

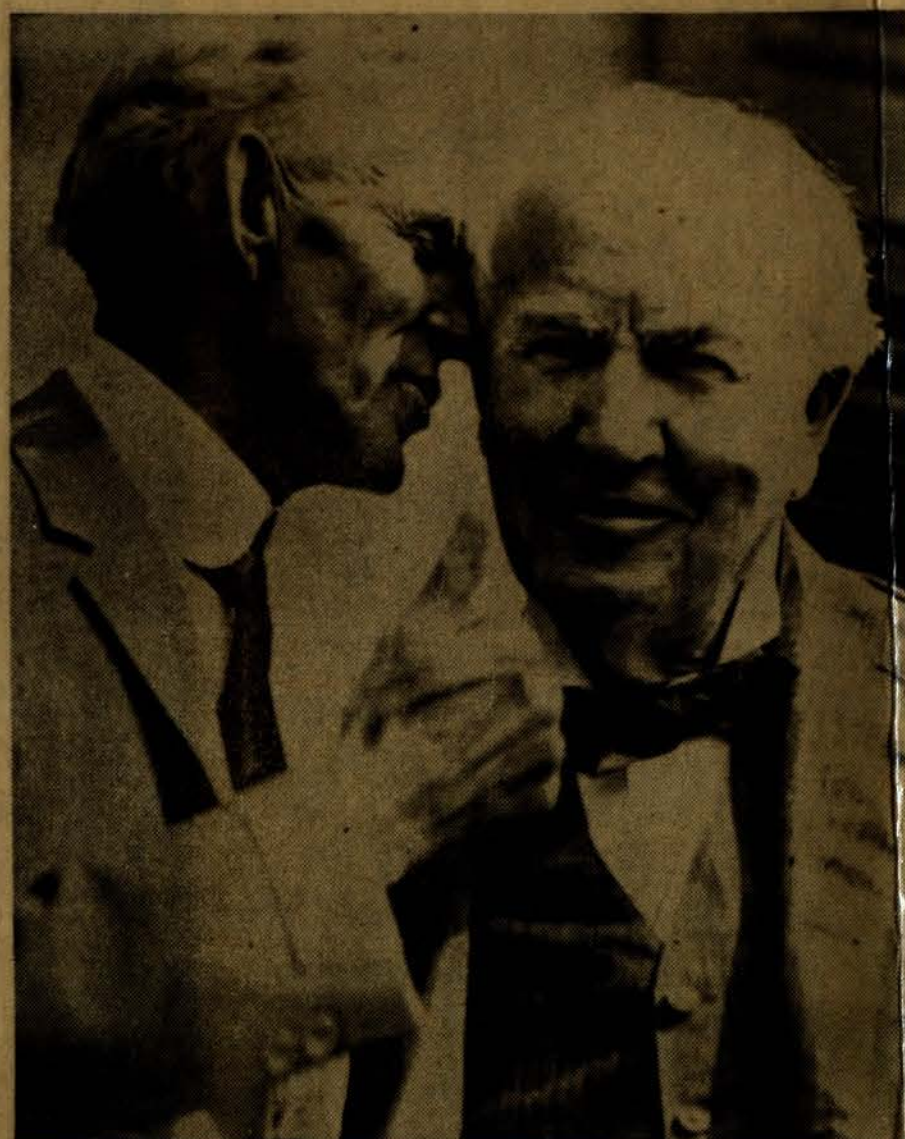
# TNT Marks Edison's 100th Anniversary

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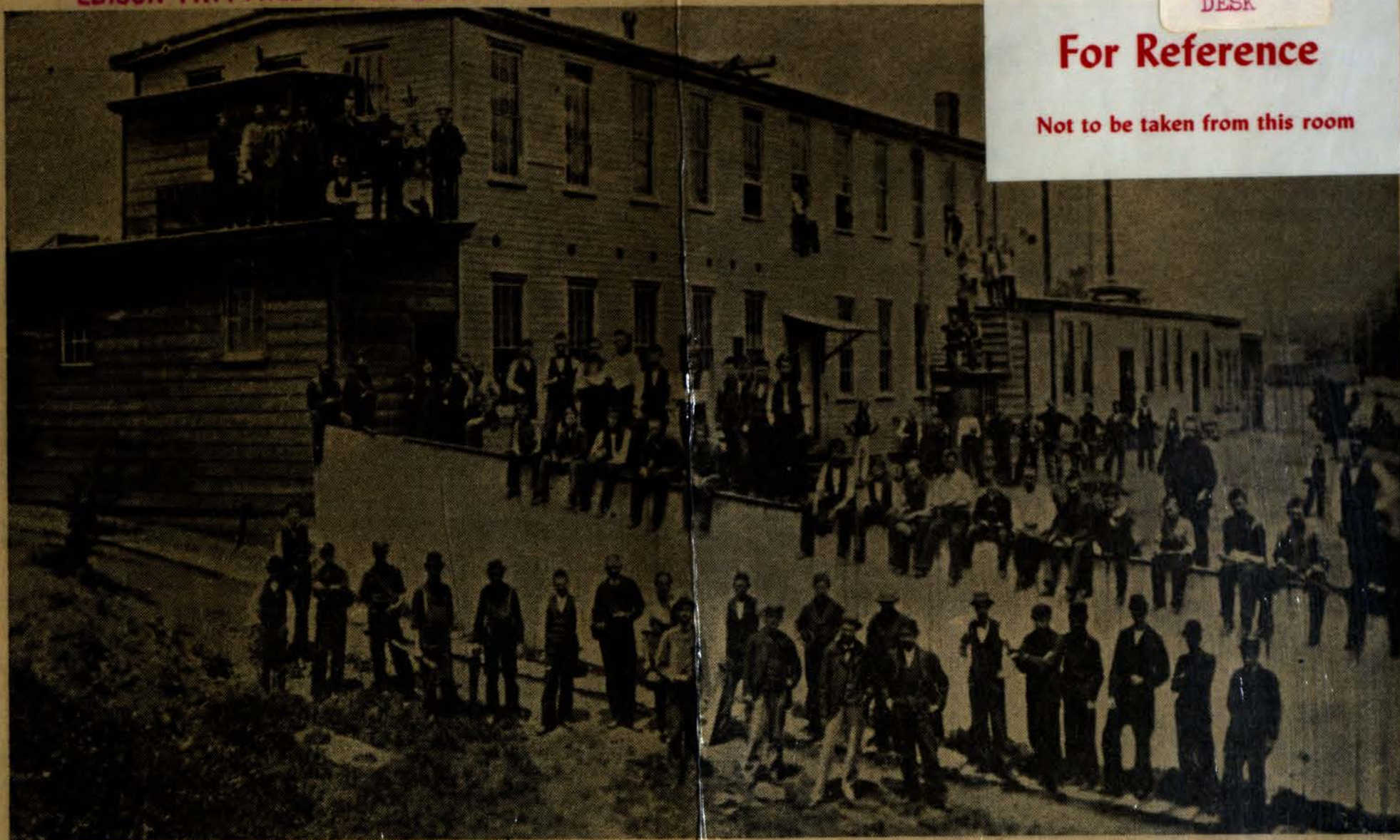
ASK AT  
DESK

For Reference

Not to be taken from this room



Henry Ford talking with his longtime friend Thomas Alva Edison, right, the "Wizard of Menlo Park."



Workmen line building which housed the Edison Lamp Works, Menlo Park, in 1880, where the first incandescent lamps were made.

## How It Began...

By MIRIAM JACOBS  
News Tribune Staff Writer

One hundred years ago, disgruntled residents of what is now Edison Township successfully petitioned the State Legislature for independence from Woodbridge and Piscataway Townships, and formed a municipality called Raritan Township.

During its first century, Edison Township underwent major changes in governmental structure, name and territorial boundaries, losing its geographical heart with the separation of Metuchen in 1900. The withdrawal of Highland Park five years later left only a ring of farmlands and greatly affected the township's growth for the next 50 years.

Steady growth is reflected in Edison's long history which dates back to 17th Century colonial America when the township was included as part of a large land grant bestowed by England's King Charles II to the Duke of York. The parcel's boundaries encompassed what is now known as Carteret, Rahway, New Dover, all of Woodbridge and Piscataway.

The fertile lands along the Raritan River, once plowed by the Leni-Lenape Indians, have given rise to multi-million dollar industrial complexes and supported a housing boom to cope with a burgeoning population which now numbers an estimated 75,000.

Where British troops once engaged in battle with township residents during the Revolutionary War, a 20th Century military installation, Camp Kilmer, was raised from the dust in 1941 as a staging area for European war operations during World War II. The camp later provided a temporary home for Hungarian refugees fleeing Communist oppression in the mid-1950s and served as a Job Corps training center for America's undereducated youth in the late 1960s.

A far-reaching network of major highways now criss crosses the township which stands at the crossroads of the Eastern market, promising still greater growth for one of Middlesex County's fastest-growing municipalities.

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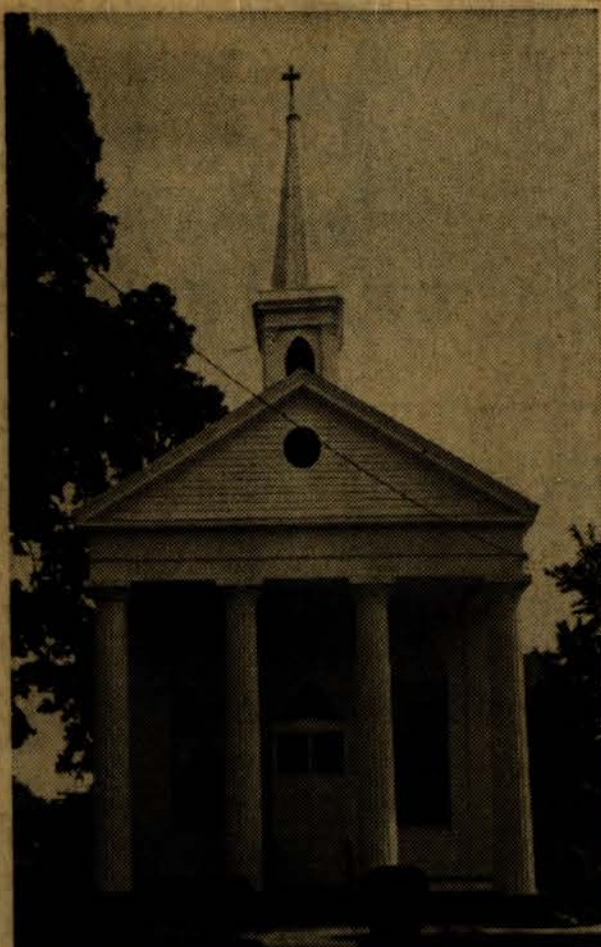
Oak Tree Volunteer Fire Co. in 1929. Firehouse as it originally appeared still stands off Oak Tree Road.



Raritan Center, a multi-million dollar complex of industrial warehouses and facilities, located off Woodbridge Avenue is the largest industrial park on the eastern seaboard.



John F. Kennedy Community Hospital.



St. James Episcopal Church, located off Woodbridge Avenue in Piscatawaytown, dates back to early part of the 18th Century.



Edison Town Hall, built in the 1930's, faces Plainfield Avenue and is shaded and framed by trees on the property.

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The Edison Tower off Route 27 marks the spot where the laboratory in which Edison invented the incandescent light bulb stood. The 131-foot white concrete edifice supports a 14-foot dome which is illuminated at night.



# Edison one of largest townships in state—and growing

EDISON — This township (pop. 68,880) is where the GIs of World War II came home to.

Edison was affected more than most towns by the post-war building boom in central New Jersey, and was changed from a community of separated villages to a suburban metropolis in the late 1940s and 1950s. It is now the third largest township in New Jersey, after Woodbridge and Hamilton.

The township is now typified by Cape Cod and ranch-house developments, built largely on 5,000-square-foot lots, interspersed by crossroads shopping centers. It is also a major warehousing center, the home of a community college and com-

munity hospital, and the location of a number of large manufacturing industries.

Menlo Park Mall, opened on Route 1 near the Garden State Parkway in 1958, has 1.3 million square feet of store space, and remains one of the largest suburban shopping centers of the region.

## Edison

Municipal bldg	287-0900
Clerk	287-0900
Police	287-0700
Court clerk	287-0700
Fire	287-0100
First Aid	287-0100
Schools	287-1545
Health officer	287-2030

Edison also has seven miles of waterfront on the Raritan River, where 2,800 tons of garbage from Middlesex and Union counties are dumped daily; a station on the Penn Central Railroad; and an interchange on the N.J. Turnpike. The latter connects to Interstate Route 287 on the west, leading to Morristown and ultimately to the New York Thruway; and to Route 440 on the east, leading to Staten Island and the Verrazano-Narrows Bridge.

The township was a major munitions storage center in

World War I, with tons of arms and ammunition shipped to the Western Front from the 2,800-acre Raritan Arsenal in Bonhamtown; and a major military center in World War II, sending hundreds of thousands of soldiers off to the European Theater from the 2,000-acre embarkation base at Camp Kilmer.

Edison was formed from part of Piscataway in 1870, taking the oldest part of that municipality with it, and incorporated as Raritan Township. The name was changed to Edison Township in 1954, because of confusion with similarly named townships in Hunterdon and Monmouth counties.

The name honors Thomas A. Edison, the Wizard of Menlo Park, who invented the electric incandescent lamp, the phonograph, and other noted devices, during 10 years of experimentation in the township in the late 19th century.

The Menlo Park name remains, although it disappeared from the postal maps in 1967, when the township got a central post office and an Edison mailing address. Residents of the village sought to block the postmark change, arguing it gave little honor to the man for which the township, and new post office, was named. "No-

body ever heard of the Wizard of Edison," one protester complained.

Most of the buildings where Edison worked have been shipped off to Dearborn, Mich., by Henry Ford, for the Edison memorial there. A 129-foot tower topped by a 14-foot simulated light bulb marks the general location of the famous experiments, as part of a state park. The tower was raised by a citizens group in 1937-38 and donated to the state. The giant bulb at top is illuminated nightly by 12 actual electric lights within, although the lights were turned off during World War II, and again last winter during the energy crisis.

Despite its late 19th Century origins, the township contains settlements dating back to the 17th century. The village of Stelton, near the western border, was settled by English Baptists and French Huguenots in the late 17th Century, and the Baptist Church there, founded in 1689, is the second oldest in the state.

The Nixon section, to the east, was established in the early 20th Century by Lewis Nixon, an 1882 Annapolis graduate and a designer and builder of U.S. warships. Nixon founded the Nixon Nitration Works, now the Nixon-Baldwin Chemicals

Division of the Tenneco Corp., in 1914. The plant made munitions for American and French troops in World War I.

An explosion at a leased building there in 1924 killed 20 workers and damaged a number of nearby homes.

Nixon was instrumental in the establishment in World War I of the Raritan Arsenal, which saw service in two world wars before being cashiered in 1961. The government sold 2,443 acres of the site to Federal Warehouses Corp., of Newark, for the establishment of Raritan Center, now a major warehousing center employing 3,000.

Another part of the arsenal tract went to the county without charge for the establishment of Middlesex County College, a two-year community college now enrolling 3,400 students. A small amount of land still remains in federal hands, and the U.S. Environmental Protection Agency maintains a water pollution laboratory there.

Camp Kilmer was built in four months on 3,000 acres along the Pennsylvania Railroad in 1941-42, and quickly converted Edison and neighboring communities into bustling Army centers. Hundreds of thousands of soldiers spent their last weeks prior to overseas combat duty at Kilmer, named for New Brunswick-born poet Joyce Kilmer, and an equal number did their last military there prior to separation. For a time the base also housed Italian prisoners-of-war, some of whom escaped.

A 100-bed county hospital annex; a state diagnostic center for pre-sentencing medical and psychiatric diagnoses of con-

victs; and soldiers' homes, established in Hudson County 1886 for Civil War veterans and moved here later, are nearby outside the park grounds.

John F. Kennedy Community Hospital, opened in 1966 with 396 beds after a local fund drive is also in the same general neighborhood. A 500-bed expansion program, including 10 beds for rehabilitation and extended care, is under way.

GEORGE DAWSON

## WELCOME TO ROGI

Serving New J & Boys For Over 50 Years  
Neighborhood's Greatest Clothing Store



NEW BRUNSWICK

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Edison, N. J. 08817

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Edison History - 1972

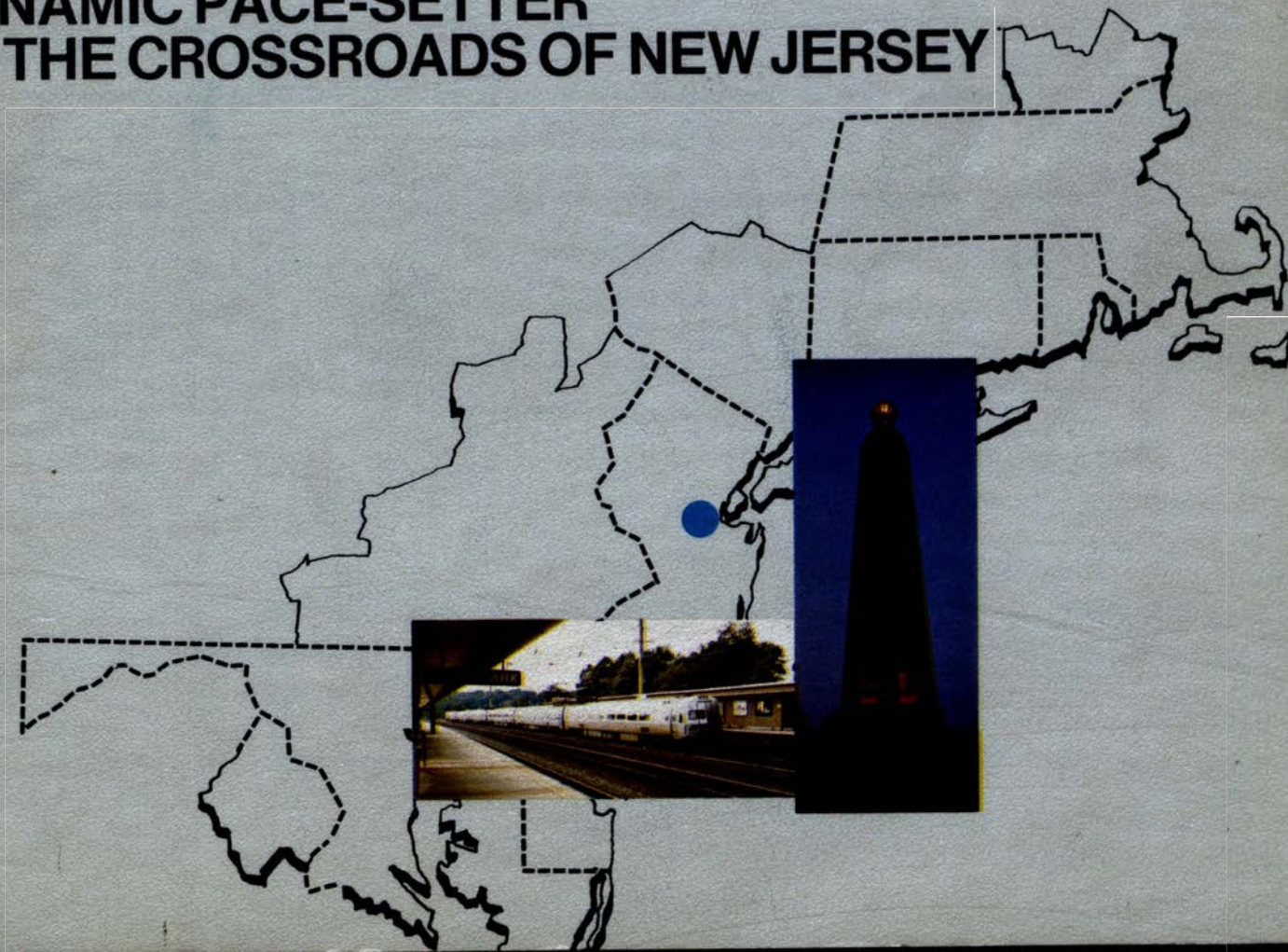
"Edison - Dynamic Pace-  
Setter at the Cross-  
roads of N.J."

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# EDISON

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DYNAMIC PACE-SETTER  
AT THE CROSSROADS OF NEW JERSEY







## ABOUT THE COVER...

### The Edison Tower—

The Edison Tower, erected in 1937 as a monument to the great inventor, is located in the Menlo Park section of Edison Township. It was the gift of William Slocum Barstow to The Thomas Alva Edison Foundation of which he was president. Dedication ceremonies were held on February 11, 1938, the ninety-first anniversary of the inventor's birth.

The tower stands on the site of the world's first laboratory ever devoted to industrial research and development. Here, Edison invented numerous components of electrical distribution systems including dynamos, switches, sockets, fuses, measuring devices, etc. The most outstanding of all was his invention of the first practical incandescent electric lamp in 1879. In the same year, Edison gave a public demonstration here of a lighting system for streets and buildings.

