



Friends of Historic Vineland

Volume 3, Issue 2 (Summer)



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What's In A Name?? By Frank De Maio, M.D.

When Landis founded Vineland, he stated that “the whole tract was a wilderness of a forbidding aspect; no beautiful parks, but oak of second or third growth, pine and brush, all of which had been swept by fires. The lay of the land was graced by no pleasing diversity of surface; it was level, with sufficient roll for drainage... but many miles were covered by small streams and swamps that needed to be drained.” Then he said, “Intending to make it a vine country, I called it Vineland. The result was to be reached after the planting of orchards and vineyards, shade trees and miles of hedges.”

Landis was a master at promoting his “ideal community” and many of the names he used to give to his new roads reflected his vision of Vineland. The centerpiece of his town was to be a massive road called “*Landis Ave.*” and the new town was to be one square mile, bounded by *East Ave.*, *West Ave.*, *Chestnut Ave.* and *Park Ave.* Remember that *Park Ave.* was named for the Landis Park that Landis donated to his “Ideal Community.”

To make potential settlers appreciate the opportunity for farmers to grow valuable crops, he also used names like *Plum*, and *Pear*, *Cherry*, and *Peach Street*. But of course, there were many other streets, and they have different reasons for their names.

Delsea Drive was called the *Malaga Road* because--you guessed it--it came from Malaga. Roads in the old days were often of limited length and named locally. Later, when roads were joined, people saw the name of the same road change as they went from one area to another. Malaga road eventually became part of a single long road that started at the Delaware river and went to the sea—Del Sea drive!!

As we all know (we all do know this don't we?), Landis bought his initial 20,000 acre tract of land from a Mr. Wood. He received some pretty good terms from Mr. Wood (seven dollars an acre, no money down, and no interest payments for 3 ½ years) and so in his honor Landis named *Wood Street* after him. (Cont. on page 2)

- News Flash
- Founder's Day was great. If you missed it, don't be depressed. You will get another chance to see it next year.
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- Our next big event will be the Millennium Festival at the Cumberland County College on October 21. It will be a major event, with something for everybody involving the entire county. Watch for announcements in the local papers.

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Horse bridge road (named after some horses that had an accident over a bridge on a road that wound from Vineland to Millville) was renamed *Main Road* because it was the main road from Vineland to Millville.

Mr. Landis also said in his memoirs that “Finally, a Capt. Post came from New England and bought 60 acres of land opposite Sharp’s farm on a new road which I was then opening and which in honor to him I called *Post Road*.” Naturally, there is also a *Sharp Road*.

took command of New Orleans for the north, then distinguished himself by stating that any woman caught taunting a northern soldier would be considered a “woman of the night.” The south countered by putting an image of him inside and at the bottom of their chamber pots so he received his just due daily.

Back to Landis—when he tried to attract Italians to his “ideal community” he purchased additional land and called it Nuova Italia or New Italy. Naturally the streets were given names like *Venezia, Dante, Piacenza*, and so forth. The one road that did not follow the pattern was *Panther Road*, named after the fact that someone spotted a panther in the area (was it real or due to some of the home made brew by the Italians who felt it was their duty to make the term “Vineland” come true.)

In 1861 when Landis was just getting started, the Civil War had begun. The battle of Bull Run had been lost, and the north was getting ready for a long hard struggle. Many of the early roads were opened during the time of this bitter and bloody struggle. Feelings ran very high in the country, and patriotic fever was at a pitch. Therefore it comes as no surprise that Vineland should have a *Lincoln Ave., Grant Ave., Sherman Ave. and Sheridan Ave.* But, a *Butler Ave.* Who in the world was Butler? Actually, he was a general in the Northern Army during the Civil War. With all the excitement and patriotism, it is easy to understand that people might want to honor someone who was not actually deserving of much praise. Such a one was General Butler who

Now I can go on and on, but what might be fun is for the readers to send me the names of streets that they know about and the reason for their name. For example, who is Evelyn of *Evelyn Ave*, or why do we have a *Valley Ave*. Is there a Valley near by??? What were they thinking of when they named streets like *Monarch, Queen, or Princess?* Was *Madison Ave.* named after president Madison???

Just send me a note with the name of the street, the reason for the name, and your name, and we will publish it in the next issue. Who knows, perhaps this will result in a street being named after YOU!!



Culture and the Shaver Report: Comments by Janice Olivio

A group by the name of Shaver & C. from New York City was engaged by the City of Vineland to create a cultural plan for Vineland. Always yearning to share culture with my community and especially our youth, I agreed to be on the committee for the City of Vineland to investigate the need for a cultural center here in Vineland. The plan has been completed and submitted to the City.

While serving on the committee, I did have the thought that, “Yes, we can all use a bit more culture” but, one of the misconceptions of this area is that there is little of cultural benefit in Vineland, when in truth we should understand that most

Jan Olivio as Marie Durand

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most people simply do not attend and appreciate all that is going on in our area of a cultural nature.

