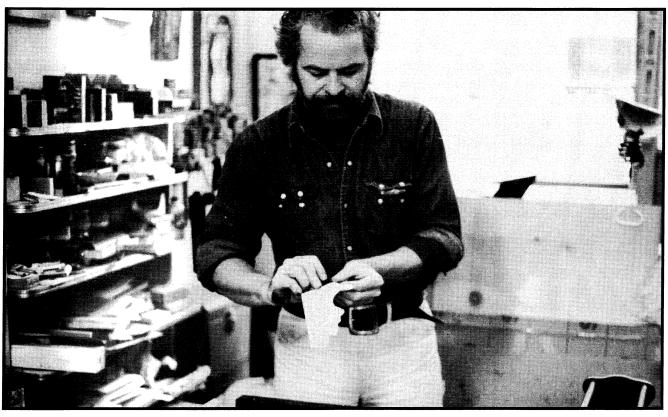
He has participated in many advertising illustration projects for clients such as the Disc Company of America and C.B.S. Television.

His advertising and editorial illustrations have received a great many citations and awards, and examples of his work are included in numerous Art Directors Annuals.

He has also found time to teach – at the Brooklyn Museum School of Art, and at the Workshop School of Advertising and Editorial Art in New York.



Stefan Martin





Stefan Martin has mastered the exacting art of end grain wood engraving, a print technique demanding extraordinary skill and patience. His wood engravings and incised painting have been widely exhibited in one-man and group shows throughout this country, and have been shown in South America, Europe and China. He has received a number of grants and awards and is represented in numerous museum, institutional and private collections including the Museum of Modern Art, the Metropolitan, the Holmberg Museum, Smithsonian Institution, Chicago Art Institute and the Rockefeller Collection among many others. Martin is a former Vice President of the Society of American Graphic Artists and currently serves as Art Director of the Printmaking Council of New Jersey.

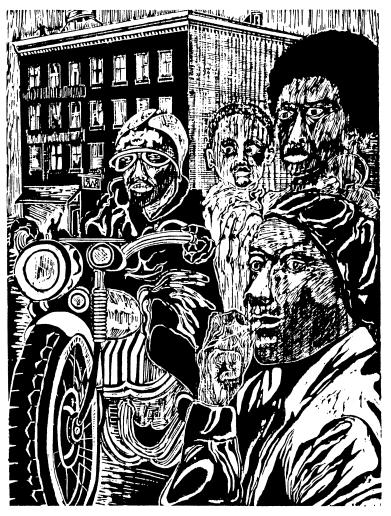
Stepn Martin

Robert Emmett Mueller

Robert Emmett Mueller first came to Roosevelt in 1949 with Joshua Hecht, his roommate at New York University. He studied art at N.Y.U. with the New York artists Samuel Adler and Myrwyn Eaton, and at M.I.T. under Gyorgy Kepes.

When he came to Roosevelt, his New York Abstract Expressionist inclination clashed with the philosophy of the Roosevelt artists he met – Gregorio Prestopino, Ben Shahn and David Stone Martin – strong social realist painters. Neither persuasion won out and he has continued to paint abstractions and do social-minded woodcuts to this day.

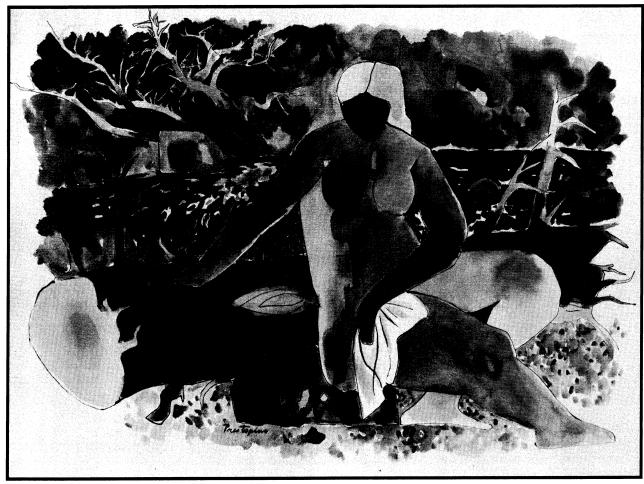
Bob has published four books, one exploring the relationship between art and science. His work is in many museums both here and abroad, including the Metropolitan Museum of Fine Arts, and the Museum of Modern Art in New York City; the Victoria and Albert Museum in London; the State Museums in Vienna and Berlin; the Rutger's Museum; and the New Jersey State Museum in Trenton.