### The MetroLiner—

In 1880, Edison started operation of the first passenger electric railway in the United States at Menlo Park. Today, scores of the most modern electrified freight and passenger trains on the Amtrak-Penn Central mainline move swiftly on a daily basis past the Edison Tower on their runs between Boston, New York and points South and West. Metropark, a park and ride facility adjacent to the Garden State Parkway on Amtrak's high speed Metroliner route between Boston and Washington, lies within the shadow of the Edison Tower.

### Heart of Megalopolis

One third of the nation's population is within overnight shipping distance of Edison Township located at the heart of the eastern seaboard's Megalopolis, the world's richest market.



### Here... Is The Heritage Of Greatness.

*"He has led no armies into battle—he has conquered no countries—he has enslaved no peoples—yet, he wields a power the magnitude of which no warrior ever dreamed...*

*This democratic, kindly, modest man has bestowed upon the human race blessings instead of serfdom, construction instead of conquest... He is humanity's friend."*

ARTHUR J. PALMER



# GOVERNING BODY OF EDISON

## **Municipal Council**

James J. McDonnell, President  
Lewis M. Bloom  
Dr. William Toth  
Dr. Thomas H. Paterniti  
Edward W. Grygo, Jr.  
Matthew J. Bolger, Jr.  
Joseph A. Hynes

## **Municipal Officials**

Bernard J. Dwyer, Mayor  
John A. Delesandro,  
Business Administrator  
Joseph F. Hughes, Director of Finance  
William R. Godwin,  
Director of Public Works  
Arthur J. Tucker, Township Clerk  
William M. Lund, Township Engineer  
Richard F. Knudson, Tax Collector  
James A. Rossi, Building Inspector  
Stephen J. Capestro, Director of Parks  
and Public Buildings, Health, Welfare  
and Recreation  
Roland A. Winter, Township Attorney  
Paul E. Anderson, Magistrate  
William T. Fisher, Acting Chief of Police  
H. Ray Vliet, Chief, Division of Fire  
Dr. A. P. Capparelli, Health Officer  
John W. Mooney, Tax Assessor  
Aurora E. Walsh, Librarian

## **Board of Education**

Joseph Sherber, President  
Dennis O'Shea, Vice President  
Angela Bell  
Richard Hines  
Stanley Nathanson  
Harry Russell  
Joseph Carlon, Jr.  
Charles A. Boyle,  
Superintendent of Schools  
Joseph A. Kreskey,  
Assistant Superintendent of Schools  
Thomas J. McEvoy,  
Board of Education Secretary  
John C. Thomas,  
Board of Education Assistant Secretary  
R. Joseph Ferenczi,  
Board of Education Attorney



When Thomas A. Edison built his famous laboratory in our Menlo Park, he began a tradition of success in this community which continues today.

Recognizing the need for orderly progress, Edison Township has grown according to a professionally developed Master Plan. The result is a balanced community where industry and homes can both enjoy the advantages of low taxes, stable government, sound financial planning and efficient municipal services.

Edison continues to grow steadily. In the future, we look to continuing progress, and it shall be done in the same manner which produced the balanced, livable and sound community that is Edison.

**Bernard J. Dwyer**  
Mayor



# COMMUNITY PROFILE

## Population

70,000.

## Geography

Area of 32 sq. miles located on the Raritan River in central New Jersey; 25 miles south of New York City.

## Government

Mayor/Council form, Plan "E". Department heads are full time professionals under a Business Administrator.

## Education

Comprehensive education for vocational and career development. Public and private schools ... kindergarten through grade 12 ... colleges, in town and nearby.

## Medical

Hospitals, Keep-Well Clinics, Mobile Health Clinic.

## Utilities

Middlesex Water Co., Elizabethtown Water Co., Edison Township Water Utility, Elizabethtown Gas Co., Public Service Electric & Gas Co., New Jersey Bell Telephone Co.

## Transportation

Unexcelled rail, highway facilities in town. Newark Airport and Linden Airport are 15 minutes away via multi-lane, modern highways. Deepwater dock on Raritan River.

## Climate

Annual precipitation (mean): 45 inches. Extreme temperature range: 0 to 95 degrees.

## Industry

Over 250 diversified industries. Largest industrial park in the East. Several other industrial parks, large and small ... all fully serviced by utilities, major highways and rail. Excellent labor market.

## Banking

8 commercial banking offices ... complete banking service. 3 savings and loan association offices.

## Communications

3 daily and 3 weekly newspapers, 1 radio station. Edison is also served by the newspapers, radio and television facilities of New York, Newark and Philadelphia.

## Houses of Worship

Over 30, representing all major and several minor denominations.

## Motels

Hundreds of rooms in modern facilities including major chains, Ramada Inn (198), Holiday Inn (120).

## Shopping Centers

All weather, temperature controlled shopping in major department stores at 120 unit Menlo Park Shopping Center. Several neighborhood centers of 10-20 stores. Free parking at all.

## Parks—Recreation

Two large county parks, over 20 well equipped and staffed neighborhood playgrounds, softball fields and several golf courses. A number of municipal parks are on the drawing boards as well as a state park at the Edison Tower.

## TABLE OF CONTENTS

Governing body. ....	Pg. 1
Community Profile. ....	2
Proximity to Markets. ....	3
Government of Edison. ....	4, 5
Organization Chart. ....	6
Homes. ....	7
Utilities. ....	8
Transportation. ....	9, 10
How to reach Edison. ....	11
Planning Program. ....	12
Statistics. ....	13, 14, 15, 16
Industrial Park. ....	17, 18
Public Safety. ....	19
Shopping Centers. ....	20
Hospitals. ....	21
School System. ....	22, 23, 24
Higher Education. ....	25
Parks, Recreation, Library. ....	26, 27



# EDISON... PROXIMITY TO MARKETS

**NEW JERSEY and EDISON are at the heart of the great Eastern Seaboard Megalopolis.**

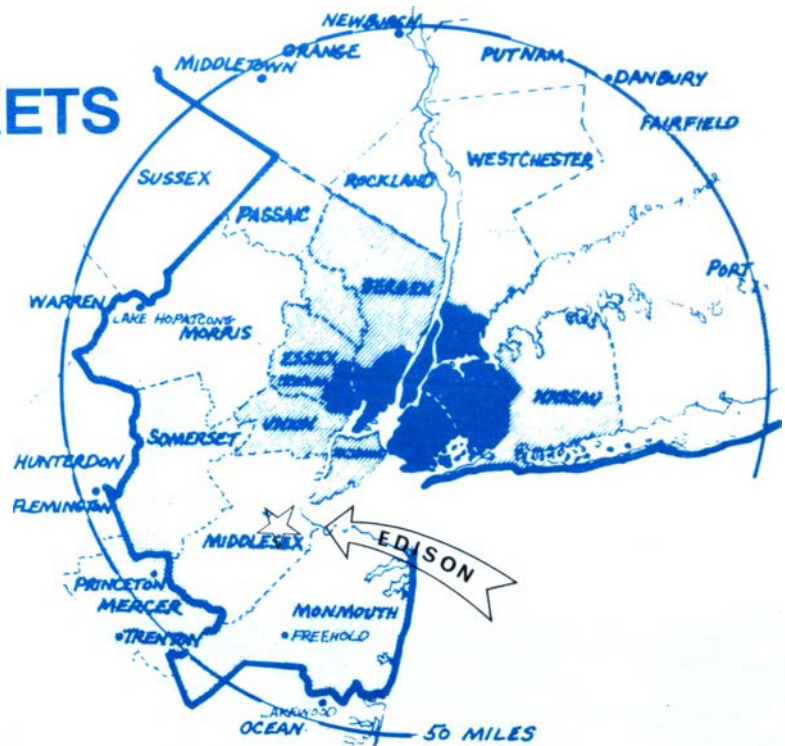
Megalopolis is the urbanized strip of land extending along the Atlantic Seaboard between Maine and Virginia and reaching inland some 150-200 miles to the Appalachian foothills. It has a unique constellation of large cities with more than a million population—Boston, New York, Philadelphia, Baltimore, Washington, D. C.

## **Networks Of Paths**

Edison's expansive area of 32 square miles is well suited to its role as the hub of a number of networks of air, rail, highway and water paths for the distribution of goods and services. Nearness to markets is enhanced by these networks which facilitate orderly movement of materials and people with consequent saving of time and money.

## **New Jersey—a Major Market—**

New Jersey is a major market in itself, and has one of the highest per family effective buying incomes in the nation: \$12,509 per household. Cross the river into the Greater New York Consolidated Area and you add 11,000,000 prospects with a per household buying income of \$12,328. At the other end of the state, cross the Delaware into the metropolitan Philadelphia area and another 4,500,000 people come into the marketing orbit with a per household effective buying income of \$11,677.



## **22,000,000 People of Wealth and Buying Power—**

Nowhere else in America is there a closely contained market of approximately 22,000,000 people representing such wealth and buying power. Interlaced highways and turnpikes speed the flow of traffic in this area and with New Jersey as the geographical center of the eastern seaboard, one-third of the nation's population is within overnight shipping distance! Further indication of New Jersey's marketing importance, are its six cities with a population of over 100,000 people. They are Newark with 382,417; Jersey City with 260,545; Elizabeth, 112,654; Camden, 102,551; Paterson, 144,824 and Trenton with 104,638.



# THE GOVERNMENT OF EDISON





Edison's Government provides for a strong Mayor-Council form of Local Government. This "Plan E" is set forth in Article 7 of the Optional Municipal Charter Law which went into effect in Edison Township January 1958.

#### **Planning and Zoning in EDISON**

Township officials have been well aware of the need for proper zoning controls and for long-range planning to assure the orderly growth of the community. In 1962 a complete Master Plan was prepared for Edison with the help of the Fels Institute of Local and State Government of the University of Pennsylvania who were retained as consultants to the Township Planning Board.

In 1966 Herbert H. Smith Associates, highly regarded planning specialists, were engaged to study and update the Master Plan. This was completed and the revised Master Plan was adopted by the Planning Board in 1968. The Governing Body has arranged for the Smith firm to maintain a continuing review of the Plan to make recommendations for modifications when the specialists regard them as needed.

The Master Plan provides the township with guidelines for the full utilization of its resources while maintaining an orderly growth pattern. Particular attention is focused on land use, recreation areas, traffic circulation plans, capital improvements and other community facilities with a view toward coordination of all municipal efforts to achieve the creation of a safe, attractive, healthful and convenient physical environment for all.

Under the Plan, proposed residential acreage would amount to 6,323 acres; commercial, 645 acres; industrial, 6,744 acres; parks and recreation, 1,006 acres; semi-public and institutional use, 865 acres; railroads and utilities, 698 acres; and schools, 392 acres.

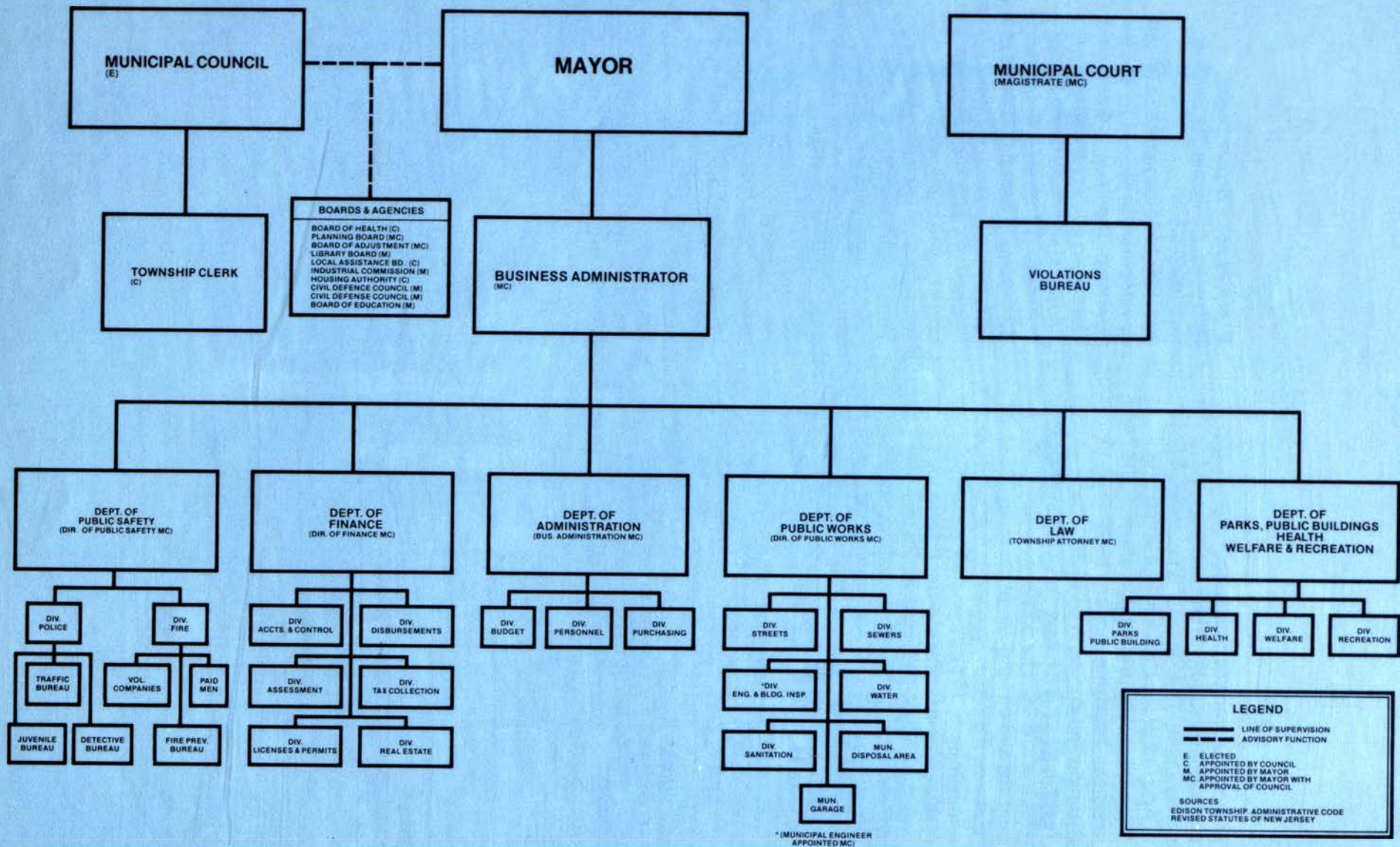
EDISON has a Broad-Based, Balanced, Equitable Tax System . . .

#### **New Ratables**

The year 1964-65 marked a unique development in the history of Edison Township. The Federal Government closed two military installations—Raritan Arsenal and Camp Kilmer—and made available for enlightened development over 3,000 acres of land which up to this time was tax exempt. Much of this land has now been converted to highly desirable industrial uses, one developer alone having created an outstanding industrial complex of over 2300 acres with excellent rail, water and highway transportation facilities on the site. The huge multi-million dollar Fedders plant has been built on another near-by 100 acre section of the former Raritan Arsenal, while much of the remaining acreage now contains numerous industrial plants of all sizes valued at several millions of dollars. These are grouped for the most part in modern industrial parks which are equipped with excellent water, sewer and transportation facilities. Within one year after the release of Raritan Arsenal and Camp Kilmer by the Federal Government, \$3 million in ratables, much in the form of land only, was added to the local tax rolls. Seven years later this same land with improvements was assessed at over \$32 million and growing at a rate of \$7 to \$8 million per year. This is expected to continue for another decade before leveling off.



# ORGANIZATION CHART

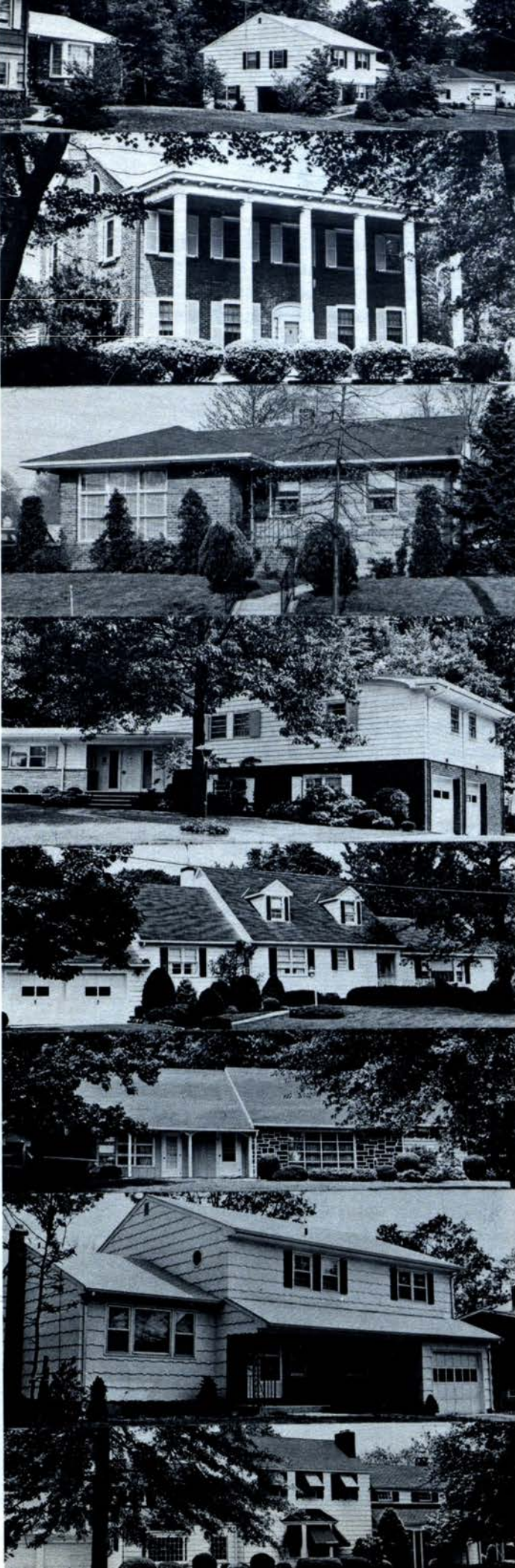




## HOMES

The Township of Edison serves the housing needs of people in every stratum of society. Many of the most worthy design patterns and goals for the cities of tomorrow have already evolved in Edison. There are homes for workers, blue and white collar alike, foremen and executives, senior citizens, stockholders and captains of industry. There are large gracious homes, numerous developments, each comprising hundreds of smaller homes, and many apartment complexes. There are excellent motel and hotel accommodations for those whose business or social commitments allow only a short stay in town.

Transportation networks for local and long distance movement of people, goods and services also provide easy access to the cultural and recreational offerings of New York, the Jersey shore, mountain resorts and the Garden State Arts Center, all of which can be reached in less than an hour. Workers in local industries who live great distances from Edison often find it very convenient and profitable in terms of travel time to continue their employment here. Employers also tap a vast reservoir of talents which may be distant in space yet very near in time.





# UTILITIES

Excellent utility services are furnished Edison's taxpayers through modern, superior distribution systems controlled by dependable suppliers. Sufficient quantities of water, gas and electricity are available to assure continued growth of the area for some time.

## **Water**

An excellent supply of high quality water is available to township residents and industries through three efficient distribution systems. One is under the control of Edison's own water utility and serves the southern one-third of the township. About 35 thousand people reside in this area. The remainder of the township is served by the Elizabethtown Water Company or the Middlesex Water Company. The New Jersey Public Utility Commission sets rates for all utilities.

## **Gas**

Natural gas is distributed through the facilities of Elizabethtown Gas Company and Public Service Electric & Gas Company.

## **Electricity**

Electricity is furnished by Public Service Electric & Gas Company.

