### New

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scorecard to keep track of all the activity with Cape May businesses, don't feel bad. This kind of changeover has not happened in a while.

"I haven't seen change like this in the 30 years I've been here," Susan Tischler of Just

For Laughs said.

Just for Laughs is a new store Sue and Barry Tischler opened next to their Kaleidoscope store, which is an eclectic collection of clothing, jewelry, and bags and hats. Just For Laughs is carrying a line of gifts by "Blue Q" and "Anne Taintor."

"It's humor for the literary ... and the literate," Tischler

Tischler said they found out the store next to them was available, and with the economy the way it was and the slow winter they had, she wanted a store that was "just for laughs."

"People need a laugh, everybody does," Tischler

said.

Tischler said they are hoping to make Just For Laughs more than just a retail store; perhaps have some radio shows broadcast from the shop - perhaps something akin to Garrison Keillor's Prairie Home Companion.

Prairie Home Companion.
Steve Rush from Andrew's

said his reason for relocating was a little more mundane.

was a little more mundane.

"The building was up for sale," he said.

He wanted to be able to stay near his old location and was fortunate enough to move just a half a block away. Lynn Arden's Children's Shoppe consolidated and moved upstairs, making the first floor available. Rush said the new location is larger and has a pleasant atmosphere, but he is unsure what the future will bring in the new location.

Dawn DeMayo, who with her husband John has opened the Gallery D'May, has a good feeling about the future. The DeMayos own the Victorian Walk Gallery, which is known for Thomas Kincade's work, and have located their new gallery next to Cucina Rosa.

"We've been here 20 years," DeMayo said, "and we just thought this was an ideal location. It made a dream come true."

She said the Gallery D'May is a new concept gallery something they have been thinking about doing for a long time. She said everything just fell into place and they are changing with the times.

"It's a good, positive thing,"

she said.

The new gallery has the

space to set up an office, allowing the DeMayos to give up their space next to the Gail Pierson Gallery and allow her to expand.

Bonnie Mullock has operated Bath Time for 16 years and has recently opened in the former Andrew's Antiques location. She said someone else was in line to get the store, but that deal fell through and she had the opportunity to more from Jackson Street to the Washington Street Mall near the Whale's Tale.

"It became a spur of the moment decision, and I've always loved this store, so it just felt right," she said. Mullock said she is thrilled

Mullock said she is thrilled to be located near the Whale's Tale and across from Morrow's Nut House, two landmark stores on the Washington Street Mall.

"I'm part of the BID (Business Improvement District) now," Mullock said. "It's just nice to have a beautiful storefront."

People who passed her store on Jackson Street might have noticed bathtubs full of yellow ducks. Mullock said a large porcelain tub was wheeled down Jackson Street on a dolly to the new location, while a tin tub was put in the back of a friend's SUV.

"And we never lost a duck,"

Mullock said.

Mullock said she has conducted an informal survey and found 60 percent of customers have never heard of her, despite being in business for 16 years. The positive side of that story is that she is getting new customers.

As reported in previous stories in the Star and Wave, Hilary and Chuck Pritchard of the Whale's Tale have opened Splash, a fine gift store with a shore theme. Key West Tacos, which had been selling non-traditional tacos at outside events, such as the West Cape May Farmers Market (held Tuesday's all summer long), has found a permanent home next to Higher Grounds Coffee Shop on West Perry Street.

The Copper Fish, previously located across from South Jersey Marina, has moved to the former Moonfish Grill (formerly Daniel's) on Broadway in West Cape May.

The Depot Market, was also featured in a story in the May 6 edition of the Star and Wave. Chris Shriver, who is married to the executive chef at the Mad Batter, Lisa Shriver, has taken over the Depot Market and plans to maintain what has become a favorite menu with locals and visitors alike.

# Changes on mall include new help

By CHRISTOPHER SOUTH Cape May Star and Wave

CAPE MAY - While there are a lot of changes in businesses on the Washington Street Mall, one constant is the need for hiring seasonal employees.

One of the signs that confirms this regular ritual is, well, the number of "Help

Wanted signs visible in shop windows. brief survey of area stores indicates there are primariretail ly positions available for anyone who is available and, perhaps, who is willing to

learn about sales and customer service.

Just walking the Washington Street Mall, it is not hard to find places looking for seasonal help. The Colors Clothing store is looking for sales staff, hopefully who are 20 years old or older and who have some retail experience. They are looking for those who are available to work evenings and weekends, and are part of four businesses located in Cape May.

The Fudge Kitchen is looking for people to work the night shift. They have positions for counter help and would like them to be over 17.

The Toy Shop of Cape May needs part-time retail help and at least one full-time day position. They are looking for people who can stay until September.

The Authentic Sportswear shop is also looking for retail help, part-time and full-time.

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They are also looking for shift managers - experience is

helpful.

The Ugly Mug is currently looking for kitchen help, over

18 years old, for available shifts.

Second Story Sweets in the City Centre Mall is looking for someone to work nights and weekends. The right person would be able to work 40

hours, but must be a self-starter and able to h a n d l e money.

money.
Judy's
Jewels is
looking for
part time
workers
who are
available
on weekends. Retail
experience
and over 18
are pre-

ferred.

Beach Bums is looking for sales staff for days, nights and weekends. They prefer people over 18 who are reliable and can get to work on time.

Henry's jewelry store would also prefer sales staff over 18, but they are willing to train customer oriented persons. Must be available any shift including weekends.

Celebrate Cape May is potentially looking at hiring sales staff around mid-June, but is looking for people who are not afraid of hermit crabs. Interested persons may also inquire about positions cleaning condominiums two days per week.

Help wanted signs have also been seen in businesses along Beach Avenue and in West Cape May.

### Design

Continued from page A1

very, very offensive and an insult to our (Historic) Landmark status," Carroll said.

He said the Victorian gingerbread design of the light piers doesn't represent anything else in town. Cleamans said the piers were not graceful looking and the proportions are wrong. He said the piers could be tweaked, as Fleming suggested, but he still thought they were wrong for the bridge.

"Something like that, if you are going to rebuild them you would be better off starting over," Bashaw added.

Bashaw said the problem was the city had no practice in place that respects design standards.

The design committee briefly discussed a resolution Councilwoman Linda Steenrod said she wanted to introduce requiring the city to have construction projects reviewed by the Historic Preservation Commission. The light piers and vinyl rail-

ings on the Promenade prompted the call because of their appearance and for being made from synthetic

Fleming said it was better to figure out how to go forward with what is there than to scrap the light piers entirely. Fleming also said he wasn't sure the committee was charged with making recommendations on the gas light poles. Swain likewise said the design committee was not empowered to make such a recommendation.

Bashaw said the committee needed to determine what they wanted, research what can be done and what they want to fund. The 2010 municipal budget does not have funding for replacing the light piers, and Carrroll said he was reluctant to ask for money when non-profits in town are suffering with tight budgets.

Bashaw said they should research the flag pole idea and submit the information to council.

The committee did agree they should make a presentation during a city council workshop session. The next city council work session is June first at 1 p.m. The committee agreed to invite council members, including those just elected, to a design committee meeting on May 24 at 10 a.m.

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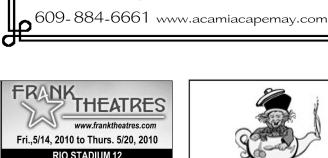
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