© 1986. REM

"Black Riders" woodcut from the polyptych "AMERICA: Dream Deferred."

Gregorio Prestopino



Watercolor.

"Presto," as Gregorio Prestopino is still known by those who were close to him, studied art at the National Academy of Design in his native New York City.

His works have been exhibited in the U.S. at the Whitney Museum and the Museum of Modern Art both of New York City; the Corcoran Art Gallery in Washington, D.C.; the World's Fair in New York City; the Golden Gate Exposition in San Francisco; and the Chicago Art Institute.

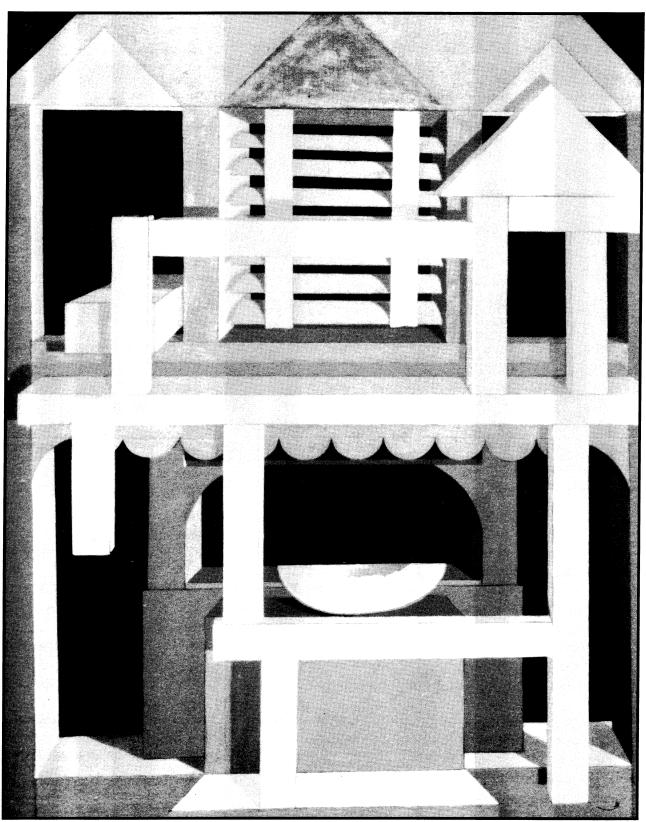
The worldwide appeal of Prestopino's work soon became apparent, as evidenced by their appearances at the Venice Bicentennial and at the U.S. State Department Exhibit in Paris. And his 18 oneman shows in New York City between 1943 and 1978 exemplify his longstanding popularity at home.

Prestopino's work is in the permanent collections of the Smithsonian, the Addison Gallery of American Art, the Whitney Museum, the Museum of Modern Art and several universities.

Among his awards is a Temple Gold Medal from the Pennsylvania Academy Annual, the Altman Prize, N.A.D., and a National Institute of Arts and Letters Grant.

The years 1968-69 were spent as Painter-in-Residence at the American Academy in Rome. Prestopino, deceased in 1984, was married to fellow artist Liz Dauber.

Ani Rosskam



"Still Life with Cantaloupe" oil.