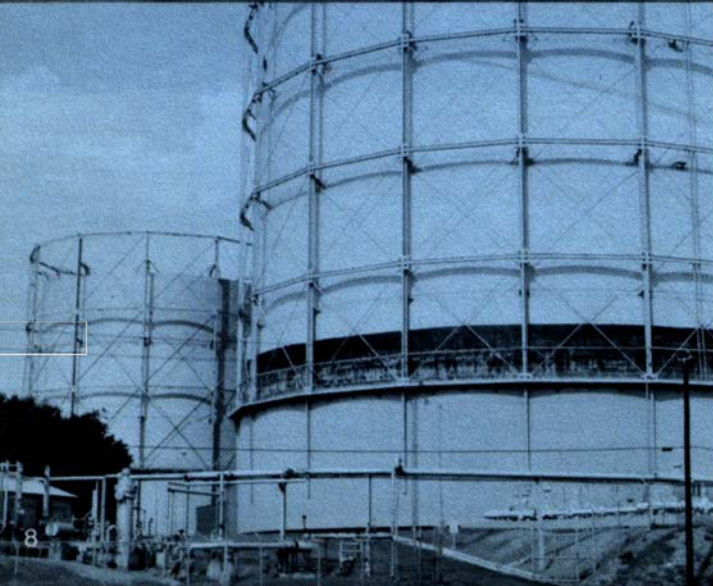
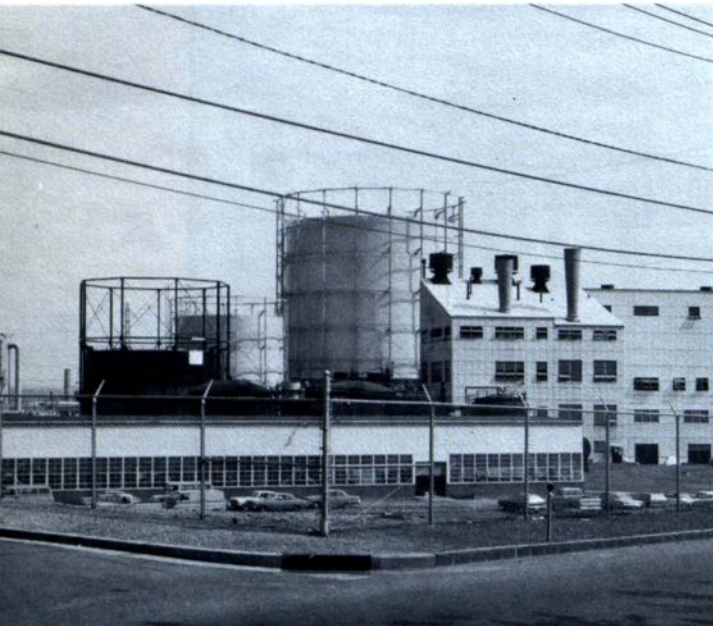
## **Telephone**

Telephone service is provided by New Jersey Bell Telephone Company.

## **Sewers**

Seventy-five percent of the township is now served by storm and sanitary sewer facilities.

The township's sanitary system is tied into trunk lines of the Middlesex County Sewage Authority which operates treatment and disposal facilities.





# TRANSPORTATION

## Rail

Penn-Central east-west passenger service is provided at the Edison station near Plainfield Avenue. The nearby New Brunswick, Metuchen and Metropark-Iselin stations find more favor among township residents, however, because of convenience, better parking facilities, more frequent service and a wider choice of trains to points all over the country.

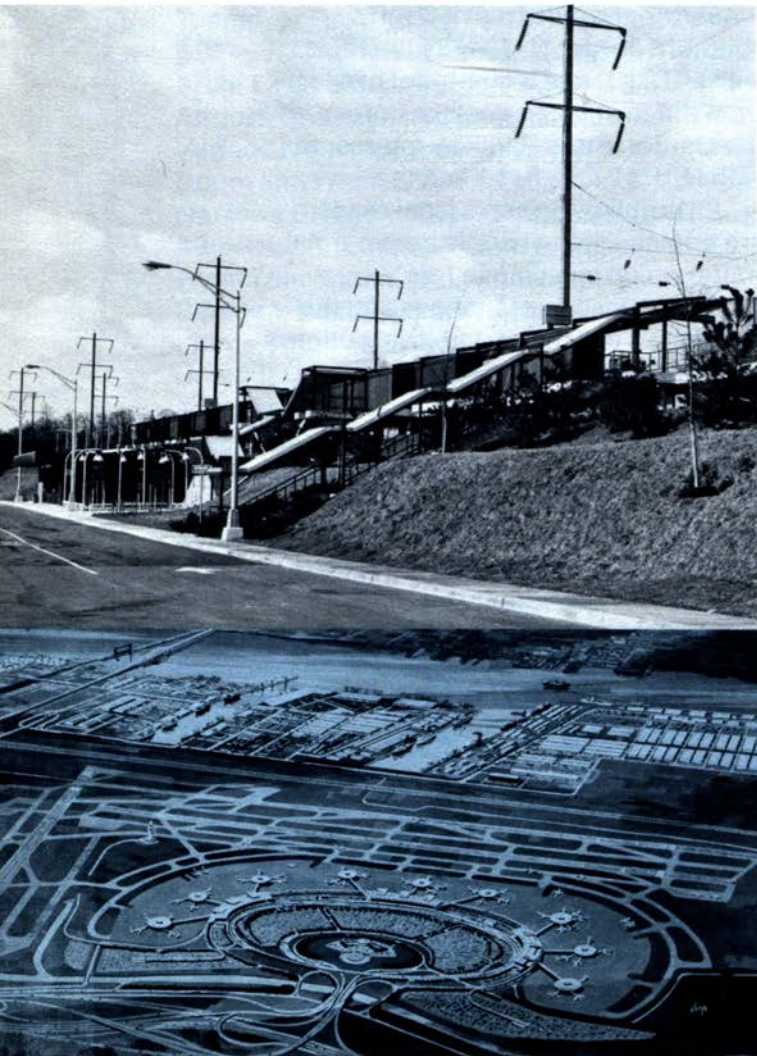
The Metropark-Iselin station located at the Edison-Iselin border practically within the shadow of the Edison Tower is a park and ride facility with space for almost 800 cars. Amtrak trains for distant points as well as electrified commuter trains make regular stops at this station. It is easily accessible by car from N. J. #27, Garden State Parkway, U. S. #1 and the New Jersey Turnpike. Excellent freight service is provided to all industrial sections of the township by Penn-Central and Lehigh Valley.

## Air

Scheduled air service on major airlines to all parts of the country is provided from Newark Airport only 25 minutes from Edison. The J. F. K. and La Guardia Airports with service to all parts of the world are only an hour away. All three of these major airports are connected by frequent helicopter flights of New York Airways. Philadelphia Airport, 90 minutes away, provides the traveller or shipper with additional choices of schedules.

Linden Airport, located midway between Edison and Newark, caters to small aircraft.

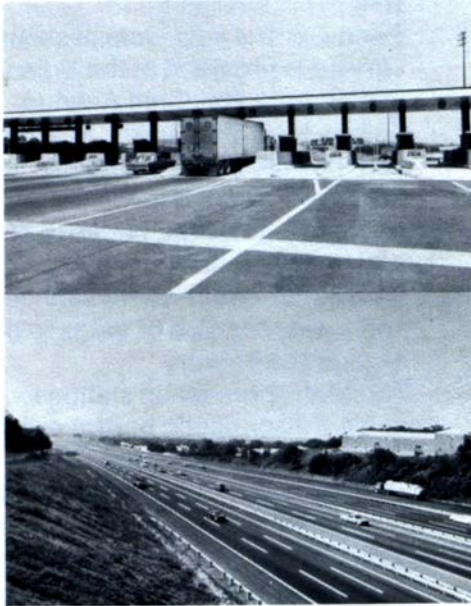
Taxi, limousine and parcel pick up and delivery service is available for local and nearby destinations as well as to all airports. The fine interconnecting highway system in the area contributes to the excellence of service.





# TRANSPORTATION

## HIGHWAYS—INTERCHANGES



### Highways

The major East-West highway serving Edison carries three designations, I-287, I-95 and N. J. 440. More particularly, it is part of a belt freeway which will eventually encircle the entire New York metropolitan area. Under construction in a piecemeal fashion for a number of years, the completed stretch in the Edison area permits movement between Perth Amboy to the east and Morris County to the northwest, a distance of about 35 miles. As it passes through Edison, it is an East-West highway intersecting with New Durham Road, N. J. #27, U. S. #1, N. J. Turnpike and Woodbridge Avenue, all North-South arteries.

A quarter of a mile from Edison's southern border N. J. #18 intersects with U. S. #1, and a quarter of a mile from the township's eastern border the Garden State Parkway intersects with N. J. #27, U. S. #1 and the N. J. Turnpike. Edison's local roads are engineered to handle commercial traffic which must move freely between these interchanges and the township's industries and distribution complexes.

### Motor Truck

More than a dozen large motor truck carriers maintain terminals in Edison in addition to the great number of nationally known firms which have located their own distribution centers in the township.

Overnight trucking from Edison reaches a 12 state market area which is home to 30 percent of the nation's population.

### Buses

Plainfield Transit Company, Transport of New Jersey and Suburban Transit Company operate local bus routes to nearby cities. The latter two companies furnish frequent express bus service between Edison and the Port Authority Terminal in New York City.





# HOW TO REACH EDISON

An excellent network of super-highways, and frequent mainline and commuter rail service, contribute to the easy accessibility of Edison from all points. Situated at the crossroads of New Jersey, Edison also enjoys a close proximity to major airports in New York, Newark, and Philadelphia.

## VIA HIGHWAY

### **From Newark and Points North of Edison**

U.S. #1, U.S. #9—South to Edison  
Interstate #95—New Jersey Turnpike—South to Edison

N.J. #27—South to Edison  
Garden State Parkway—South to Edison

### **From New York City**

George Washington Bridge, Lincoln Tunnel, or Holland Tunnel to Interstate #95—N.J. Turnpike—South to Edison

### **From La Guardia Airport, J.F.K.**

### **Airport, Brooklyn and Long Island**

Various New York Expressways—South and West to Verrazano-Narrows Bridge—West to Interstate #95—N.J. Turnpike—South to Edison

### **From Wilmington, Del., Philadelphia, Camden, Pennsylvania Turnpike, and Points South and West**

U.S. #1, U.S. #130, or N.J. Turnpike—North to Edison

### **From New York State Thruway and Points North and West**

Direct connection to Garden State Parkway—South to Edison

### **From Allentown Pa. and Points West**

Interstate #78—East to Interstate #287—South to Edison

### **From Jersey Shore and Points South**

N.J. #34, #35, U.S. #9 or Garden State Parkway—North to N.J. #440—West to Edison

## VIA RAIL

### **From New York City**

Penn. Station—Commuter Train to: Metropark—Iselin (at Edison border), Metuchen, Edison, New Brunswick (Edison residents use all four stations)  
World Trade Center—PATH Train to Newark, change to commuter train to: Metropark—Iselin, Metuchen, Edison, New Brunswick

### **From Philadelphia**

Commuter Train to New Brunswick, change to Local Train to: Edison, Metuchen, Metropark-Iselin

### **From Amtrak Metroliner Stations at Washington, Baltimore, and Boston**

Direct Service to Metropark-Iselin Station (at Edison border)

## VIA AIR

### **From all Points to Newark, La Guardia, J.F.K., or Philadelphia Airports**

Helicopter service available from La Guardia and J.F.K. to Newark—then south on N.J. Turnpike to Edison Interchange

(See "VIA HIGHWAY" for direct routes from all airports)

### **From all nearby points to Linden**

**Airport** (small planes only)

U.S. #1—South to Edison

## VIA BUS

### **From All Points to Major New York Bus Terminals**

To Port Authority Terminal—Frequent Express Bus service direct to Edison via Lincoln Tunnel and the 12-Lane N.J. Turnpike



# EDISON TOWNSHIP HAS A PROGRESSIVE PLANNING PROGRAM

Edison Township has one of the most progressive and active planning programs in the State of New Jersey. The Township has an adopted Master Plan, an updated zoning ordinance, modern land subdivision regulations; an active urban renewal program and a program of systematic code updating and enforcement. A Comprehensive Master Plan was prepared by the Edison Planning Board in 1962 with the assistance from the Fels Institute of Local and State Government and the University of Pennsylvania. In 1966, the well known planning firm of Herbert H. Smith Associates was retained to study and update the Master Plan and to provide continuing professional planning assistance to the Township.

## **Master Plan**

Edison Township's Master Plan which was adopted in 1968 and has been updated, provide for changes in development trends. The Plan provides for balanced land use development, expanded circulation-system and strategically located community facilities to service individual neighborhoods and the Township as a whole. The Master Plan is a working guide for a planned ultimate population of approximately, 101,000 which will be serviced with an extensive system of public parks, libraries, schools, fire stations and other community facilities. The Plan provides for a variety of housing ranging from high-rise apartment developments to suburban-rural areas with extensive open spaces.

Commercial areas provide for neighborhood businesses and regional shopping centers. Industrial areas provide for a variety of uses ranging from small shops, restricted industrial uses and research centers to heavy industrial areas and large scale modern industrial parks such as the Raritan Center. Two of the prime goals of the Plan are the encouragement of a sound and diversified economic base and the maintenance of high aesthetic standards.

## **Development Codes and Ordinances**

The Township's zoning ordinance, land subdivision regulations, building code, health code and other municipal codes and ordinances are designed to provide for environmental protection and creation of a safe, attractive, healthful and convenient community. High standards in the codes and ordinances have resulted in quality and stable land development during the past two decades when the Township's population increased from 16,348 to 67,120. Annual review and updating provide the Township with modern effective development codes and regulations.

## **Environmental Protection**

Edison Township officials have long been cognizant of the need for environmental protection. Through application and enforcement of development codes, review of development proposals by professional planners and engineers and coordination with State and County agencies, Edison has established a long record of environmental protection.



**EDISON TOWNSHIP  
MIDDLESEX COUNTY, NEW JERSEY**

**TABULATION OF POPULATION TRENDS 1940-1972  
(U. S. CENSUS)**

Year	Total Population	* BY RACE				Population Density per Square Mile
		White	Negro	Indian	Other	
1940	11,470					370
1950	16,348					527
1960	44,799	43,331	1,430		38	1,483
1970	67,120	65,467	1,367	30	256	2,223
1971 (est.)	69,700	67,996	1,394	32	278	2,307
1972 (est.)	70,000	68,286	1,400	34	280	2,317

\* Not available 1950 and 1940

**POPULATION MAKE UP BY  
AGE AND SEX  
(1970 CENSUS)**

Age	Male	Female	Total
Under 5	3,218	3,145	6,363
5 - 9	3,785	3,529	7,314
10 - 14	3,711	3,516	7,227
15 - 19	658	689	1,347
20 - 24	1,712	1,678	3,390
25 - 29	412	440	852
30 - 34	2,186	2,748	4,934
35 - 39	4,514	4,874	9,388
40 - 44	4,742	4,771	9,513
45 - 49	4,471	4,360	8,831
50 - 54	1,414	1,310	2,724
55 - 59	392	388	780
60 - 64	499	497	996
65 - 69	915	1,146	2,061
70 and over	531	869	1,400
TOTAL	33,160	33,960	67,120



**EDISON TOWNSHIP  
MIDDLESEX COUNTY, NEW JERSEY**

**TABULATION OF HOUSING UNITS  
1940 - 1970 AND PROJECTION TO 1980  
(U. S. CENSUS)**

Year	Total Housing Units
1940	2,809
1950	4,443
1960	12,576
1970	19,205
(Est.) 1980 Projected	25,000

**TABULATION OF  
OWNER OCCUPIED - 1 FAMILY HOUSING  
UNITS AND VALUE RANGES  
(1970 CENSUS)**

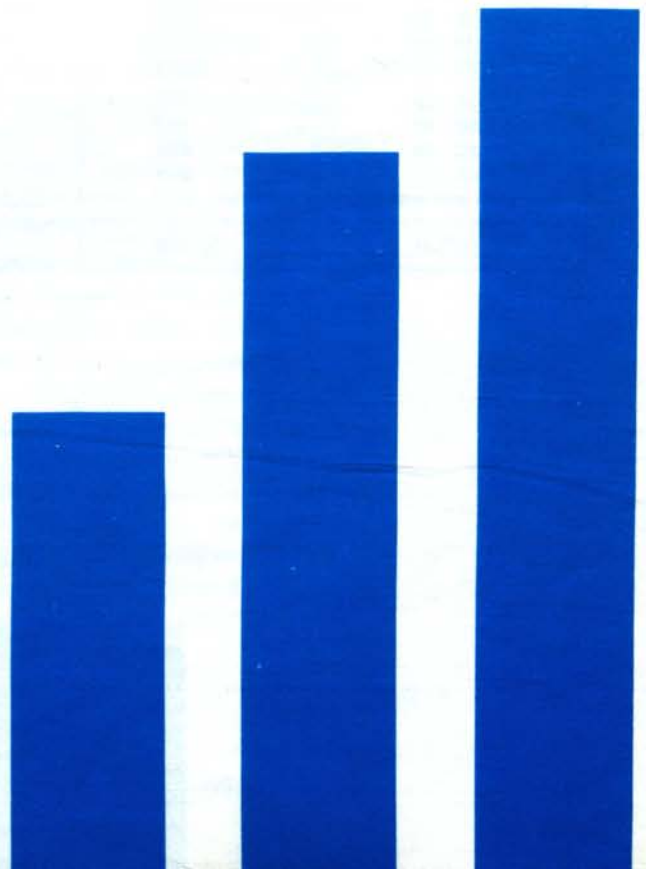
True Value	No. of Units	Percent of Total Units
Less than 5,000	7	0.1%
5,000 - 9,999	67	0.5%
10,000 - 14,499	432	3.3%
15,000 - 19,999	2,233	17.3%
20,000 - 24,999	3,267	25.3%
25,000 - 34,999	3,888	30.1%
35,000 - 49,999	2,428	18.8%
50,000 or more	602	4.7%
Total	12,924	100.1%
Total Aggregate True Value (1970) \$375,659,500		
Average Unit Value (1970)	29,067	

**TABULATION OF  
CLASSIFICATION OF HOUSING UNITS BY TYPE  
(1970 CENSUS)**

Type	Number of Units
Owner Occupied 1 Family Units	12,924
Rental Units	5,151
Rooming & Lodger Units	176
Mobile Home/Trailer	203
Migrant or Seasonal	1
Unclassified	750
Total Housing Units	19,205

**TABULATION OF  
RENTAL UNITS BY MONTHLY RENTAL VALUE  
(1970 CENSUS)**

Monthly Rental Cost	Number of Units	Percent to Total Units
\$40 or Less	112	2.2%
40 - 59	59	1.1%
60 - 79	120	2.3%
80 - 99	204	4.0%
100 - 119	425	8.3%
120 - 149	1,844	35.8%
150 - 199	1,987	38.6%
200 - 299	228	4.4%
300 or more	26	0.5%
No Cash Rent	146	2.8%
Total	5,151	100.0%





**EDISON TOWNSHIP  
MIDDLESEX COUNTY, NEW JERSEY**

**TABULATION OF CASH INCOME RANGES  
BY HOUSEHOLD EXPRESSED IN PERCENTAGES  
COMPARED TO MIDDLESEX COUNTY AREA  
1955 - 1971**

AREA	RANGES	1971	1970	1965	1961	1960	1955
Edison	-0-			6.8%	8.6%		
Middlesex County	2,499			8.6%	11.0%	7.5%	19.0%
Edison	-0-		6.8%				
Middlesex County	2,999		9.3%				
Edison	-0-	6.1%					
Middlesex County	3,000	8.3%					
Edison	2,500			8.4%	10.8%		
Middlesex County	3,999			9.3%	11.8%	13.6%	20.7%
Edison	3,000		4.7%				
Middlesex County	4,999		5.7%				
Edison	3,001	4.3%					
Middlesex County	5,000	5.1%					
Edison	4,000			35.0%	39.9%		
Middlesex County	6,999			35.3%	39.6%	43.2%	40.4%
Edison	5,000		16.7%				
Middlesex County	7,999		16.9%				
Edison	5,001	15.3%					
Middlesex County	8,000	15.6%					
*Edison	7,000			22.9%	20.0%		
Middlesex County	8,999			21.4%	17.9%	20.4%	
Edison	7,001						
Middlesex County	and over						19.9%
Edison	8,000		20.5%				
Middlesex County	9,999		19.9%				
Edison	8,001	19.0%					
Middlesex County	10,000	18.7%					
Edison	10,001	33.3%					
Middlesex County	15,000	31.5%					
Edison	10,000		51.3%	26.9%	20.7%		
Middlesex County	and over		42.2%	25.4%	19.7%	15.3%	
Edison	15,000	22.0%					
Middlesex County	and over	20.8%					
Totals		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\* For year 1965 the range for Edison was 7000 - 9999







**EDISON TOWNSHIP  
MIDDLESEX COUNTY, NEW JERSEY**

**EXISTING LAND USE**

Use	1960 (1)		1966 (1)		1970 (2)		1971 (2)	
	Area	Percent of Total	Area	Percent of Total	Area	Percent of Total	Area	Percent of Total
Residential	2,966.5	15.1	3,986.3	20.4	4,161.2	21.3	4,342.2	22.2
Commercial	287.6	1.5	388.7	2.0	441.7	2.4	441.7	2.4
Industrial	1,424.1	7.2	2,270.3	11.6	2,528.3	12.9	2,528.3	12.9
Public, Recreational, Roads	1,768.0	9.1	2,429.4	12.5	2,601.4	13.3	2,619.4	13.4
Semi-Public & Institution	392.4	2.1	773.0	3.9	773.0	3.9	773.0	3.9
Railroads and Utilities	514.2	2.7	697.9	3.6	697.9	3.6	697.9	3.6
Military	3,780.0	19.4	—	—	—	—	—	—
Agricultural	—	—	67.3	0.3	67.3	0.3	67.3	0.3
Vacant	8,387.2	42.9	8,907.1	45.7	8,249.2	42.3	8,050.2	41.3
Totals	19,520.0	100.0	19,520.0	100.0	19,520.0	100.0	19,520.0	100.0

- (1) Source Master Plan Study  
(2) Estimated from other sources

**ASSESSED VALUATION OF REAL PROPERTY BY CLASSIFICATION**

Year	*Equalized Valuation Ratio to True Value (%)	Total		Residential		Apartments		Industrial		Commercial		Vacant Land		Farm Land	
		Assessed Valuation	%	Assessed Valuation	% of Total	Assessed Valuation	% of Total	Assessed Valuation	% of Total	Assessed Valuation	% of Total	Assessed Valuation	% of Total	Assessed Valuation	% of Total
(1) 1950	20.00	14,116,333	100.0	8,187,473	58.0	282,327	2.0	4,234,900	30.0	564,653	4.0	705,816	5.0	141,164	1.0
(1) 1960	21.18	49,144,123	100.0	28,749,312	58.5	982,882	2.0	14,743,237	30.0	2,457,207	5.0	1,720,044	3.5	491,441	1.0
1967	40.17	207,846,368	100.0	127,022,340	61.1	9,095,700	4.4	37,709,725	18.2	27,631,609	13.3	6,112,390	2.9	274,604	0.1
1968	43.21	216,597,469	100.0	130,705,710	60.3	11,930,475	5.5	41,294,029	19.1	25,713,690	11.9	6,415,715	3.0	537,850	0.2
1969	41.60	227,823,491	100.0	134,827,960	59.2	14,124,125	6.2	44,899,809	19.7	27,581,615	12.1	6,230,965	2.7	159,017	0.1
1970	35.54	238,441,112	100.0	138,369,716	58.0	15,117,750	6.3	51,709,014	21.7	26,680,950	11.2	6,335,084	2.7	228,598	0.1
1971	36.11	250,919,497	100.0	142,404,975	56.8	15,606,450	6.2	59,001,739	23.5	27,348,360	10.9	6,332,825	2.5	225,148	0.1
(2) 1972	50.0	413,200,494	100.0	223,551,800	54.1	26,930,400	6.5	103,473,969	25.0	45,869,575	11.1	12,629,275	3.1	745,475	0.2

\* Ratios are calculated by the New Jersey Department of the Treasury, Division of Taxation.