For example, how many people attended, or even heard about the Maxine Chapman's annual Spring dance group held at Vineland Senior High School, The Arod String ensemble from Israel held at the Cumberland College, the Society of New Jersey Artists Spring Art Exhibit held at the Vineland Public Library, the Vineland High School's Cap & Dagger performance held at the Vineland High School, the opera by Rosemary Alvino held at the Lutheran Church on Landis Ave., The Cumberland Players performance held at the Little Theater, and the wonderful Founder's Day outdoor event by the Friends of Historic Vineland & the Vineland Downtown Improvement District held at Landis Middle School to celebrate Vineland's birthday, or the slide show on Italy by Dr. De Maio? But I did attend the committee meetings, and did offer as many suggestions as possible.

It will not be hard for you to understand, then, that when I received the final plan prepared by C. W. Shaver & Co. I turned immediately to the sections I had been involved with and noted the report on the following three areas:

1: The Vineland Historical Society (to which I was a trustee and involved in the guide program on weekends and the Children's Tour Program where all the students of the 3rd grade in the Vineland School System visit as a field trip).

#2: The Friends of Historic Vineland (of which I am a member and play the role of Marie Durand)

#3: The Society of New Jersey Artists (which I preside over as President for a second term)

Starting with the first point, I was happy to read where the Vineland Historical Society's Children's Tour program that Dr. DeMaio and myself started two years ago is being continued. Also mentioned were the renovations that Dr. DeMaio and many civic minded "helpers" accomplished in the basement, as well as the Frank Andrews room and the office & library areas. The way I see it during the time that Dr. DeMaio was involved with the Vineland Historical Society great things happened that

had not happened in years, and it is hoped that the many things he started will be continued in the future.

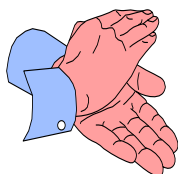
The second point involved The Friends of Historic Vineland which has started a variety of activities, the most impressive being that of the popular "Founder's Day" event (where we celebrate Vineland's beginning and where historic moments are re-enacted), as well as a popular historic calendar and postcards of "old" Vineland. The group under Tony Menone also gives guided tours of Vineland which we hope will promote the growth of Vineland.

The last point involved The Society of New Jersey Artists, a group of about 130 artists which has maintained the visual arts of this community for the past 50 years. This summer, this fine group of artists, along with the Vineland Downtown Improvement District will be offering art courses to the public right here in Vineland at the First United Methodist Church at 7th & Landis Ave. We hope this will be the beginning of a cultural center.

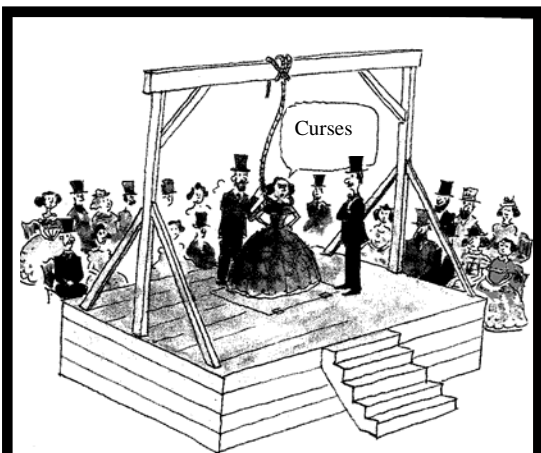
As a believer in culture, I'm glad that I am a part of this cultural activity. I am also happy that our school system starts to expose our youth to culture in the elementary level. I am fortunate that I can be directly involved in this process as an art teacher in that system. How wonderful it is that the need of children who want to learn can be satisfied with a cultural center and with cultural courses in the school system.

I hope that my direct involvement in all of the above and my love for Arts and History can help my dreams and the dreams of many others become reality. A great Vinelander, Marie Durand, loved to say, "Where there is a will, there is a way." I would like to say what the Shaver Company has said, "It takes dedicated volunteers to make culture a reality."

Members



Thanks to the generous donations of these people we can afford to send you this news letter!!!



Linda Schimmel (as Mrs. Hale)
"I regret I have only one life to give to
Founder's Day and Landis Ave.

TO BE A MEMBER OF THE FRIENDS

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- SPONSOR..... \$50
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FRIENDS OF HISTORIC VINELAND HAS NO CONNECTION WITH THE VINELAND HISTORICAL SOCIETY OR ANY OTHER ORGANIZATION

Season Special: To show our thanks, those donating 35 dollars will receive a discount card from the Chamber of Commerce and a set of cards of old Vineland. Those donating 50 dollars or more will receive a beautiful T shirt with the logo of the Friends plus the card!!

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