Edwin Rosskam

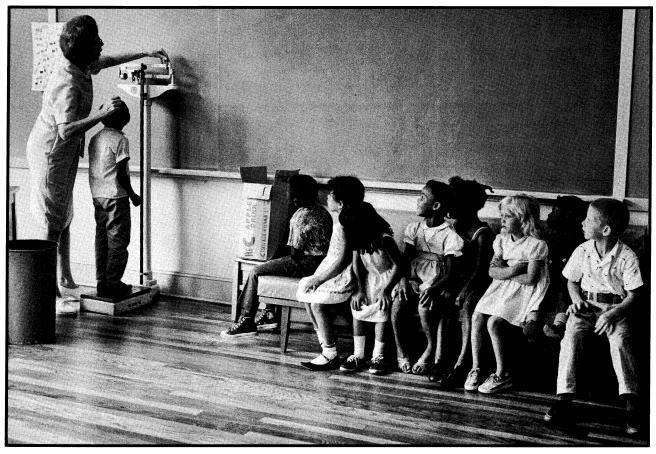
"The individual death, such a big deal once, is small potatoes now. We are asked to contemplate (and this is where I give out) the erasure of all the taught, all the untaught but absorbed, all the trembling affirmations, the selfless devotions, the roaring claims to greatness, the shaky acts of courage of all the billions who have lived and died, contributing each his tiny grain, since the beginning of man's time. And this is unfaceable . . ."

Quote from "The Alien" by Edwin Rosskam, published in 1964 by Grossman Publishers.



"At Memorial Service for Rev. Martin Luther King, Jr." Photo by Edwin Rosskam.

Louise Rosskam



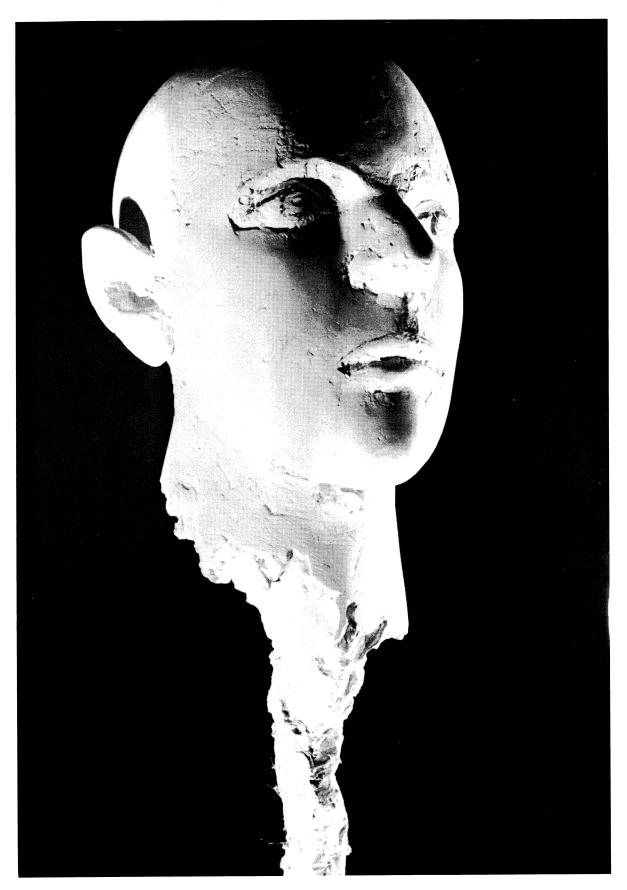
Health program at school for children of migrant workers – Cranbury, N.J.

Ed Schlinski



"Ed Schlinski and His Friends." Section of poster from Lerner-Misrachi Gallery, N.Y.C., maché sculpture exhibit, January, 1972.

Jonathan Shahn



"Seated figure."

Herb Steinberg

Herb Steinberg grew up in Brooklyn, New York and studied at Tyler College, Temple University, and with Moses Soyer. A typical example of an artist who continues to paint in the American Realist tradition, he has exhibited at the Pennsylvania Academy, the Brooklyn Museum, the Butler Institute of American Art, the New Jersey State Museum, Kent State University, the Print Club of Philadelphia, the National Academy and at a number of other galleries in New York and Philadelphia.

Steinberg has been awarded a Louis Comfort Tiffany Foundation fellowship, and won the Adolf and Clara Obrig Prize at the National Academy of Design for his painting of *Harvey Dinnerstein in his Studio* in 1982. He also was awarded a purchase prize at the New Jersey State Museum.