(1) Prior to 1965, assessed valuation ratios were determined by the Local Unit. Beginning with 1965, they are on a county basis which was placed at 50% assessment basis. The classification of assessed valuations were not available for 1960 and 1950 and were estimated from available sources.

(2) The Township conducted a revaluation program which was implemented in 1972 and properties were valued to 50% of estimated true value.

**COMPARATIVE RETAIL SALES GROWTH  
1950-1971 (000 omitted)**

	1971	1970	1966	1960	1950
Middlesex County	\$1,034,429	\$969,690	\$774,025	\$518,109	\$257,619
Edison Township	128,546	119,295	103,686	21,621	—
New Brunswick	153,247	145,134	88,545	84,243	76,143



**EDISON TOWNSHIP  
MIDDLESEX COUNTY, NEW JERSEY**

**COMPARISON OF GROSS DEBT IN RELATION  
TO ESTIMATED TRUE VALUE OF REAL  
PROPERTY AND PER CAPITA GROSS DEBT**

Year	Equalized Valuation Ratio to True Value (%)	Estimated True Value *	Gross Debt Issued and Auth. but Not Issued	Percentage of Gross Debt to Est. True Value	Per Capita Gross Debt
1950	20.0	\$ 70,581,665	\$ 2,386,600	3.38%	\$146.03
1960	21.18	232,030,798	11,383,500	4.90%	254.10
1967	40.17	517,416,898	26,048,500	5.03%	389.71
1968	43.21	506,693,260	26,019,500	5.13%	382.69
1969	41.60	554,064,903	29,734,000	5.36%	432.49
1970	35.54	678,906,069	33,429,500	4.92%	498.06
1971	36.11	694,875,372	33,230,500	4.78%	491.61
1972	50.00	826,400,988	—	—	—

\* Adjusted to comply with the equalized ratio as certified by the New Jersey Department of the Treasury, Division of Taxation.

**COMPARATIVE TAX RATE RELATING TO TRUE VALUE  
PER 1,000 OF VALUE**

Year	* Actual Tax Rate (Assessed Valuation)	Adjusted Tax Rate	Allocation of Adjusted Tax Rate				
			Veterans & Senior Citizen Deduction	School Purposes	County Purposes	Municipal Operation Purposes	Debt Service Costs
1950	\$ 59.20	\$ 11.84	\$ -0-	\$ 5.73	\$ 3.23	\$ -0-	\$ 2.88
1960	99.62	18.30	-0-	9.86	3.81	2.42	2.21
1967	75.40	21.60	0.60	13.41	4.67	0.59	2.33
1968	63.00	27.20	0.65	17.14	5.55	1.01	2.85
1969	66.60	27.70	0.58	17.84	5.29	1.00	2.99
1970	77.50	29.50	0.56	19.35	5.49	1.21	2.89
1971	81.80	26.70	0.43	17.46	5.58	0.67	2.56
1972	58.90	29.95	0.39	18.66	5.63	2.66	2.61

\* Based on Assessed Valuations at the prevailing assessment basis for the year.

**MUNICIPAL BOND RATINGS**

**MOODY'S      Aa**

**STANDARD & POOR'S      AA**



# INDUSTRIAL PARKS

With over 6,000 people now employed and a projected full working population of 25,000 expected by 1980, Raritan Center is well on its way to becoming a city within a city. Manufacturing and commercial buildings, some with over 100,000 square feet and up to 250,000 square feet of floor space in a single story, are transforming the former Raritan Arsenal property into a beehive of activity. Between the 2,000 foot dock on the navigable Raritan River, only 10 miles from the Atlantic Ocean, to the nine story Ramada Inn hotel and restaurant lie 62 miles of rail, highway and utility networks all designed for heavy duty service to support dynamic industrial and commercial activity.

Located at the center of a 52,000,000 customer market within 300 miles, it has attracted such leading industrial names as Fedders, RCA, Chrysler, Procter and Gamble, U. S. Plywood, Dow Chemical, Owens-Illinois, American Hospital Supply, W. T. Grant, Baxter Laboratories, Continental Can, Schwinn Bicycle, Supermarkets General, Macy-Bambergers and others.

On the opposite side of the township to the northwest on former Camp Kilmer property, additional industrial and commercial development has been taking place to rival that at Raritan Center.

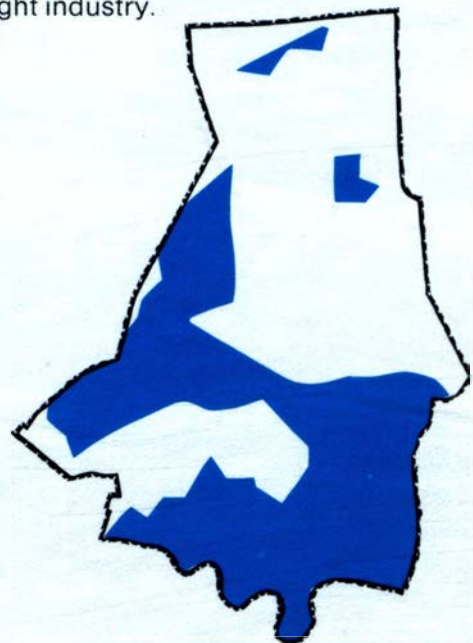
A. & P. Warehousing, General Tire, Maidenform, Kaiser Aluminum, Cascade Pools, Lee Filters, Twin County Grocers, Metex, Roth & Schlenger, American Can, Sportswear Industries, Skil Corp., A. G. Spalding and Akai-American Ltd. are some of the firms represented by significant industrial or commercial operations.



Between the two giant ends of Edison's industrial bow-tie are several well established sizable industrial or commercial operations such as Revlon, Westinghouse, Ford Motor, RCA, Mobil Chemical and S & H Green Stamps which stand astride Edison's Miracle Mile of 20 years ago and connect the now developing industrial parks of the seventies.

Situated between the Holiday Inn and Best Block Company on U. S. #1 is the Edison Industrial Center, a moderate size development which features a variety of enterprises ranging in size from 6,000 square feet to A. T. & T.'s 144,000 square feet. Isolated from the industrial bow-tie, but still an important industrial element of Edison's past, present and future is the L. A. Dreyfus plant located in the northwest section of the township.

Small enclaves of light industrial firms are to be found in other sections and more will appear in the future as welcome additions to areas zoned for light industry.







Cascade  
Books

Peterson Brothers Mfg. Co.

SPEX



# PUBLIC SAFETY

The Department of Public Safety, consisting of the Division of Fire and the Division of Police, is under the direction of Mayor Bernard J. Dwyer who serves as department head.

## **Division of Police**

Law enforcement, crime prevention, traffic regulation, narcotics control and juvenile aid are the responsibility of the four major bureaus of the Police Department; viz, Uniformed, Detective, Traffic and Juvenile. Sixty outstanding officers comprise the specially equipped and trained Tactical Squad. Each bureau is administered by a Captain and the entire Division is headed by the Chief of Police.

The 120 man regular police force is equipped with over 20 vehicles including patrol cars, a traffic maintenance truck and a specially designed BCI van for mobile criminal investigation support.

All new policemen undergo six weeks of intensive training at the State Police Academy. Specialized training at the FBI Academy, traffic institutes and other police training centers is encouraged for selected members of the force as a matter of policy. A volunteer, uniformed Auxiliary Police Corps of 200 men provides a reservoir of trained manpower as support, if needed, for the regular Police Force.

## **Division of Fire**

A firefighting force of 70 paid firemen and 180 volunteers is supervised by the Chief of Fire. Fire prevention inspection and protection service is provided by this division for Edison Township's residents and property owners.

These trained firefighters man 22 pieces of modern equipment including 13 pumpers which are kept at six strategically located firehouses. Pumpers capable of 11,000 gallons per minute.

Water availability as to quantity and pressure exceeds American Insurance Association minimum requirements.





# SHOPPING CENTERS

## Menlo Park Shopping Center

A pioneer in the shopping center field, Menlo Park Shopping Center is located on a 77-acre tract at U. S. Route 1 and Parsonage Road. The sprawling complex has over one million square feet of selling space and enclosed climate-controlled malls extending over 1,000 feet. There are over 120 stores, including three multi-level department stores, two banks, a 1,500 seat movie theater and a five-story office building. The operators of the complex conduct a year round program of exhibits, demonstrations, concerts and presentations in a variety of forms with entertainment, educational or cultural appeal for patrons on a no-charge basis. These presentations are usually changed weekly. There is parking space for 7,500 cars.

## Other Township Shopping Centers

A number of smaller neighborhood shopping centers comprising 8 to 20 stores are to be found near concentrations of living units throughout the township. Among these are the Nixon, Raritan Valley, Edison, Wood Manor Shopping Centers and Kilmer Plaza, Oakwood Plaza, Colonial Village and Edison Mall.

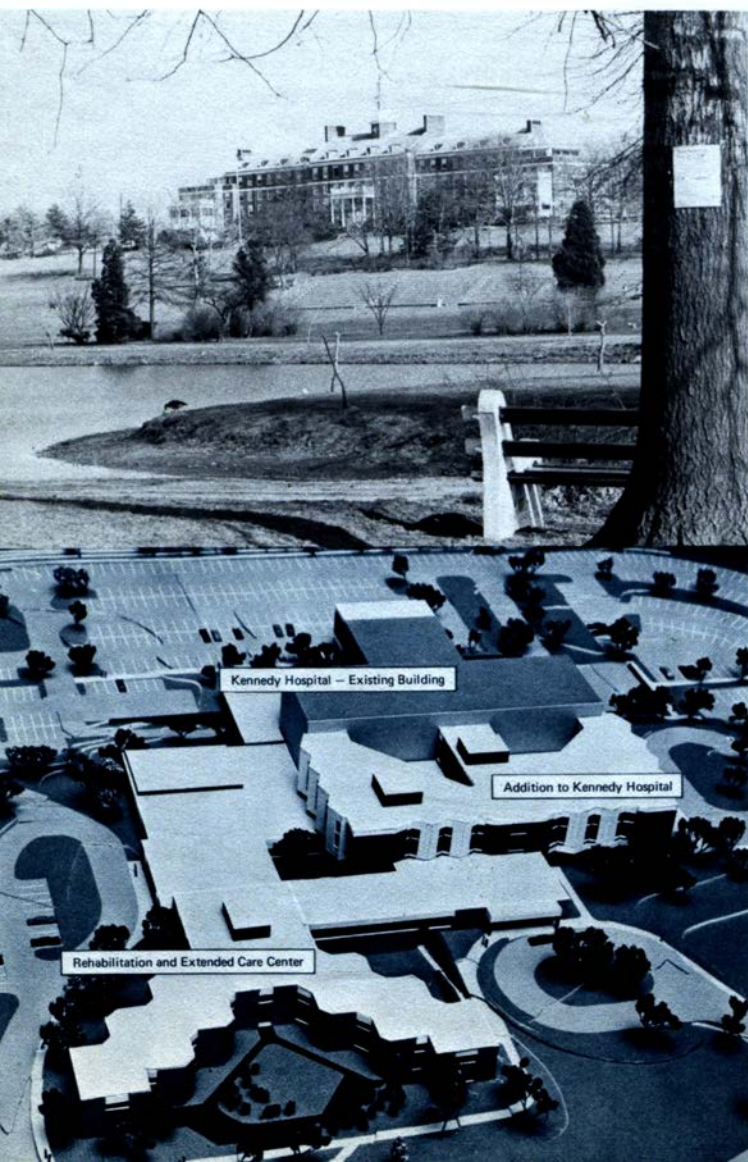




# HOSPITALS

Servicing the entire Central Jersey area, Edison is proud of its growing importance as a center for hospital care. The merger in 1970 of the 205 bed John F. Kennedy Community Hospital with the Middlesex Rehabilitation Center has resulted in the development of a modern 415 bed general hospital. In addition to the excellent in-patient care, an innovative out-patient program assures maximum utilization of resources and increased benefits for patients.

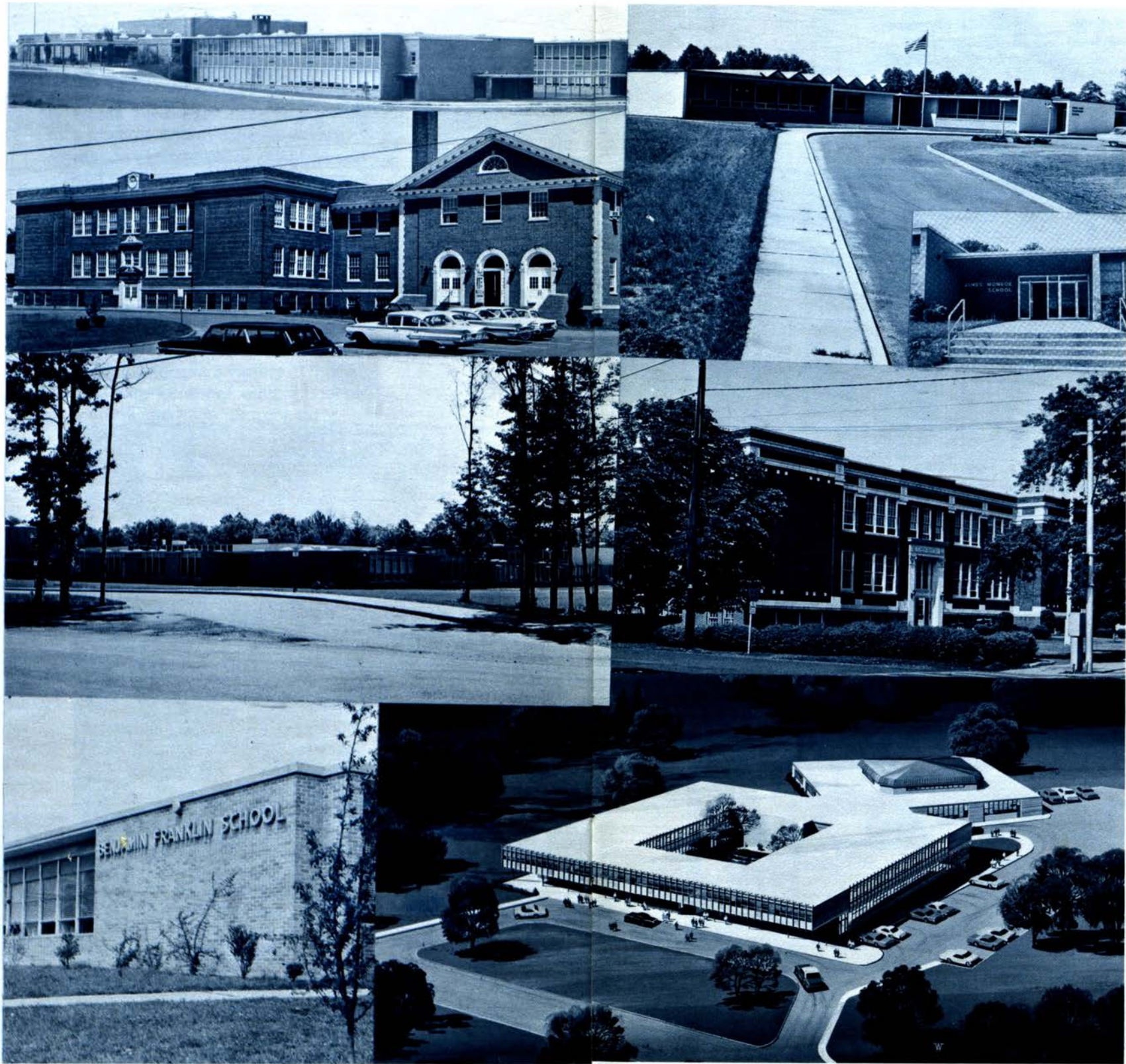
Other hospitals in town include two state institutions, New Jersey's Diagnostic Center for the mentally disturbed, and the Hospital for Disabled Veterans. Also located in Edison is Middlesex County's 326 bed Roosevelt Hospital and Annex, specializing in the treatment of pulmonary and respiratory diseases. An additional 3500 beds are maintained within ten miles of Edison's borders at more than a dozen modern hospitals. Most of these are general hospitals which, like Edison's J.F.K. Community Hospital, have engaged in continuing expansion programs in recent years in order to keep pace with Central Jersey's dynamic growth. Seven ambulances, manned by trained volunteer first aid squads, provide round-the-clock emergency service to all hospitals at a rate exceeding 5,000 calls per year. Nearby are the fine hospitals and research facilities of New Brunswick, Newark and Union County. The Piscataway Campus of the Rutgers College of Medicine and Dentistry is just across Edison's boundary line and many world famous medical institutions and research facilities of New York and Philadelphia are only an hour away by rail or highway.





# EDISON TOWNSHIP SCHOOL SYSTEM

The responsibility for the operation of the school system rests with a seven (7) member appointed Board of Education. The diligent and sincere service of Board Members has been demonstrated by the orderly growth and development of an outstanding educational program. In slightly over two decades the public school population in Edison increased from less than 2,000 students in grades K-6 to 15,000 students in grades K-12. During this period several bond referenda were approved by the electorate and the Board of School Estimate totaling more than \$27,000,000.00 for school facilities. Also, the Board of School Estimate has consistently approved increases in the annual school budget to insure necessary personnel services, educational supplies and equipment, and various other operational needs—Operating budgets approximate \$20,000,000 per year. The development of a comprehensive educational program and the expansion of physical facilities has been accomplished while maintaining a comparatively moderate and stable tax rate for the taxpayers of Edison. There are, today, twenty-one school buildings in the educational complex—15 elementary schools, 3 junior-high schools, 2 senior-high schools, and a special education facility. A fourth junior-high school is currently under construction. Classroom space consists of 578 regular classrooms and 70 special-purpose rooms, exclusive of gymnasiums, libraries, and administrative areas. An additional 34 regular classrooms and 12 special-purpose rooms will be available with the completion of the fourth junior-high school which is scheduled to open in September, 1973. The professional staff of the school system has grown from less than 60 members in 1950 to 974 members for the 1972-73 school year. In addition to classroom teachers and administrators, the professional staff includes speech therapists, reading specialists, guidance counselors, psychologists, social workers, learning disability specialists, nurses and the services of other specialists. The educational program is comprehensive and diversified.



