

Alternate Giving Ideas

The Wildwood Historical Society, Inc. and the Boyer Museum were made possible through the contributions of many individuals in our community.

The gifts you make today help preserve the memories of the past. Please consider the Historical Society in your will.

Friends of the Wildwood Historical Society, Inc.

Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____

Membership Class	
<input type="checkbox"/> Life	\$200.
<input type="checkbox"/> Business	\$50.
<input type="checkbox"/> Sponsor	\$50.
<input type="checkbox"/> Contributing	\$25.
<input type="checkbox"/> Family	\$15.
<input type="checkbox"/> Individual	\$10.
<input type="checkbox"/> Student	\$5.

Renewal **New**
 Please check membership class and
 enclose fee with application.

Wildwood Historical Society, Inc.
 George F. Boyer Museum
 3907 Pacific Avenue
 Wildwood, NJ 08260

AV-09-1

Wildwood Historical Society, Inc.
The George F. Boyer Museum

Issue #23

The Wildwoods By-The-Sea, New Jersey

Summer, 2009

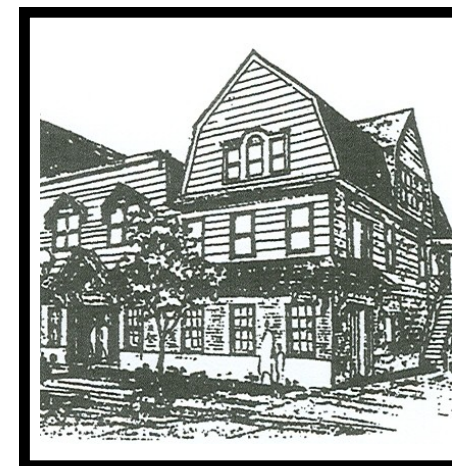
*. a message from
 the President*

It's been a hectic six months, but we are happy to say our new building is up, and the dedication and ribbon cutting were a success.



The ceremonies were held in conjunction with our annual Postcard Show and Open House. The weather cooperated beautifully, and city officials from Wildwood, North Wildwood and West Wildwood were on hand to wish us well and present their proclamations. What a great day!

Now that we have more room, Al Brannen, one of our directors, has been busy going through boxes that have been stored in our back room. He has come upon some really neat treasures. We have the original ledger of the first Italian Social Club which eventually became the Sons of Italy. The first entry is March, 1932, and lists most of the Italian names of the island at that time. We also found the corporate seal of the Italian Social Club from 1922. These are now on display in our new addition. He also unearthed dozens and dozens of grade school photos from Wildwood and Andrews Avenue schools. They were taken between 1954 and 1957 and have all been cataloged and put in the school folders. He even came across a 1918 photo of the late "Reds" Maxwell, a long-time Wildwood Commissioner in his WW I Army uniform, which we



**Preserving the
 history and memories
 of the Wildwoods . . .
 The
 Wildwood Historical
 Society, Inc.**



you, ladies, for your help.

Also, please know we are still soliciting funds for our new building. Remember, any donation over \$500 will earn you or your group a place on our perpetual plaque. Have a wonderful summer, one and all and don't forget to stop in for a visit.

Anna M. Vinci, President

Hotel Cromwell, 1959



Then!

2601 Condos - 2009



Now!

2601 Atlantic Avenue, Wildwood, NJ

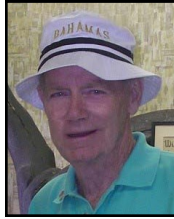
We are always looking for new members to help preserve Wildwood's history. Now is the time to renew your membership. If you have done so already, we thank you. Because of rising costs of maintenance and utilities, donations are welcome, too! Membership dues help to cover the cost of mailing, notices, newsletters and notification of special events.

MEMBERSHIP

Wildwood Historical Society, Inc.
 George F. Boyer Museum
 3907 Pacific Avenue
 Wildwood, New Jersey 08260



**JUNIOR OFFICIALS - GOVERNMENT DAY
 NORTH WILDWOOD COUNCIL CHAMBERS, DECEMBER, 1972**
 Seated left to right: Chris Grosse, Monica Rucci, Robin Tomlinson, Janine Sicilia, Maureen Monaghan. Standing: Vera Trombetta, Lori Bradshaw, Beth Watt, Judy Craven



Curator's Corner

by Bob Scully

Our collection of memorabilia and artifacts continues to grow. **Lou Suppa**, a retired Wildwood policeman, brought in a collection of photos from the police department going back to 1953. **Scott Hand** brought in a photo of the late **Harold Sherwood** and an Army WAC selling WW II war bonds. There were also photos of Five Mile Beach Buses, and Grand Prix auto racing at 4600 Ocean Avenue. **Chris White** gave us a photo of the Pacific Hotel in 1903 that stood at Andrews and Pacific Avenue. A 1946 and 1954 Polk Directory was given to us by **Joe Gerety**. They are an invaluable source of information for us. The **Vinci** Family gave us a framed *Salvation Times* North Wildwood political newspaper from 1927. One great find came from **Bob McLaughlin**. It is the store safe belonging to R. W. Ryan one of the early settlers of Wildwood in the late 1800s. Ryan opened the first store on this island. The safe is now on display in our new addition. **Bill Callahan** dropped off a photo of an Atlantic Tobacco Company 1920s truck and **Dave Williams** of the Wildwood Crest Historical Society continues to share his photos with us. Stop in and see for yourself. There's so much to see!