His large mural depicting the crafts of the Brotherhood of Painters and Allied Trades, AFL-CIO, hangs at their headquarters in Washington, D.C.



"Harvey Dinnerstein in his Studio" oil.

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IN MEMORY OF KELLY BRONWYN HUGHES KURT E. SCHMALZBACH SUSAN BETH WEINBERGER



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Aaron Grossman

DOWN MEMORY LANE In Memory Of

Lena Mondros
Jacob Mondros
Michael Douglas Goldstein
Rebecca Goldstein
Jaine Goldstein

Gussie Schnapf - Meyer Schnapf

Jacob Karshenbaum

Bessie Karshenbaum

Harry Karshenbaum

Philip & Sarah Leefer

Morris Chasan

Isidore Kessler

Dora Kessler

Gregorio Prestopino

Abe Meyerowitz

Samuel Nadler

Benjamin Brown

Ben Shahn

Isidore & Ray Grushka

Leatrice Sherak

Rose & Nathan Dubin

Mrs. Sarah Brafman

Mr. Isidore Brafman

Rose Gushen

Louis Gushen

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Abe Topal

Martha Topal

Rose Sarch Yudin

Sylvia Bunkin

Louis Bunkin

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Arnold Leon Olsen

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David Kleinman

Ida Kleinman

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Erving Porter

Edwin Rosskam

Morris Chasan

Mark Klatskin

William & Molly Singer

Harry Sokolow

In Loving Memory

Parents – Grandparents

Mantford & Grace Counterman

John & Beatrice Oetken

Brother – Uncle Douglas Oetken

In Our Hearts Always

Bill & June Counterman Gerry & Bryan

In Loving Memory Of Mark Klatskin

Wife – Helen Klatskin Gross

Children – Jerome, William, Susan

Grandchildren – Mark, Michele,

Lisa, Kyle, Susan, Michael

In Memory Of Louis & Rose Lachman The original settlers of Jersey Homesteads

From
Saul, Edith, Susan & Donna
Ernstein
and
Irwin, Ruth, Joshua & David
Lachman

In Loving Memory Of

Annie Nisnevitz

Samuel Nisnevitz

Oscar Nisnevitz

Graham Nisnevitz

Nathan Bard

morton h. edwards

who fell in love with
Jersey Homesteads
when his newspaper sent him
here to do a feature story
on the experimental community
and lived here happily
ever after.

In loving Memory of

Samuel & Ida Klatskin Sylvia Bunkin Louis Bunkin Abraham Prezant Francis Kaye Rosenfeld Leatrice Sherak Mark Klatskin Julie Flachner

Darling George

His was a life that enriched the lives of others

Clara

In Loving Memory of

Samuel Spelkoman

From

Ceil Spelkoman Rochelle Friedman David Spelkoman Harvey Spelkoman

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Howard & Louise Prezant

&

Joan Grossman

without whose assistance this book would not have been possible.

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from

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Sonia Sokolow Lillian Mackler Arnold Sokolow Payson Sokolow Marcia Zigman Pleasant Memories

of Roosevelt

with me forever

Edith Brown Gruhin

Max Gruhin

THANKS

to all who provided

Information, Articles, and Pictures

for this Commemorative Book

Roosevelt First Aid Squad

| Happy Birthday Roosevelt | |
|------------------------------|--|
| Mr. & Mrs. Harold Kaye | |
| Mr. & Mrs. Robert Kaye | |
| Mr. & Mrs. Richard Goldblatt | |
| Mr. & Mrs. Robert Castater | |
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| Congratulations To Our Town | With Fond And Fantastic Memories Of Our Years In Roosevelt – Congratulations Weisman Family | | |
|---|---|--|--|
| Lottie Sackowitz Eisner Robert Eisner | Dr. Irving E. Bach Estelle Kaplan Bach Dr. Louis Flumen Dr. Audrey Bach Flumen Barry Friedman Roberta Bach Friedman | | |
| Congratulations From The Yeger Families | BEST WISHES to Pearl & Al Block on Your 50th Wedding Anniversary Love, Your Children Congratulations Roosevelt and thank you for sharing your historic town with us. You will always hold a special place in our hearts. David, Marie, TC Williams 2 Farm Lane, Roosevelt, NJ | | |