# EDISON TOWNSHIP SCHOOL SYSTEM

Approximately two-thirds of each graduating class enrolls in some type of higher education—4-year colleges, 2-year colleges, business and technical schools, etc. Vocational education and work-study programs are available for students seeking employment following graduation. The needs of severely handicapped students are met through the programs provided in the special education program. A summer school program offers remedial assistance and enrichment courses in various subject areas for students in grades 1-12. Programs of a similar nature also are available on Saturdays for students at the secondary level. Opportunity exists for students in their senior year of high school to enroll in courses at Middlesex County College. The Adult Education Program offers a variety of courses for the residents of the community. The co-curricular program at the junior and senior high school level provides a variety of after-school activities. Projected population forecasts indicate a continuous increase in school enrollment throughout the 1970's. However, this growth rate should occur at a slower and more stable pace than the school system experienced during the greater part of the past two decades. School building facilities will be expanded to meet the needs resulting from increased enrollment. Furthermore, the school expansion program throughout this period will include modifications in existing buildings in order to insure optimum physical facilities at all educational levels—elementary, junior-high and senior-high. Continuous evaluation of all aspects of the curriculum will occur with resultant changes in the educational program (K-12). Increasing emphasis will focus on developing and implementing programs to meet the needs of each individual enrolled in the school system. In all subject areas—at each grade level—new programs and new techniques of teaching will be carefully formulated and implemented so that all students can proceed most effectively through their educational program. Opportunities will increase for remedial instruction and enrichment courses during the school



# EDISON TOWNSHIP SCHOOL SYSTEM

year, on Saturdays, and in the Summer School Program. Accelerated courses enabling students to complete their educational program in a shorter time span will be more readily available. The work-study aspect of the Vocational Education Program will be expanded to offer greater opportunity to explore career interests prior to graduation. The utilization of physical facilities on a twelve-month, day/evening basis will be more fully realized—Thus providing an increase in programs of an educational and recreational nature for school-age children and adult residents of the community.

The professional staff will increase so as to maintain a favorable student-teacher ratio. Increased specialized services by professional and para-professional personnel will be available in order to meet most effectively the individual needs of students.

These changes and developments in the educational system will be achieved in an orderly and well-planned manner—providing maximum educational opportunity for our children and a favorable tax structure for the residents of Edison.

## Elementary Schools

- # 3 Piscatawaytown
- # 5 Stelton
- # 6 Oak Tree
- # 7 Clara Barton
- # 8 Lincoln
- # 9 Washington
- #10 James Madison
- #11 Benjamin Franklin
- #13 John Marshall
- #14 Menlo Park
- #15 James Monroe
- #16 Lindeneau
- #17 Woodbrook
- #18 Martin Luther King
- #19 F.D.R. (Spec. Ed.)
- #20 James Madison

## Secondary Schools

- EHS Edison High
- JPS John P. Stevens
- TJ Thomas Jefferson Jr. High
- JA John Adams Jr. High
- HH Herbert Hoover Jr. High
- WW Woodrow Wilson Jr. High (Gloria Ave.)

## Offices

- BO Board Office
- SO Superintendent's Office

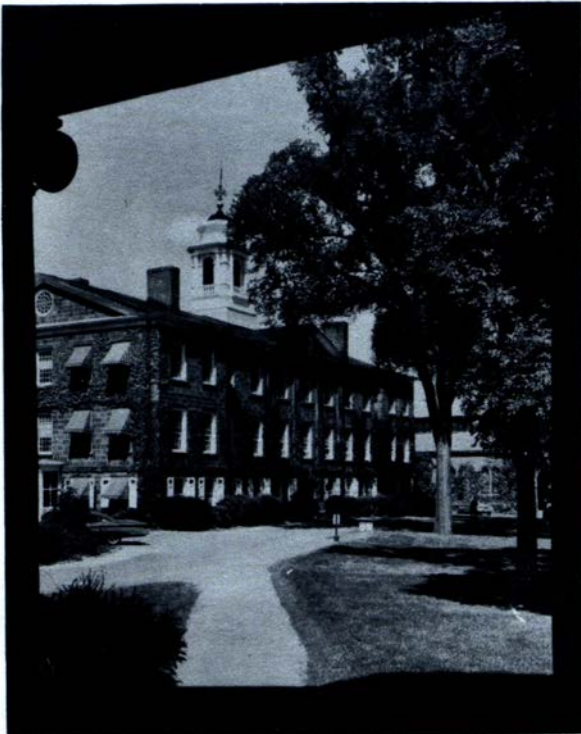




## Higher Education

Nearby, Rutgers, the State University is the largest educational institution in New Jersey. It is due to become even more important in the state's economy, with an impact that extends far beyond the purchasing power of its 4,000 employees and 19,000 day students. Situated in the center of an industrial state, Rutgers participates in the growing two-way exchange between industry and the university.

Recent development of the sprawling Rutgers University complex in Central Jersey focuses on the new Kilmer Campus located partly in Edison and partly in Piscataway Township. Livingston College, the first of three colleges planned for the 500 acre site which was formerly a part of Camp Kilmer, is now completed.



Middlesex County College opened in September 1966. The College offers a comprehensive curriculum designed to train technicians in demand by area industry or to prepare students to continue their education. The County College is unique in that it began with a ready-made campus providing ample room for future growth. The 200 acres of former Raritan Arsenal land turned over to Middlesex County by the Federal Government offers an attractive landscaped site ideally suited for educational development.

The County College's first class—approximately 700 full-time day students and 300 to 400 Evening Division students—made use of several buildings turned over to the College by the government. The initial \$3,626,000 development program included renovation of existing buildings suitable for use as classrooms, laboratories, faculty offices and student facility areas. In 1972 approximately 10,000 students were enrolled.

Since 1966 five additional new buildings have been constructed furthering the rapid and effective growth of the College. These buildings are the Library, Main Hall Building, Physical Education Complex, the Health Technologies Center and the College Center.

The College offers 2 year curriculums in Liberal Arts, Science, Engineering Technologies, Health Technologies, and Business. The Division of Continuing Education makes available the opportunity for individual and educational development on a part-time basis with courses scheduled during the day, evening, and weekend.





# PARKS, RECREATION, FREE PUBLIC LIBRARY

## Parks

Roosevelt Park, developed and operated by the Middlesex County Board of Freeholders, is an attractive 200 acre facility located entirely in Edison Township. It provides wooded areas of century old trees, an attractive lake, streams, picnic areas, a stadium, tennis courts and an outdoor theatre. Another county park is being developed on former Raritan Arsenal land adjoining Middlesex County College. The State of New Jersey maintains the 30 acre Edison State Park and Museum in the Menlo Park section of town on the site of Thomas A. Edison's original laboratory at the Edison Tower.

Six park sites which range in size from 3 acres to the 58 acre site adjoining the new municipal building complex in the central part of town are being developed by the township itself. Together they offer park facilities for neighborhood areas in all sections of the township.

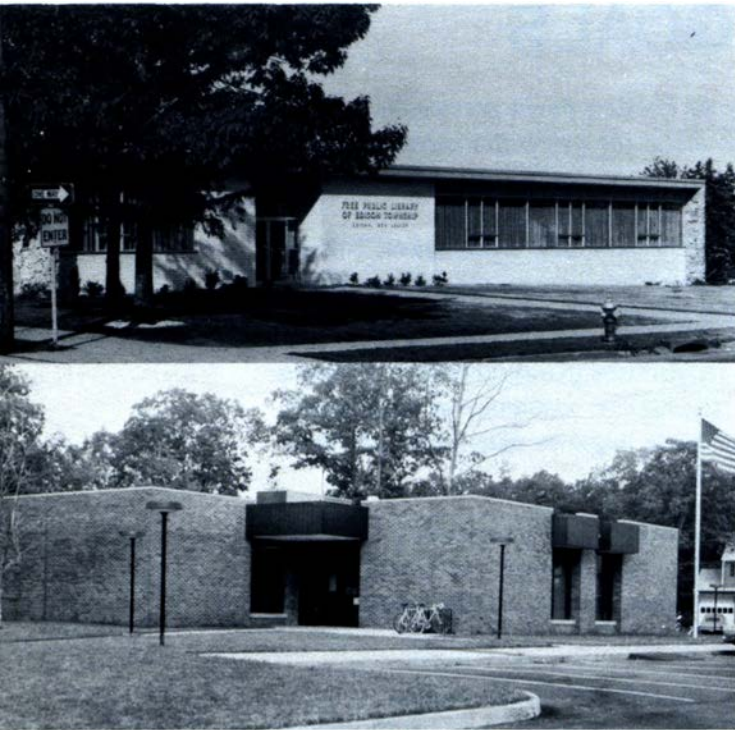
## Recreation

Year round supervised recreation activities, provided for Edison residents of all ages, include hobby classes, field trips, indoor and outdoor sports leagues and tournaments





# PARKS, RECREATION, FREE PUBLIC LIBRARY



augmented from time to time by special events and instructional programs. The township recreation department conducts a full range of programs at a number of public and private facilities including 35 playgrounds, several indoor and outdoor rinks, courts, playing fields, bowling lanes, swimming pools and a township-owned Raritan River boat basin.

A varied senior citizens program provides interesting opportunities for less active people to fraternize or compete with others whose recreational interests and ability to participate are compatible with their own.

## **Libraries**

Edison's 33,000 registered borrowers may draw from just under 100,000 volumes available at the township's main library and two branches. As part of the New Jersey regional library network, several hundred thousand additional volumes are available to Edison residents from other larger libraries in the network. Expansion of the local library system is continuing at an accelerated rate with additional facilities being provided to keep pace with the community's needs.





# MASTER PLAN GOALS

*The following Master Plan goals, as prepared by the Planning Board, provide the basis for all Master Plan proposals. These goals are revisions of the nine major objectives of the previous Master Plan of 1962.*

1. **Creation of a safe, attractive, healthful and convenient physical environment.** This can be accomplished by encouraging the proper relationship between the various types of land uses to provide for optimum conditions for residence, commerce and industry.
2. **Provision for a broad range of housing types** and densities to meet the needs of various age, income and family size groups. By appropriate admixture of single-family detached housing, townhouses, garden apartments, high-rise apartments and other types an attractive environment can be had by all.
3. **Development of a community and neighborhood identity** in the Township by a proper balance of land uses, appropriately placed community facilities, and a road pattern which strengthens the cohesiveness of the community and retains neighborhood identity within the community.
4. **Provision of adequate community facilities** to maximize the educational, cultural, recreational, and aesthetic opportunities of Township residents. Locations for needed facilities should be pinpointed on the Master Plan and where possible acquired through the cooperation of developers.
5. **Adequate provision of municipal services** to assure a safe and healthful community.
6. **Development of functional traffic circulation and street design** properly related to the varied pattern of land use and designed to provide convenient, safe and efficient movement within and through the Township. Creation of a functional street design will reduce the total area of the Township that has to be devoted to street purposes, will lower the cost of maintenance, will increase the safety and speed of through movement and will add to the amenity of residential and other districts.
7. **Encouragement of a sound and diversified economic base** as a source both of a stable tax base and of economic opportunities for the local labor force.
8. **Broadening of tax base** through the encouragement of industrial, commercial, and high-density residential uses to supplement the tax base and thus to provide sufficient financial resources to support the quantity and quality of urban services and facilities without imposing undue burden on the individual taxpayer.
9. **Maintenance of high aesthetic standards** in the determination of land development patterns. Aesthetic standards should guide the design and regulation of structures and other visual elements in the community.







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FROM LIBRARY

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JOHN A. DELESANDRO

Business Administrator

Telephone 287-0900

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HISTORY  
1979

(Edison History)

# EDISON New Jersey

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340 Plainfield Ave.  
Edison, N.J. 08817

**ASK AT DESK**

**REFERENCE**

**A Tradition Of Sound  
Municipal Management  
And Fiscal Stability.**







# Introduction

Edison is a growing, dynamic suburban community located in northern Middlesex County, New Jersey.

Its heritage of greatness, rooted in the historic Menlo Park section where Thomas Alva Edison once worked on inventions that would change the world, is matched today by a firm commitment to continued achievement.

Edison is a municipality rich in civic pride and one whose residents are resolute in their expectation for excellence in the quality of their local government.

Making the most of its strategic location along the central corridor cut through the state by the New Jersey Turnpike and its other major transportation advantages, Edison has achieved an era of unparalleled growth during the past decade.

In 1950, the population of Edison was 16,348. By 1960, this figure had increased to 44,799 and, as of the 1970 census, it was 67,130.

Industrial, commercial and residential development, proceeding on a balanced scale through professionally efficient governmental management, have progressed to the point that Edison is now truly one of New Jersey's major municipalities.

As the home of the Fedders Corporation, component plants of the huge Westinghouse, RCA and Revlon industrial empires and scores of other firms, Edison has developed a nationwide reputation as a highly suitable location for major companies seeking excellent transportation facilities, an abundant labor supply and stable taxes.

But Edison is more than industry, more than its extensive commercial areas such as the huge Menlo Park Mall shopping complex, more than a highly desirable suburban residential community.

It is all of these things separately and together and, with its well-established commitment to orderly progress and good government, Edison is truly a "total municipality."





MAYOR ..... BERNARD J. DWYER  
BUSINESS AMINISTRATOR .... JOHN A. DELESANDRO  
DIRECTOR OF FINANCE ..... JOSEPH F. HUGHES



## ***Sound Municipal Planning: The Key To Orderly Progress.***

Through careful long-range planning, Edison has achieved a unique degree of balance in its growth.

This has been directly reflected in the stability of the local tax structure. It has enabled Edison to withstand the effects of difficult economic periods to a much greater degree than many communities of similar size in New Jersey.

As one of the earliest municipal governments in the state to institute a computerized accounting system, Edison has achieved a 98 per cent rate of tax collection for the past five consecutive years.

The high percentage of tax collection and other factors indicative of sound fiscal management has earned Edison an A-1 credit rating from Moody's Investors Service, the highest rating awarded a municipality and the only A-1 rating among 25 municipalities in Middlesex County.

Total value of all industrial, commercial and residential property in Edison at the end of 1970 was \$627.4 million, representing an increase of \$262.3 million since 1965 and a rise of \$395.4 million during the past decade.

The future holds the very tangible prospect of a continuing influx of ratables with much of the more than 1,000 acres of land in the Raritan Center industrial complex still available for development. Raritan Center, one of the largest industrial parks in the East, has already attracted dozens of major national firms.

Through its departments of Public Safety, Public Works, Recreation, Parks, Finance, Health and Welfare, Edison's municipal government provides a full range of services to the community.

Balanced development and top-quality municipal services have brought Edison the reputation of being a community with good government and financial soundness.

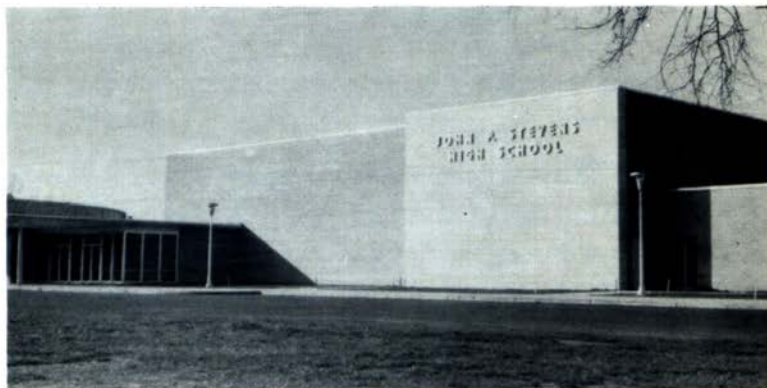
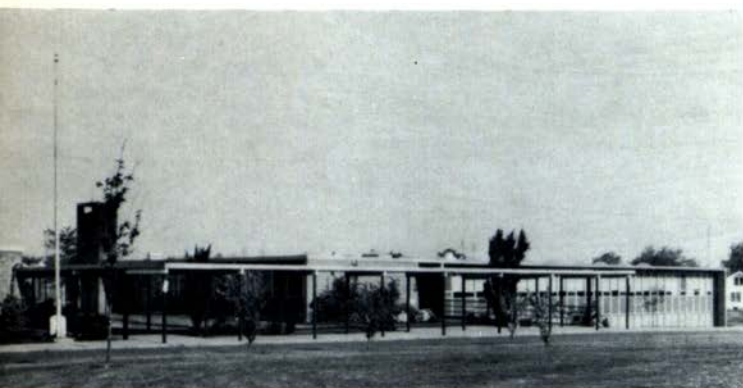
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**"The high percentage of tax collection and other factors indicative of sound fiscal management has earned Edison an A-1 credit rating from Moody's Investors Service, the highest rating awarded a municipality . . . "**

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## A COMMUNITY SCHOOL SYSTEM IN STEP WITH TOMORROW.

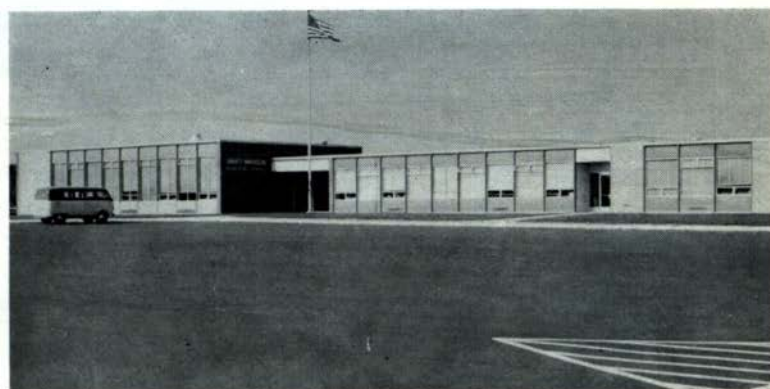
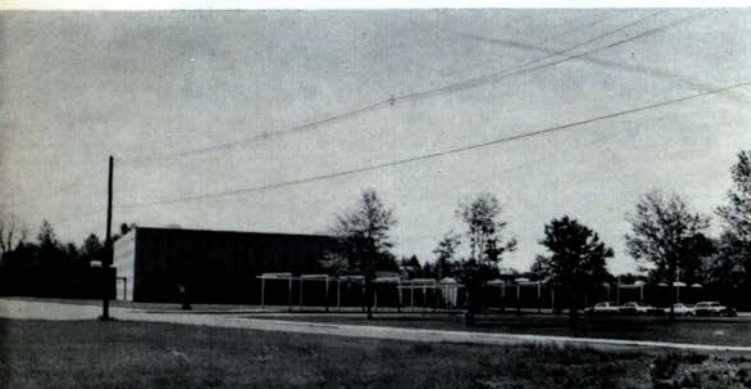
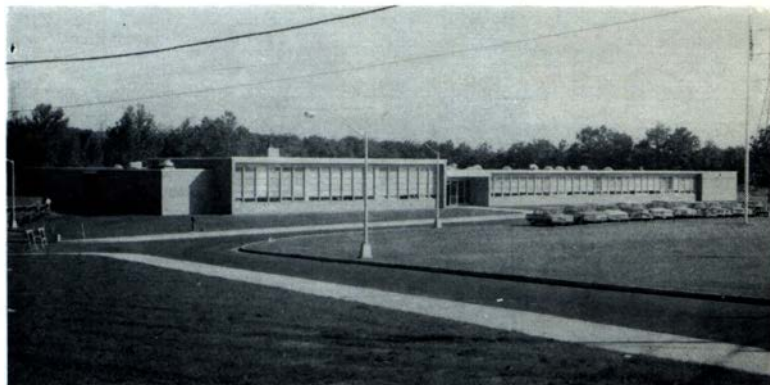


With a total enrollment of more than 15,000 students, Edison is one of the largest local school districts in New Jersey.

However, school officials have kept pace with rising enrollment and have maintained quality buildings, educational equipment and other facilities through careful long-range capital planning.

The Edison Public School System employs a professional staff of 950 persons in two high schools, three junior high schools and fourteen elementary schools.

More than 50 per cent of the students graduating from the Edison schools during the past five years have gone on to post-secondary educational training.





## The Expanding Edison Public Library System Is An Important Educational and Recreational Resource.



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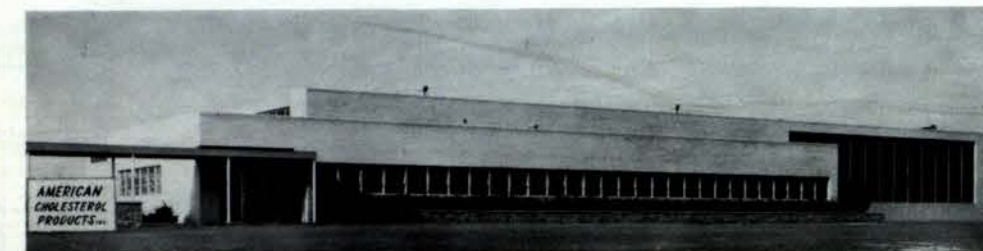
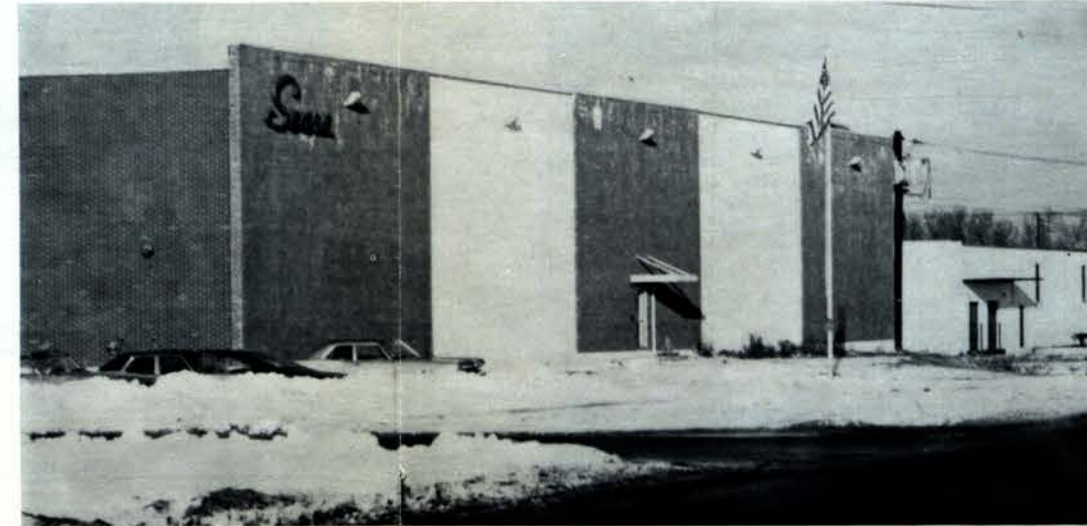
Besides the facilities of the Middlesex County College which is located in Edison and nearby Rutgers University, the Edison Free Public Library constitutes an important local educational resource.