With Gratitude & Appreciation

To The Roosevelt First Aid Squad

In Helping Make

Our 50th Anniversary

A Success

Happy Birthday & Best wishes
To Our Town

Howard & Louise Prezant

609-799-9292

H. L. Prezant & Company

Accountants and Auditors

44 Princeton - Hightstown Road

Princeton Jct., New Jersey 08550

Howard L. Prezant

Louise Prezant

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Happy 50th Birthday

Roosevelt

Jeffrey Alan Prezant

Robert Steven Prezant

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Prime Steaks & Seafood
Breads & Pastries
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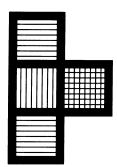
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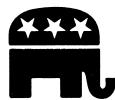
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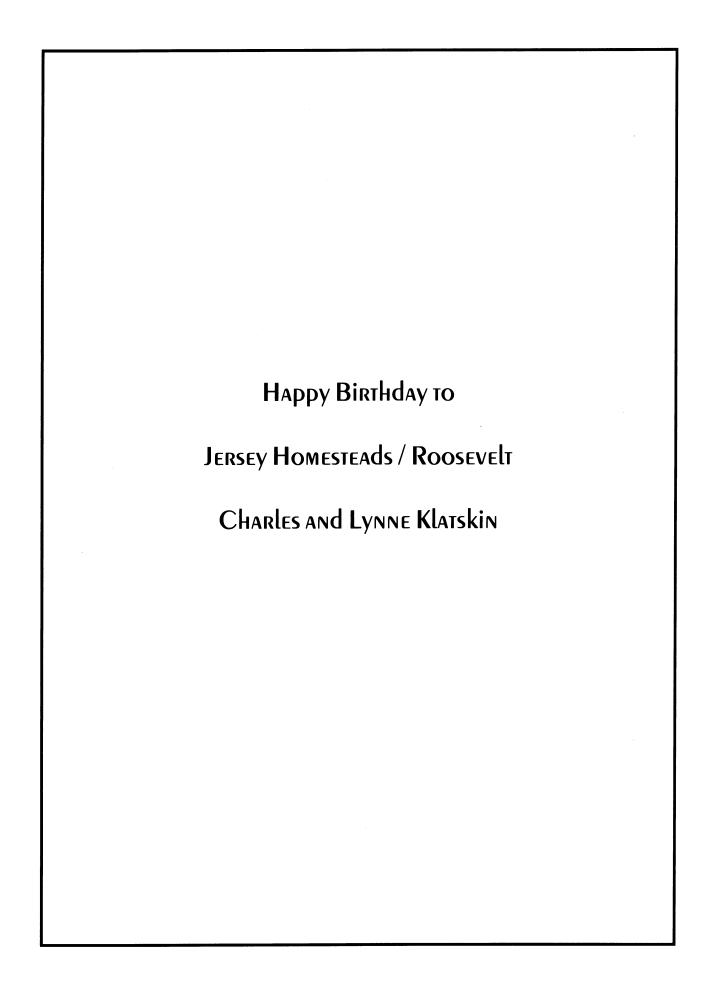
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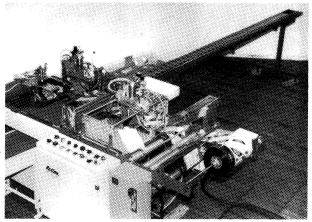


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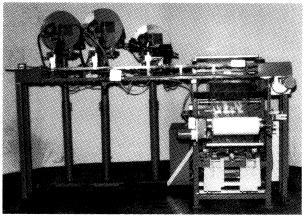
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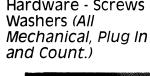
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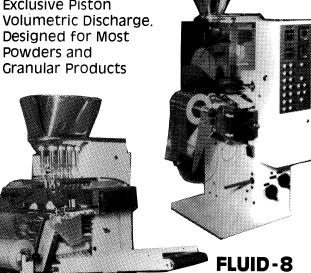




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