The library maintains more than 48,000 volumes in its main branch for educational, reference and recreational reading, as well as some 6,500 volumes in a neighborhood branch in the Clara Barton section.

Establishment of other branches is planned in keeping with a commitment by the municipal administration to make the library system readily available to all residents throughout the community.



EDISON HAS FIRMLY ESTABLISHED ITS NATIONAL STATURE AS AN EXCELLENT LOCATION FOR BUSINESS AND INDUSTRY.





## New Construction Indicative of Confidence In The Future Economic Strength of Edison.



Gourmet Baking Co. Distribution Center will be adjacent to Route 287.



W. T. Grant Warehouse and Distribution Center in Raritan Center Industrial Park.



Five story Executive Plaza Building in Menlo Park section, with 125,000 square feet of space per floor, will be Edison's largest office structure.



New Ramada Inn Motel to be located near Raritan Center industrial complex.





## THE JOHN F. KENNEDY COMMUNITY HOSPITAL

As both a highly valuable local medical facility and as a monument to the pride and concern which Edison residents share in their community, the Kennedy Hospital is one of the township's most important landmarks.

Recently merged with the Middlesex County Rehabilitation Center, the hospital will shortly begin an expansion program to provide an additional 100 beds to complement its original capacity of 205 beds.

By 1974, officials of the hospital plan for it to have 300 general hospital beds and 100 beds for rehabilitation and extended-care patients. As one of the newest facilities of its type in the state, the hospital has incorporated the most modern equipment.

The hospital, which opened in 1967, was built largely through the active financial support of industries, businesses and residents in Edison.



## Edison, New Jersey 08817: A Modern Central Post Office



An important factor in establishing Edison's identity as a major municipality was the establishment of a Central Post Office which, augmented by two branches, provides mail delivery service for residents, business and industry throughout the municipality.

The post office, established in 1967 to replace the out-moded system of sectional post offices and mail delivery from neighboring communities, now processes an average of 186,000 pieces of mail per day and employs nearly 200 people.





Highly accessible facilities for transportation has been a significant factor in Edison's development.

The New Jersey Turnpike Interchange which opened in 1969 was of primary importance even during the years when it was still in the planning stage.

Edison officials, mindful of the need for a direct link to the nation's highway network in attracting large industrial concerns, had the support of the New Jersey state government in bringing the interchange to reality.

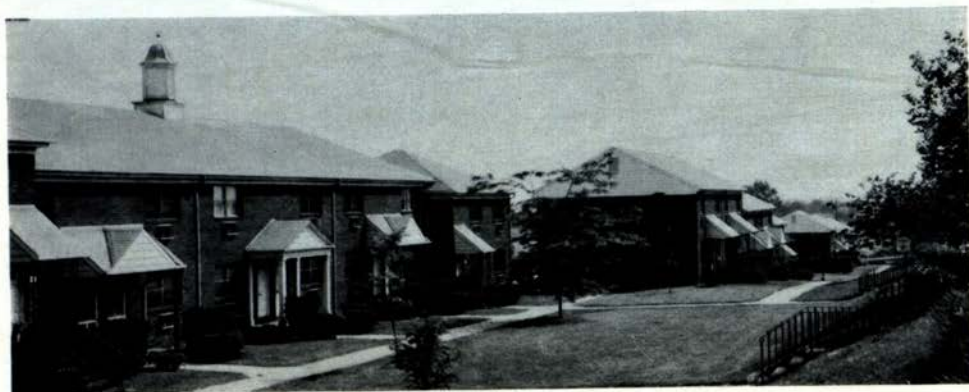
During 1970 more than 2.5 million vehicles passed through its toll booths.

## New Jersey Turnpike Interchange No. 10 Is Edison's Gateway to the Nation.

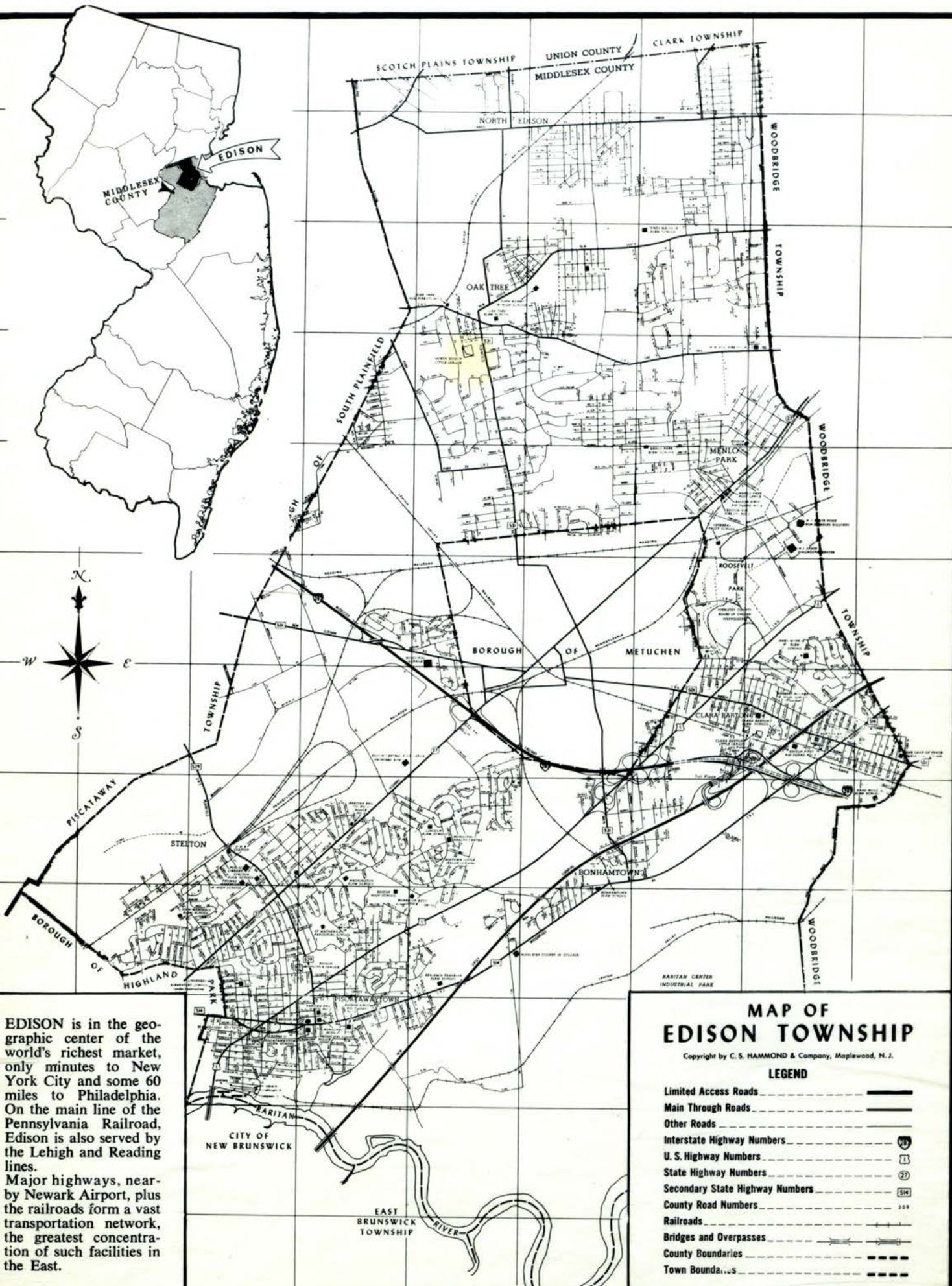
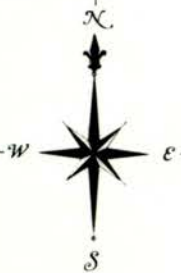
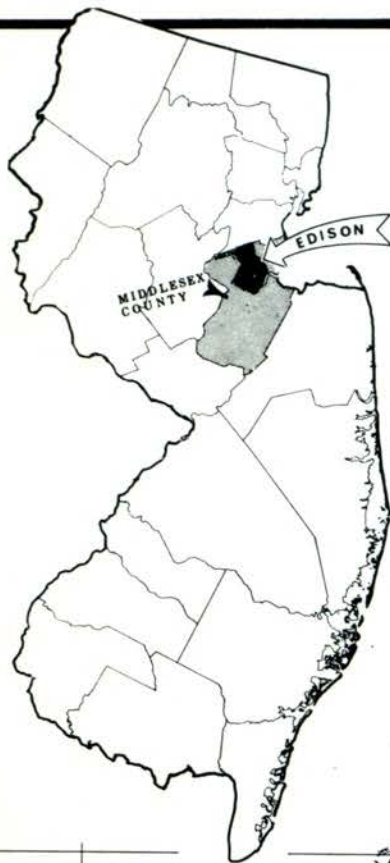




## An Established High Quality of Suburban Residential Life.







EDISON is in the geographic center of the world's richest market, only minutes to New York City and some 60 miles to Philadelphia. On the main line of the Pennsylvania Railroad, Edison is also served by the Lehigh and Reading lines. Major highways, near-by Newark Airport, plus the railroads form a vast transportation network, the greatest concentration of such facilities in the East.

## MAP OF EDISON TOWNSHIP

Copyright by C. S. HAMMOND & Company, Maplewood, N. J.

### LEGEND

Limited Access Roads	—
Main Through Roads	—
Other Roads	—
Interstate Highway Numbers	— 76
U. S. Highway Numbers	— 13
State Highway Numbers	— 27
Secondary State Highway Numbers	— 504
County Road Numbers	— 259
Railroads	—
Bridges and Overpasses	—
County Boundaries	—
Town Boundaries	—



Edison Twp. Pub. Library  
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Edison, N.J. 03817

ASK AT DESK

REFERENCE



# New Name, Image for 'Raritan'

EDISON — Two major changes in the past two decades of this township's history helped create a new image of dynamic growth for it.

It was in 1954 that the township's electorate approved a referendum to change their municipality's name from Raritan to Edison.

A second major change in governmental structure followed in 1958 when the electorate voted the change from commissioner form of government to Plan E of the Faulkner Act, which provided for a strong mayor and five councilmen.

It was during the latter half of the 1950s and early 1960s that large industrial firms began pouring into the township. And by the mid-1960s, the Raritan Arsenal lands, once given up as a loss, were sold and converted by a private developing firm into the multi-million industrial complex known as Raritan Center, off Woodbridge Avenue.

Industrial giants, such as Ford Motor Co., off Route 1 and Westinghouse, off Route 27 found themselves joined by the Revlon Co., Fedders Air Conditioning, Ronson and Alcoa Aluminum.

## KILMER LAND USED

Still more industrial firms located in the township when the government released Camp Kilmer lands to permit the entry of Kaiser Aluminum and Chemical Co. and the American Can Co.

Industrial growth also took place off Route 27, on Talmadge Road, where Cascade Pool Co., located along with Twin County Warehousing facilities and other firms.

Fragmentization of the 32-square-mile township, long a sore point with many township officials, was combatted on all fronts with the construction of the Edison Central Post Office facility off Route 27 near Talmadge Road in 1968.

A greater sense of unity came with the opening of the New Jersey Turnpike Interchange 10, earlier this year. For the first time in its 100 year history, a major road sign told travelers the next stop was Edison.

History — 28

1970

(Edison  
History)

(1978)

(News Tribune-  
May 29, 1970)



12/29

History  
Edison History - 1970

1970

Edison

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**EDISON**  
**NEW JERSEY**

1974





**Count us in** We're proud to join hands with our industrial neighbors, and every member of the community, to help forge a better life for all of us. Improving the community we live and work in makes good sense. It benefits everyone...including us at Stauffer as we go about our business of making only the highest quality chemical products.

STAUFFER CHEMICAL COMPANY  
Specialty Chemical Division  
Benzol Products Department  
Edison, New Jersey 08817





## AN INTRODUCTION . . . AND AN INVITATION

While the first purpose of this publication has been to inform you about Edison Township and to describe and illustrate its advantages, we at the Edison Chamber of Commerce hope it will do something more than that.

We hope it will excite your curiosity.

There's so much more to Edison than any words-and-picture story could describe, we hope that you'll want to visit us and see our community for yourself. The Chamber of Commerce stands ready to assist you in every way when you do. We're prepared to arrange tours; discuss our economic, social, cultural, and educational facts; provide data on a personal and confidential basis.

Let's consider this book an introduction . . . and an invitation. We hope to see you soon.





**Cover Story:** The great highways of the East, like the giants of industry and retail trade, converge and interchange at Edison.

## TABLE OF CONTENTS

AN INTRODUCTION . . . AND AN INVITATION . . . . .	1
EDISON TOWNSHIP: WHERE YOU CAN MIX BUSINESS AND PLEASURE . . . . .	4
COMMUNITY PROFILE . . . . .	6
ROOM AT THE TOP . . . . .	8
REWARDING LEISURE IS PART OF EDISON'S GOOD LIFE . . . . .	12
EDISON OFFERS AN IMPRESSIVE ROSTER OF INDUSTRIAL ADVANTAGES . . . . .	20
AT HOME IN THE SUBURBS . . . IN TOUCH WITH THE CITY . . . . .	25
RETAILING CENTER FOR A BISTATE REGION . . . . .	27
CENTER OF A GOLDEN INTELLECTUAL CIRCLE . . . . .	28
A MEDICAL CENTER FOR THE STATE . . . . .	31
A PROGRESSIVE GOVERNMENT SPURS ORDERLY GROWTH . . . . .	32

This is a Windsor Publication—created and produced for  
The Edison Chamber of Commerce

By

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Chicago, Illinois • Cambridge, Maryland



# *Edison's Community Bank for All Financial Services*

## **SAVINGS:**

**Regular**—4½ per cent annual interest on deposits of \$25 or more compounded and paid quarterly on December 31, March 31, June 30 and September 30. Money deposited by the 10th of the first month of each quarter earns interest from the first of the quarter.

**Guardian Passbook**—5 per cent annual interest compounded from day of deposit and credited quarterly. Minimum balance of \$1,000. Additional deposits to be made in multiples of \$100. Withdrawals on 90-day notice.

## **Regular Banking Hours:**

9:00 a.m. to 2:00 p.m. Monday thru Friday.  
6:00 p.m. to 8:00 p.m. Thursday Evening.  
9:00 a.m. to 12 noon Saturday.

## **CHECKING:**

**Special Accounts**—\$ .50 per month service charge, 10 cents per check. Statement mailed on alternate months.

**Regular Accounts**—No minimum balance required. No check charge.

Low balance under \$300—Service Charge \$1.50

\$300 to \$499—Service Charge 1.00

\$500 to \$749—Service Charge .50

\$750 or over—No Service Charge

Statement mailed every month.

Personalized checks available.

## **Drive-in and Walk-up Window Hours:**

8:00 a.m. to 8:00 p.m. Monday thru Friday.  
8:00 a.m. to 12 noon Saturday.

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Boat Loans.  
Business Loans.  
Christmas Clubs.  
Bond-A-Month and Freedom Shares.  
Government Bonds.  
First National City Bank  
Traveler's Checks.  
Night Depository.  
Cashier's Checks.  
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Money Orders.  
Safe Deposit Boxes.

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EDISON

**OAK TREE OFFICE**  
1730 OAK TREE ROAD  
EDISON

**CLARA BARTON OFFICE**  
AMBOY AVENUE AND FOURTH STREET  
EDISON

**SOUTH EDISON OFFICE**  
ROUTE 27 AND FITCH ROAD  
EDISON

**SAYREVILLE OFFICE**  
499 ERNSTON ROAD  
PARLIN

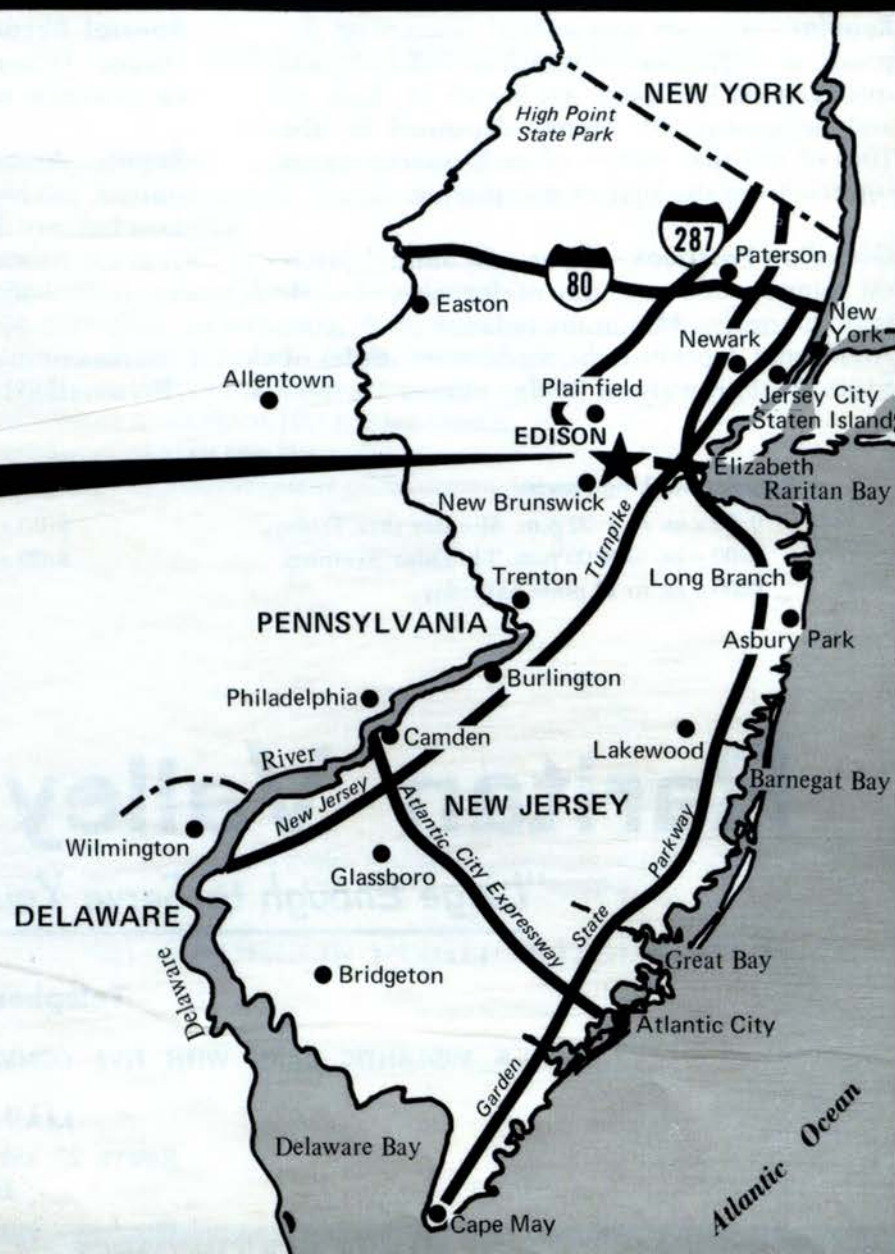


## EDISON TOWNSHIP: WHERE YOU CAN MIX BUSINESS AND PLEASURE



Edison Township lies just south of New York City, tangential to the Eastern industrial complex that dominates that city and its neighbor state, New Jersey, lining both sides of New York Harbor. The township is the second-largest municipality in Middlesex County, a near neighbor to the glittering world of culture that New York offers, to the finest educational, recreational, and commercial opportunities in the nation.

Edison is manifestly suburban, but it includes the largest industrial park in the East. It is quiet, green, and pleasant, but the throb of growing industry hums in its busy places. It is a phenomenon almost impossible to find elsewhere: the meeting place of tranquil livability and burgeoning industry.





Using the cost-analysis approach to marketing real estate has proven very successful for L & M Realty. The firm's basic belief is that the client is the initiating force and the backbone of all its business. And by following this basic premise, the company has risen from obscurity to one of the largest independent real estate organizations in the state.

As a matter of fact, they sold \$8,000,000 worth of real estate in the last six years.

L & M employs a full-time sales staff who are thoroughly trained and constantly retrained in the resale of residential real estate. L & M also provides an exclusive special service—sales management program.

#### Members of:

Middlesex County Board of Realtors, National Association of Real Estate Boards, National Institute of Real Estate Brokers, N. J. Association of Real Estate Boards, Employee Re-Location Advisory Committee.

## L & M REALTY OF N. J.



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- We have FHA & VA financing available
- We use a professional approach to selling real estate
- We keep both the buyer and the seller constantly informed as to the progress of his transaction





## COMMUNITY PROFILE

<b>POPULATION:</b>	Approximately 74,000.	<b>TRANSPORTATION:</b>	Air—Newark Airport, with links to Kennedy and La Guardia airports. Linden Airport. Road—Meeting place of every important roadway in the East: I-95, U.S. Route 1, New Jersey Turnpike, N.J. Route 440, Lincoln Highway, I-287, Garden State Parkway, and others. Rail—Conventional and ultrahigh-speed service of Penn Central. Lehigh Valley and Reading railroads. Water—Port Edison on the Raritan River.
<b>GEOGRAPHY:</b>	2nd-largest municipality in Middlesex County. Approximately 35 square miles; includes the following sections: Bonhamtown, Fords, Menlo Park, North Edison, Clara Barton, Lindeneau, Nixon, Piscatawaytown, Stelton, and Oak Tree. Located 25 miles south of New York City.	<b>CLIMATE:</b>	Annual precipitation (mean): 45 inches. Extreme temperature range: 0 degrees to 95 degrees. Climate is moderated by nearness to the Atlantic Ocean.
<b>GOVERNMENT:</b>	Mayor/Council Form, Plan E. Mayor is assisted by a Business Administrator. 60 professional firemen, plus 240-man volunteer force. 103 policemen.	<b>INDUSTRY:</b>	More than 250 diversified industries. Largest industrial park in the East, plus several additional industrial parks and many free-standing sites. All parks and sites fully serviced by utilities and by major roads and rail.
<b>EDUCATION:</b>	15 elementary schools (public). 3 junior high schools (public). 2 senior high schools (public). Several parochial schools, elementary and secondary. Livingston Campus of Rutgers University. Several special schools for the handicapped.	<b>BANKING:</b>	7 commercial banking offices. 2 savings and loan associations.
<b>MEDICAL:</b>	1 community nonprofit hospital. 205 beds. Several county institutions. 2 "Keep-Well" stations for healthy children. 1 mobile clinic.	<b>COMMUNICATIONS:</b>	3 daily and 3 weekly newspapers, 1 radio station. Edison also served by the newspapers, radio, and television facilities of New York, Newark, and Philadelphia.
<b>UTILITIES:</b>	Water—Middlesex Water Company. Elizabethtown Water Company. Edison Water Utility.  Gas—Elizabethtown Gas Co. Public Service Co.  Electricity—Public Service Co.  Telephone—New Jersey Bell.	<b>HOUSES OF WORSHIP:</b>	Over 30, representing all major and several minor denominations.



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Telephone: (201) 548-8550

195 Main Street

Metuchen, N. J. 08840



## ROOM AT THE TOP

Edison Township's amazing growth within the past decade . . . leaping from a population of 21,000 to 74,000; from a scattered handful of major industries to a census of more than 250 of the nation's most prestigious names . . . has been a well-earned reward for service to the nation.

Before World War II, the area (known then and until the mid-1950s as Raritan Township) was farmland. With the drastic expansion of governmental need for room during the war, Edison Township assumed first-rank importance as a servant to the needs of the nation.

In postwar years, great expanses of land were released for development as an industrial complex. Industry had sampled the benefits of a site close to the New York-New Jersey development, but far enough away to avoid the crush and money-wasting congestion of the big city. The transportation network was superb; the trend toward exurbanization brought a skilled and sophisticated work force. Growing began in earnest and did not slacken through the 1960s. In fact, all forecasts point to an even faster pace of growth in the '70s.

Edison's industrial leadership started early. It was in the community of Menlo Park that Thomas Alva Edison built his primitive electrical laboratory that became the seedbed of a blossoming of world-changing inventions. Like so much of Edison's industry today, Thomas Edison's workshop was an exurbanite refuge from big-city congestion. "The Wizard of Menlo Park" had deserted Newark to live and work and alter the course of the world in the serenity of the community that has taken his name.

The plow-dug furrow and the lowing of cattle have given way forever to the mountain-moving bulldozer and the hum of machinery in motion. Yet, the township is so broad and roomy that there are thousands of acres of prime developmental land still waiting. Parks and playgrounds dot the area; new school buildings blend harmoniously with their suburban environment. There's still room aplenty here in first-choice sites for industrial and residential location. Room at the top!

The community is home to about 30 churches and synagogues, representing all faiths and denominations, both major and minor. At least two of Edison's churches are venerable survivors from pre-Revolutionary days, still quietly serving their congregations, immune to the passage of years.

Closeness to New York City brings all of the cultural advantages of the big city to Edison's doorstep. Lincoln Center for the Performing Arts, the fabulous theater district, the concert halls, sports arenas, museums, art galleries, and other New York cultural offerings are less than an hour away . . . closer and easier to reach than from many parts of the city itself. The cultural centers of Philadelphia and Newark are within easy reach; the Garden State Arts Center is about half an hour away on the Garden State Parkway.

There are two significant theater companies in the area. Theater 6, located in the Borough of Metuchen, offers a broad range of dramatic productions for children and adults. The Edison Valley Players, a community theater group, presents a variety of works.

Edison's contact with the sea is through its own Port

Edison at Raritan Center, as well as through the ports of New York, Newark, and Elizabeth. Its airborne link is Newark Airport, and the complex of other air facilities located in nearby New York.



Linked by geographical proximity and by excellent roadways to the megalopolitan centers, Edison Township selects and takes what it wants and needs from the industrial giants on its northern borders. But, it retains control over its own destiny . . . a destiny more promising than any other place in America's Northeast.





Opposite Page: The famous inventor's library and desk at the Edison National Historical Site

Far Left: Historical graveyard at St. James Episcopal Church on Woodbridge Road

Top Right: The lofty Edison Tower, outlined against the deep blue sky at dusk

Left: Penn Central's Metroliner, which stops three minutes from Edison, speeds at 100 miles per hour to Washington and New York City





## THE MENLO COACH

Once you've been here, you'll return again and again for the delicious home-cooked meals and homemade pastries. The Menlo Coach, noted for fast, efficient 24-hour service and friendly atmosphere, has been a favorite dining spot for Edison residents since it opened its doors over seven years ago.

The rich, warm Colonial setting is further enhanced by high-beamed ceilings and wagon-wheel light fixtures. The pies, cakes, and pastries you enjoy at The Menlo Coach are baked daily in the restaurant's own ovens, right on the premises.

U.S. Route One, Edison

Phone 549-4611

## BOB LEMBER TIRES INC.



**B.F. Goodrich**

Successful completion of many complex jobs for the diversified industries in the Edison area has earned Bob Lember Tires Inc. an enviable record and reputation for quality and service in the industrial and commercial tire field.

The firm offers quick service at plant location or construction site with its mobile units, including a mobile-press vehicle to service industrial forklift trucks and a commercial-fleet service truck to handle commercial tires. A huge inventory of solid tires of *All* types and compounds is available for immediate use.

Bob Lember Tires is also equipped to handle company passenger cars, and, as an added incentive, offers commercial discounts to employees of its industrial accounts. The company also enjoys a huge retail business, which not only distributes tires but also has a complete front-end and brake-repair department.

1690 Hwy. 27, Edison

Phone 985-2211



# Keeping up appearances is important, but...

it's only one part of being a good neighbor, and an asset to the community. As a citizen in the thousands of communities where it does business, The Sperry and Hutchinson Company bears its fair share of community obligations. Not only does it contribute to community activities, it also encourages participation of its employees in public affairs and community activities — as a matter of policy.



This S&H warehouse and district office provides about 150 jobs for Edison area families. Landscaped ground, including a rose garden facing Route 27, have been recognized by the Men's Garden Club of New Jersey for its contribution to the appearance of the area.



**Non-smoker** — Pollution is one contribution we don't make. This gas furnace at the Edison warehouse disposes of tons of cancelled stamp books each month without giving off a trace of smoke or other pollutants. It symbolizes S&H's appreciation and concern for the community where it does business.



## REWARDING LEISURE IS PART OF EDISON'S GOOD LIFE

Few places in the nation rival New Jersey in variety and number of recreational opportunities. From its 125-mile coastline—ranging from Sandy Hook to Cape May—to its vast reserves of woodland, field, and forest, the state is a microcosm of everything that attracts the fun-lover.

From Edison, the famous resorts of Atlantic City, Asbury Park, and others are a hop away on the Garden State Parkway. Deepwater sailing and power-boating, fishing and leisurely basking on sundrenched beaches are a never-ending delight.

The state maintains 18 parks, ranging from the 11,000-acre giant High Point to 13-acre Barnegat; forest preserves include one of 95,000 acres! Long Island Sound, Delaware Bay, the great mountain ranges of Pennsylvania and New England are within easy reach.

For sports-lovers, Shea Stadium, Yankee Stadium, and the new Philadelphia sports complex are within an easy drive. It's possible to board a high-speed train within three minutes of Edison and emerge in Pennsylvania Station, directly under the new Madison Square Garden. Time elapsed: about 40 minutes!

Closer to home is lovely Roosevelt Park, owned and operated by Middlesex County, lying totally within Edison Township. Its treeshaded lawns, its lake, and rolling acres are a pleasant communication with nature, while its active sports offerings are abundant. Roosevelt

Park has its own outdoor theater, the scene of free dramatic and musical events all summer long. There are 42 other parks, playgrounds, and recreation areas throughout the township.



Middlesex County operates a fine nine-hole golf course adjacent to Middlesex County College, uncrowded and beautifully landscaped. Metuchen Country Club Golf Course and Plainfield Country Club

lie within Edison; Rutgers Golf Course, open to the public for greens fees, is about 10 minutes away. Tamarack, a new county-operated golf course, is in nearby East Brunswick. Golfers have their choice . . . a difficult choice in view of the challenge of courses open to them.

While skiing in the Poconos, the Berkshires, the Green Mountains and White Mountains is famous throughout the nation, Thompson Park, complete with lift, beginners' and advanced slopes, is only 15 miles away.

Edison Township has a fully programmed Recreation Department offering activities to people of all ages and interests. Tennis, soccer, baseball, basketball, football, softball, hockey, Ping-Pong—all these of course. But also square dancing, dramatics, "ham" radio, model airplanes, bowling, fencing, bridge, and a host of other less-common activities spark its calendar. The Department operates the Edison Boat Basin, a power and sail marina on the Raritan River.

The township is alive with athletic leagues: Little League, Pop Warner, Pony League, and others, privately sponsored but supervised and supported by the Edison Township Recreation Department.

Moments of leisure, long weekends or full-scale vacations—Edison residents enjoy a variety of pleasures to suit every taste.





Opposite Page: Hiking single file through lovely Roosevelt Park

Top Left: Little League baseball—a favorite with young sluggers

Top Right: Preparations at the Edison Boat Basin for an excursion on the Raritan River

Left: Many golfers choose to play on this fine nine-hole course adjacent to Middlesex County College



# RARITAN CENTER



What makes Raritan Center a unique showplace of American commerce?

It is much more than an industrial park with brick, steel, and glass buildings and pavement. Thousands of trees enhance miles of new boulevards; hundreds of acres of lawn and shrubbery add to the beauty of quietly attractive, new business facilities throughout Raritan Center. In creating this large industrial park, the developers were careful to emphasize aesthetic values as well as modern innovations, since they were building for such "blue-chip" corporations as RCA, W. T. Grant, Westinghouse, Chrysler, and American Hospital Supply.

The Center came into being in 1965 when Frank and Vincent Visceglia successfully bid for, and purchased,

most of the old Raritan Arsenal in Edison from the U. S. government. Today, more than 6000 persons are employed in the spacious park between Woodbridge Avenue and the Raritan River. Because of the steady, deliberate pace of this careful master plan to create the East's largest and most attractive industrial center, it will take at least 10 years before Raritan Center is completed. Then an estimated 25,000 persons will work here. Jobs will have been created for an additional 100,000 in supporting industries and service firms in Edison and throughout Middlesex County.

The developers of this 4400-acre growth-environment complex for industry, commerce, and research are interested in attracting only good, clean, high-quality

industries. Because it is uniquely endowed by nature and due to the foresight in planning of the conscientious team, this Center provides so many advantages that virtually any industry can find the particular combination of facilities, services, and environmental factors that it requires. This is why the Edison area is a major crossroads of world traffic and commerce.

The park's owners have tried to make this a pleasant setting for both the employers and the employees. One third of the nation's population is within an overnight drive. Products can be distributed throughout the East Coast Megalopolis efficiently by way of the superhighways that intersect at Raritan Center. Every building site has its own railroad siding. A deepwater dock is located





within the park. A heliport is planned for Raritan Center in the future. And an international jet port is only 13 minutes away!

In planning, the developers have applied the most modern innovations, such as closed-circuit TV, to keep track of inside operations for efficiency, and huge aisles in distribution centers to stack furniture and other goods 20 feet high. All loading and parking facilities are on the sides or rear of the buildings, thus keeping the fronts attractively landscaped. Buildings have brick, stone, or other modern architectural facings and are set back from 50 to 100 feet from the street. Each site has its own high-capacity water, sewer, gas, electric, and telephone facilities, all underground.







Prime sites as large as 1000 acres and as small as two acres are available for purchase. Raritan Center offers these other advantages:

- Buildings for lease, with up to 250,000 square feet of flexible space in a single story.
- Immediate access to the north, south, east, and west via the New Jersey Turnpike, Garden State Parkway, U.S. Route 1, Interstate Route 287, and other major arteries.
- Within minutes of Newark, Kennedy, and La Guardia airports, plus several suburban airfields.
- Easy access by modern highways to the Verrazano-Narrows Bridge, the direct link to Brooklyn, Long Island, and New England.
- Availability of scores of dependable truck lines which serve a 60-million-population market overnight.
- 2000-foot dock frontage on the navigable Raritan River, 10 miles upstream from the Atlantic Ocean.
- A four-lane highway runs through the site to implement paved roads.
- Site serviced by both the Penn Central and Lehigh Valley railroads, with nationwide connections.

At this excellent location, you will also find the new Ramada Inn roadside hotel, which has nine stories of luxurious accommodations and a fine restaurant commemorating Thomas Alva Edison, the township's first industrial leader. A commercial center is planned, with shops offering personal services and offices for physicians and other professionals. In addition, a marina for pleasure craft is also planned for the Raritan Center riverfront.

The Center's choice spot in such a densely populated area is conducive to ready availability of a large number of skilled workers, trained in New Jersey's vocational and technical high school system, as well as unskilled labor and topflight management personnel.

An ideal place to live and work, this progressive community offers exciting advantages to every member of the family. Active outdoor fun includes boating, golfing, hunting, and fishing, plus beautiful beaches and resorts within minutes of Raritan Center. The cosmopolitan living is enhanced by an active cultural life. Enjoy classical and contemporary concerts, opera, ballet, art expositions, and other events year round.













This thriving area has a nationally recognized educational system. Evening adult-education courses cover a host of interesting subjects; boundless academic opportunities are available at the nearby colleges and universities.

All these advantages are most attractive to prospective

new industries. Raritan Center is the ideal location and environment for a company on the move. The industrial park is a good neighbor to the Edison community.

The developers invite you to become a part of Raritan Center's future. For brochures and complete information, write or call:

Raritan Center, Administration Building  
Raritan Center Parkway, Edison, New Jersey 08817

Executive Offices:

155 Washington St., Newark, N.J. 07102

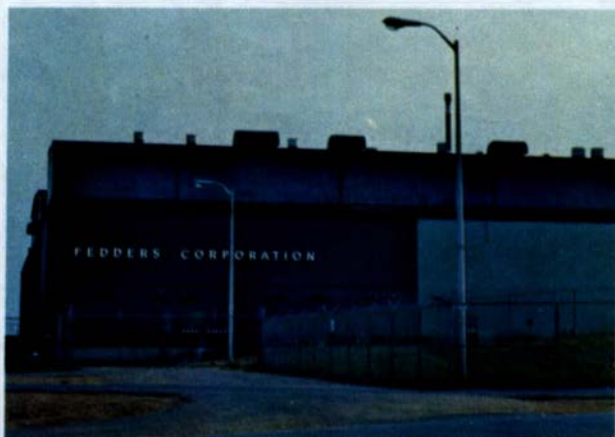
Phone (201) 643-2222





## EDISON OFFERS AN IMPRESSIVE ROSTER OF INDUSTRIAL ADVANTAGES

Edison is a pivotal point, a vital factor in the Boston-Washington economic corridor. Route 1, Interstate Highway 95, the Lincoln Highway, and the Garden State Parkway all interconnect within the borders of the township, giving Edison industry and people easy, highspeed, uncluttered access south to Florida, north to New England and the Canadian border,



and west to the rest of the nation. Nowhere else in the East is there such a well-developed complex of super roadways.

The New Jersey Turnpike is Edison's segment of Interstate 95. It zooms south to the Delaware Memorial Bridge. To the north are the Lincoln and Holland tunnels and the George Washington Bridge, major accesses to metropolitan New York. Route 1 links directly with Interstate 287; I-287 crosses the Outerbridge Crossing and enters the Borough of Richmond to link Edison's highways with the land, sea, and air transportation complex of the New York metropolitan region.

Three major airports—Newark, John F. Kennedy, and La Guardia—are linked by high-speed turbocopter and STOL (Short Takeoff and Landing) aircraft, bringing JFK International Airport within 12 minutes of Newark Airport which is only a few minutes away by turnpike.

Interstate 278 meets Interstate 78 near Edison, carrying goods and passengers to western New Jersey and on to the industrial complexes of eastern Pennsylvania. The Garden State Parkway, Route 18, Route 35, and Route 9 all proceed to the New Jersey shore. The Penn Central system has freight and passenger terminals in Edison. The famous Metroliner, providing 100-miles-per-hour rail service to Washington and New York City, stops at Iselin, about three minutes from Edison.



Contiguous to the ports of Newark, Elizabeth, and New York, Edison has its own seaport: Port Edison. Located on the Raritan River, it is a direct connection between the industrial park at Raritan Center and the

sea. Plans are maturing to dredge its channel to accommodate the deepest-draught oceangoing vessels.

A cross section of American industry has chosen Edison, giving the township a healthily diverse industrial base. The Fedders Corporation has chosen Edison for its home, as have many other well-known companies. Among them are Westinghouse, Ford Motor Company, Mobil Chemical Corporation, Lee Filters, Tenneco Chemicals, Owens-Illinois Glass, RCA, Metex Corporation, Revlon Corporation, Halecrest, Edison Asphalt, and L.A. Dreyfus.

Raritan Oil Refinery, Benzol Chemical, Berry Steel, and Cornelius Wax Refining add to the chemical complex of the area. Among the distributive industries are S&H Green Stamps and American Hospital Supply.

The industries and people of Edison Township are served by a group of the largest, most reliable utilities companies anywhere. Elizabethtown Gas supplies natural gas to the entire area; Public Service provides electrical power and gas. Telephone service is through New Jersey Bell. The state is recognized as a leader in computerized banking. Edison's three banks are participants in the new way of banking. Recent liberalization of New Jersey's banking laws has permitted their rapid growth and expansion of services.

Middlesex Water Company, Elizabethtown Water Company, and the Edison Water Utility are the area's water supplies, drawing their product from deep wells and surface sources. Potable and process water are both available in abundance. The tax rate in Edison is dramatically below neighboring industrial communities, and it has shown an excellent record of stability and predictability.

Edison Township offers existing and incoming industry an impressive roster of advantages. Your further investigation is most warmly solicited.



Right: American Can Company,  
one of Edison's 250 diversified  
industries located in  
Kilmer-Sutton Park

Opposite Page, Left: Westinghouse  
Corporation, one of the well-  
known companies that have  
chosen to locate in Edison



## JENNINGS-KITCHEN-GRYCO, INC. /Printers

Specialists in publications, catalogs, and general printing jobs for consumers and industrial and commercial concerns locally and nationwide, we are known for our quality offset and letterpress work and quick, efficient service. Since 1946, we have been an important part of Edison's industrial complex, and look forward to many more years of serving.

Crowells Rd., Edison

Phone 572-3030



## COMPUTER INSTITUTE OF CENTRAL NEW JERSEY

Mushrooming across the country at an increasing rate are computers, now used in so many firms and government agencies. The Institute offers quality education and professional training to those who plan to enter the exciting, satisfying field of data processing. Benefit from well-qualified instructors, latest teaching techniques and equipment, and free nationwide placement service. Classes available at plant location.

1060 Amboy Ave., Edison

Phone 494-1030

## POHL INSURANCE CENTER PIC-RITE INC. UNITED INVESTMENT SERVICES

In fourteen short years, Otto Pohl (lifelong resident of Middlesex County) has built one of the county's largest insurance agencies specializing in insurance for the individual—life, fire, homeowners, auto, accident and health. General insurance, commercial, and industrial are also an important part of our business.

Service facilities also offer:

- Auto Loans
- Insurance Premium Financing
- Financial Planning
- Mutual Funds
- Income Tax Service
- Notary Public



1760 Highway 27, Edison, N.J.  
(opp. Kilmer Shopping Center)

Phones: 287-1818 & 985-5454





### REYDEL PONTIAC, INC.

"First in sales in Pontiac in Middlesex County," Reydel Pontiac is the only new-car dealer in Edison. Fleet sales and leasing from its complete line of new models . . . a fine selection of popular-brand used cars . . . complete body shop service . . . you'll find all your automotive needs satisfied here.

Rte. 27, Edison

Phone 287-2828



### EDISON TRAVEL AGENCY

Take the ravel out of travel. For professional planning with a personal touch, leave everything to our experienced, well-traveled staff. Be assured that your business trip, cruise, vacation, or honeymoon will be a memorable occasion. From start to finish, everything will be planned for you including all air, land, and sea reservations . . . and there's "never a service charge."

Edison Colonial Village, Rte. 27 & Parsonage Rd., Edison  
Phone 548-4252 or New York, area code (212) 732-2480



Quality, Selection, Service, combine together to give you more at Wards. Everything you need for yourself, your family, your home is here. Visit us soon, we know . . . . .

*YOU'LL LIKE WARDS!*

Menlo Park Mall, Edison

Phone 549-6300



### EDISON LIQUORS

Boasting one of the largest and most varied selections of beverages, party supplies, and collectors' items in the Menlo Park area, Edison Liquors can help make your next party an overwhelming success. The range of spirits is extensive and includes fine chilled champagnes, imported and domestic wines, liquors, and ice cold beer. Plus delivery service and 24-hour ice machine. Parking's never a problem.

Colonial Village Shopping Center

State Hwy. 27 & Parsonage Rd., Menlo Park

Phone 549-2700



# ABOUT HALF OF THE TOP COMPANIES IN THIS COUNTY BANK WITH US...

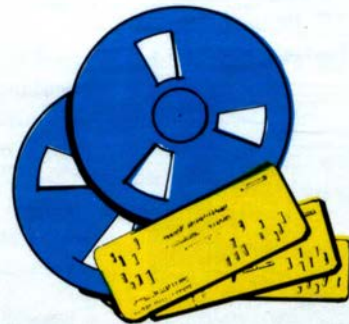
## BUT HOW DO WE GET YOU?

### *We have four possible suggestions*



#### **LOCK BOX SERVICE**

A corporate service that provides for fast crediting of receivables.



#### **COMPUTERIZED PAYROLL**

Fast efficient low cost payroll service for concerns of every size.



#### **COIN DEPOT SERVICE**

A statewide armored car pick up service that provides for same day credit of deposits.



#### **FULL SERVICE BANKING**

Personalized banking services that meet a family's every banking need from Mastercharge cards to trust and investments.



## THE NATIONAL STATE BANK

Offices in Union and Middlesex Counties

EDISON OFFICE: LINCOLN HIGHWAY (Route 27 and Shepard Place) • Phone 247-4600





# menlo park mall

## 72 great stores and services . . .

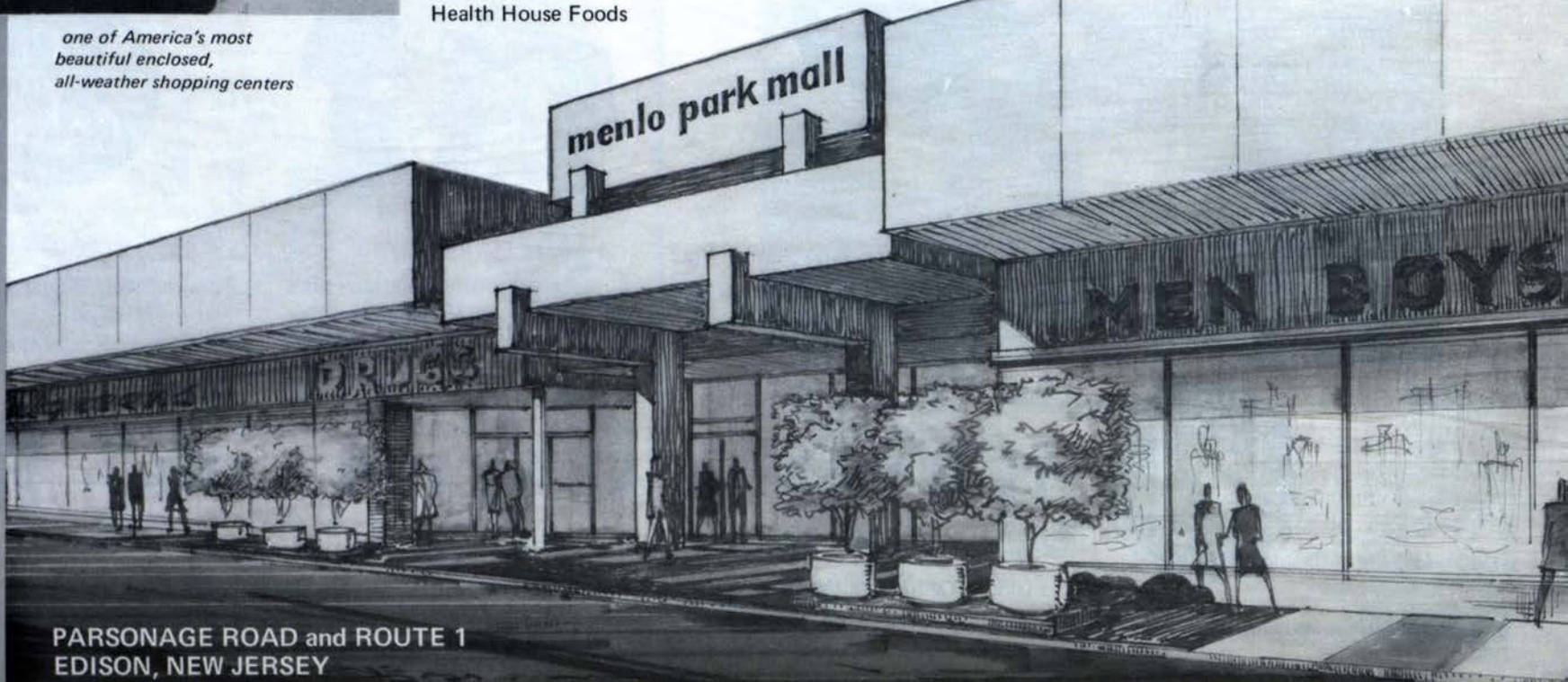
MEMBERS MENLO PARK MERCHANTS ASSOCIATION

Andre's Beauty Salon	The Hub Pub Restaurant	Red Cross Shoes	Thom McAn Shoes
Animal Garden Toys	Archie Jacobson Men's Wear	Red Rooster	Tobacco Village
Bamberger's Dept. Store	Kaiser's Flowers	Riverboat	Town Shop Women's Wear
Bamboo Kitchen	Lerner's Shops	Royce Shoes	Village Shop
A. S. Beck Shoes	Littman's Jewelers	Scandinavian Shop	Walgreen's Drugs
Bond Clothes	Mamselle Dresses	Schilling Draperies	Wallach's
Canadian's	Martin Paints	Scot Ties	Wilbar's Shoes
Card-O-Rama	Menlo Bagel Bakery	Shaver's World	Woolworth's
Center ESSO Service	Menlo Cinema	Sultana Inc. Hosiery	Helmsley-Spear Management
Colonial Classics Furniture	Merle Norman Cosmetics	Singer Sewing Center	
Cornell's Children's Wear	Montgomery Ward	Sound of Music	
Danny's Refreshments	The Movement	Spencer Gifts	
Duane Shoes	Nobby Millinery	Star Hosiery	
Edison Bank	Paper Basket	Tabachnicks Deli	
First Federal Savings & Loan	Pastry Maid		
Flagg Shoes	PathMark Foods		
Franklin Simon	J.C. Penney Co.		
Gale-Vin Pet Shoppe	Raiffe's Children's Wear		
Hardy Shoes			
Health House Foods			

*one of America's most  
beautiful enclosed,  
all-weather shopping centers*

open nights  
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monday thru  
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only  
minutes  
away  
from all  
central  
jersey



PARSONAGE ROAD and ROUTE 1  
EDISON, NEW JERSEY



## AT HOME IN THE SUBURBS . . . IN TOUCH WITH THE CITY

It's a delightful fact that residence in Edison Township is just about all pluses. The area is definitely suburban, green, and quiet. Yet the glitter and excitement of New York City's entertainment and cultural centers are just a few minutes away. Edison people reach these centers more quickly, easily, and directly than most New Yorkers!

There are other pleasant suburbs fringing the big city that might say the same, but citizens of these places tend to pay a high price for their pleasures in terms of taxes.



Taxes in Edison are unusually moderate, since the concentration of industry in the area provides a base of ratables that keeps taxation low. Still, Edison is so

roomy that industry and residence are well separated, each keeping to its place, though conveniently connected by a superb network of roads.



Housing in Edison is a fine investment. All barometers indicate a continuing growth and real estate values are climbing steadily. New homes in the \$50,000 to \$60,000 bracket are rising in the northern section of the township, next door to resales of perhaps three-year vintage.

In the southern section of the township are a large number of more moderately priced homes selling from \$19,000 to the middle \$20,000 levels. Median price for

housing within the township would fall between \$30,000 and \$40,000.

The influx of new arrivals brought by industrial growth and executive transfer has encouraged the larger Realtors of the township to develop a unique system of services to buyers and sellers. Houses may be purchased



or sold on very short notice while maintaining fair values. In a hurry-up situation, Realtors will concentrate their entire staffs on the sale or purchase of a given home, eliminating costly errors of judgment and preventing the loss usually encountered in such situations.





## J.M. HUBER CORPORATION

The J.M. Huber Corporation, one of the nation's leading suppliers of printing inks to the newspaper and the packaging industries, and a producer of carbon black, kaolin clay, inorganic chemicals, oil and gas, offers every employee the opportunity to enjoy a productive career.

A basic Huber principle is that its employees are the most vital part of the organization and contribute to the firm's outstanding reputation for quality. The company is seeking to expand its staff with top-caliber personnel interested in growing with a well-managed, progressive firm supplying well-established and yet dynamic industries.

Through continuous product research and development and improved methods, the future of J.M. Huber in Edison is bright.

Thornall Street, Edison, N.J.

Phone 549-8600

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## ANTHONY ENSANA, ELECTRICAL CONTRACTOR, INC.



High standards of materials and workmanship are always maintained by Anthony Ensana, Electrical Contractor, Inc. For about 20 years, the company has been serving industrial and commercial concerns in Edison, and it is responsible for the fine electrical work on many new concerns. Some of its recent projects include St. Peter's High School, Allied Chemical, Middlesex Hospital, Toms River Country Club, Raritan Valley National Banks, and The Edison Banks.

19 Langstaff Ave., Edison Phone 287-0405 & 985-0405



## RETAILING CENTER FOR A BISTATE REGION



Edison Township has no downtown section, in the conventional sense. Instead of the typical cluster of downtown stores and buildings, Edison has the mammoth Menlo Park Shopping Center, a gigantic 75-acre regional shopping center that draws on a bistate population sprawling across central New Jersey and penetrating into New York City's borough of Richmond on Staten Island.

Left: The "Palette of Color"—a lighted stage used for community events—at Menlo Park

Below: Shopping is a delight when it is in such pleasant surroundings as Colonial Village



Menlo Park is one of the largest and busiest shopping centers in the world. It parks over 6700 cars in areas conveniently spaced on all sides of its enclosed mall to shorten walking distances. It numbers famous Fifth Avenue *haute couture* names among its stores, as well as several full-service department stores and a host of smaller specialty shops. Its "mix" of stores is outstanding, catering to all tastes and all purses.

Menlo Park is more than a shopping center—it's a mirror of the community. Its enclosed, all-weather mall, extraordinarily beautiful, fully air conditioned and restfully decorated, is a recent renovation, a reflection of the growth in affluence and sophistication of the community. Planned improvements are further reflections of the upward-spiraling community it serves.

Menlo Park is also a community center. Its "Palette of Color" lighted stage is used for displays of ethnic culture, for fashion shows and other community events.

Edison is also served by four smaller shopping centers: Edison Shopping Center, Kilmer Plaza, Nixon Shopping Center, and Colonial Village. All offer generous parking space, and all specialize in satisfying the daily needs of families in their neighborhoods. In total, Edison generates an annual retail volume of \$225 million.



## CENTER OF A GOLDEN INTELLECTUAL CIRCLE

The quantity and quality of institutions of higher learning that surround Edison are almost legendary. Rutgers—The State University is about 10 minutes away in New Brunswick. The new Livingston Campus of that historic institution is within Edison Township. Douglass College for Women, the distaff representative of Rutgers, is also in New Brunswick.

A few minutes farther away are the famous engineering, medical, and liberal arts colleges of Newark. In the same area are Fairleigh Dickinson, Seton Hall, Upsala, and three of New Jersey's state teachers colleges. A bit farther south is Princeton; and New York City's colleges are no more than 40 minutes by car or high-speed rail.

Right within Edison's borders is a prestigious representative of the new breed of college, Middlesex County College. It awards the Associate degree upon successful completion of programs, and has sent its graduates on to major universities throughout the nation, and into the laboratories, computer rooms, and production shops of Edison's industry.

The public school system of Edison Township provides a straight and true pathway to higher learning. The township spends 70 cents out of every tax dollar on maintaining and improving its abilities to educate its youth. The results are highly visible. New thinking in curricula keeps educational content in line with the needs of today. Although its population is only three

percent nonwhite, the school district has pioneered and implemented depth courses in black history and culture. Its program in distributive education is a model for the nation. Work/study shared-time programs are widespread in industrial and commercial curricula.

Encouragement of scholarly interests starts early. There are Title I programs for disadvantaged preschoolers and early graders; there are reading specialists in each school and six speech therapists in the



district. Course offerings at junior and senior high school levels are increasing in number and include subjects that would have been considered too advanced a few years ago. Afro-American and Asian culture, political science,

Latin-American history and culture, drama, the citizen's place within the structure of law . . . these are elective credit courses that previously could be found only in college catalogs.



Parochial education keeps close pace with public education; dialogue between the two systems is warm and continuous. While many graduates of the parochial elementary schools throughout Edison enter St. Thomas Aquinas High School, a regional secondary parochial center in the Oak Tree section of Edison, others enter the public school system at secondary levels, where the cooperative attitude between systems becomes a tangible asset for them.









## CHAS. SMITH AGENCY, INC. Realtors Insurers

Serving your personal real estate & Insurance needs throughout Middlesex County. This professional Realtor and Insurer has been specializing in residential sales, serving Middlesex County for 20 years with integrity, and reliable, seasoned judgment. Our capable, courteous staff stands ready to assist in any way. We are members of All Points Relocation Service (APR), for the comfortable relocation of executives into and out of the area.

1931 Route 27, Edison  
Route 35 & Morgan Ave., Morgan

(201) 985-1515  
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**MEMBER  
MLS**

# LouRose



## LOU ROSE MUSIC CENTER

Music makes the world go round. And you'll find a complete selection of music, instruments, and accessories from around the world at Lou Rose Music Center. Lessons for beginners and advanced students on all instruments are given by a full staff of qualified teachers with college degrees. School rentals are a specialty of the firm, which also does expert repairs and tuning on the premises.

1627 Lincoln Hwy., Edison

Phone 985-3333



## NIXON PARK PHARMACY

For over 16 years Nixon Park Pharmacy, conveniently located in the Nixon Shopping Center, has been providing a complete line of the finest in pharmaceuticals and the newest in toiletry items to its Edison customers. Newcomers to the community will appreciate the ample parking facilities as well as the pharmacy's free pickup and delivery and 24-hour emergency service.

2056 Lincoln Hwy., Edison

Phone 287-1212



## DATA-AID KEY PUNCH SERVICE, INC.

The enormous success of Data-Aid Key Punch Service, Inc., in its few short years of business, is attributed to the efforts of the vital, talented President, Mrs. Arlene Henzler. Today, this qualified key punch service bureau has an excellent reputation and is doing volume keypunching for many of New Jersey's large corporations. Expert operators do the job in record time—plus free pickup and delivery.

2003 A Lincoln Hwy., Edison

Phone 287-4333

Other Convenient Offices

326 N. 14th St., Kenilworth  
42 Eastbrook Lane, Willingboro

Phone 276-6464  
Phone (609) 871-3540



## A MEDICAL CENTER FOR THE STATE

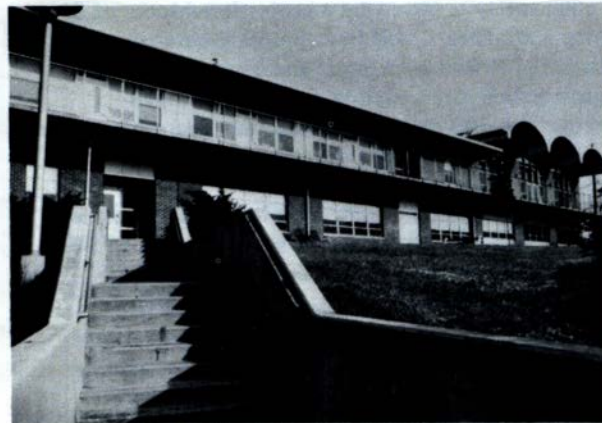
Edison Township ranks as a medical center for the state of New Jersey, for Middlesex County, and for itself. In addition to its own nonprofit, voluntary community hospital, John F. Kennedy Memorial Hospital, the township is the site of the Roosevelt Hospital, a county



institution for the treatment of respiratory and pulmonary diseases, a diagnostic center for the mentally disturbed, a state hospital for disabled veterans, and a center for the treatment of cerebral palsy.

Edison Township also maintains two pediatric centers for healthy children, called "Keep-Well" stations, free to township residents. It maintains a mobile clinic which serves as an emergency center for inoculation against epidemics and for the dissemination of public health services.

John F. Kennedy Memorial Hospital is a 205-bed, 27-bassinet institution offering the full gamut of acute care. Its emergency unit is professionally staffed around the clock. Its intensive- and coronary-care departments



are automated. Its staff of 153 physicians includes just about every generalist and specialist within the Township.

The hospital's plant is new—it opened its doors in 1967. All its equipment is also new, totally modern and advanced. But, like everything else in this flourishing, burgeoning place, medical services must keep pace with growth, and the hospital is expanding. It will soon open a rehabilitation and extended-care center on its grounds, while it increases the number of its acute-care beds.

In addition to its own outstanding facilities, the area is ringed by fine hospitals, medical centers and complexes. New York, Newark, and Philadelphia are close by. The fine new medical schools at Rutgers Piscataway Campus and in Newark give professionals the opportunity to keep well abreast of new developments, and to maintain the teaching component of their practice.

Far Left: The new John F. Kennedy Memorial Hospital, opened in 1967, has 205 beds and a full range of acute care

Left: Annex of Roosevelt Hospital, a Middlesex County institution for the treatment of respiratory and pulmonary diseases



## A PROGRESSIVE GOVERNMENT SPURS ORDERLY GROWTH



Edison Township is the second-largest municipality in Middlesex County. Its growth rate over the past decade has been unprecedented, and projections into the future are even more promising. Yet, the township has grown in an orderly manner, carefully zoned and planned to preserve a proper balance among industrial, commercial, and residential components and to assign to each the

areas that best meet its needs. Development of the gigantic Raritan Center, Kilmer-Sutton Park, and other industrial parks and areas has produced dramatic examples of enlightened, orderly planning.

At the same time, these and other industrial segments have enormously increased tax rates; Edison has one of the lowest overall tax rates in the state of New Jersey, while its level of municipal services remains enviably high.

Public safety is served by a professional force of 60 firemen and officers, and fine volunteer companies of 240 men, outfitted with latest and best of equipment. Edison's police force, mobile and highly trained, numbers over 100 men, in addition to a corps of school-crossing guards and volunteer Civil Defense Auxiliaries.

Surrounding communities have formal agreements of cooperation with Edison, and all serve as a single force against catastrophe and emergency.

Edison's Master Plan, prepared by experts from within and without the community, is broad in scope covering every facet of community life. It is based on sound and conservative fiscal considerations, and is

continually under review to keep it pertinent to current and changing needs. Edison's future growth, even more dramatic than its progress in the past, will be equally orderly, meaningful and serviceable to the people of the community.





# EDISON TOWNSHIP



Industry thrives in Edison Township! Strategically located in Northern Middlesex County, it is close to New York City and other metropolitan markets of the East.

Companies enjoy low and stable taxes in an environment where the government knows the value of its industrial residents, and where labor and management have achieved maturity. Excellent labor resources, fine schools and churches, ample recreational and cultural facilities, and complete modern banking services are just a few of the area's fine features.

Edison enjoys the Mayor-Council-Plan E form of government, which, since its inception in 1957, has been advancing the orderly growth of industry and housing.

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