.....until next time

HOURS

Closed all National Holidays and Sundays

SUMMER HOURS

Monday thru Saturday, 9:00 - 2:00 PM

WINTER HOURS

Thursday thru Saturday, 9:00 - 2:00 PM

2009 Executive Board

President	Anna M. Vinci
Vice President	Phyllis Bethel
Vice President	Doug Ford
Treasurer	Mary Ellen Shields
Secretary	Larry Lillo
Curator	Robert J. Scully
Alexander Brannen	Anthony Canzano
Scott Jett	Chris Mento
Anna M. Vinci, Editor	

Historian/Manager - Robert Bright

Do you remember Marsh's Bakery on the corner of Poplar and New York Avenues? This question was posed to a number of residents and former residents and most were unanimous in their praise of the "delicious cinnamon buns and butter cake."

Bob Frederick from Wildwood Crest said he remembered riding by the store on his bike and "smelling the great aromas coming from the bakery." **Bob Hoffnagle** of Erma, responded with "Do I remember Marsh's Bakery? Yep! Like it was yesterday." Bob said he grew up in West Wildwood where his father had a bakery. After his dad passed away, the family moved to Wildwood. Bob's route home would walk him by Marsh's Bakery and the smells of baking were a treat. He said it was the custom in those days to stop at the local bakeries for buns for breakfast after going to church. Bob was born in West Wildwood in 1928 and he concluded with "I wouldn't trade my time growing up in Wildwood for all the tea in China!"

Chris Tagliatela of North Wildwood said "Hot Bake! Those are the two most remembered words from the sixties. From 7:00 AM to 7:00 PM people lined up to get the most luscious cinnamon buns with raisins and nuts, cinnamon and sugar twists, German butter cake and more. My salivary glands are working overtime just thinking of the good old days." **Jack Beaver** who now resides in Pottstown, PA, said "I remember Marsh's very well." He recalled another favorite called "snowflake rolls" and the inflationary price of 14 cents for a loaf of bread which his grandmother balked at paying. He said, "I don't know if this is of much help to you, however, I had fun reminiscing."

Pat Shea Lampi of Tabernacle, NJ said she remembers "it being at the end of New York Avenue, but more importantly, they had the very, very best cinnamon buns ever! To date, I have never tasted any better. Yum, yum, yum!!!!" **Don Springer** of North Cape May said "It is not possible to forget the hot cross buns." Since they had no car, it was his job to go to Marsh's, "making the purchase and then running as fast as my feet would carry me from Marsh's to Montgomery Avenue." Sometimes he stayed at his friend **Earl Moore's** house, and Earl's parents would wake them up for hot cross buns. Don said "As I sit here at my trusty computer, I can almost smell those buns again."



Marsh' Bakery - 1960

Fred Grosse of Cape May Court House lived on the 100 West Block of 25th Street and he said it was the "greatest place to walk to for cinnamon buns and those great German recipes." **Inge Friesenborg Laine** of Rio Grande said her "memories included the 7 o'clock bake. Luther League (a youth group) met at Holy Trinity Lutheran Church on Sunday or Monday evenings. It was always one person's job to get down to the bakery shortly after the 7:00 PM baking to purchase the cinnamon twists for refreshments after the meeting. Nothing better than a fresh doughnut or twist from Marsh's!"

Bob Patterson of the Crest said "the first thing that comes to my mind is their delicious butter cake; best in the world and the second thing is their delicious cinnamon buns. It was especially nice to drive by and smell them baking." **Mary Carlson** of North Wildwood was brief but said "I think that Marsh's is the place that sold the delicious butter cake."

Charles Carr of North Wildwood responded with "Every Sunday morning after the 7:30 service at the old St. Simeon's on Maple Avenue, we would drive over to Marsh's to buy fresh glazed doughnuts for our breakfast before returning to church at 10:30 AM for Sunday School. **JoAnn Tinney Rosell** from Cape May: "Yes, Marsh's Bakery! After church on Sundays we would get the butter cake. It was the best in the world and I haven't had one as good since."

From Ocean View, **Pat Schramm Flanagan** wrote "Oh yea, Marsh's Bakery! I can smell it now. I lived on Glenwood Avenue just off of Park Boulevard and you could smell it all the way over there. As soon as we got the aroma, we would walk over to the bakery and buy the fresh made buns. Before we got home with them, we were eating them out of the pack. The smell of Marsh's baking and the salt air were home town Wildwood to us." **Charlotte "Missie" Taylor**, whose family owned Taylor's Photo Shop and is presently living in North Cape May, remembered the owner Percy Marsh and his two very large Great Dane dogs. She also said "I liked their butter cake and the hot cinnamon buns in the evening-yum!!"

Don Grosse from Edgewater, FL, said "they had the best cinnamon buns in Wildwood. My mom and dad used to go there around midnight and to the back door where they would sell them fresh-baked hot cinnamon buns."

Rose Iacono Mattera of North Wildwood remembered "the low ceiling and the taste of their famous butter cakes." **Judy Miles Carr** from the Crest used to live on W. Juniper Ave and remembers "the long lines that would form for the bakings."

...and so here are just some of the replies received about a local establishment that is just a memory, but what a memory! Thank you all for responding. *A. Vinci, Editor*

Visit our gift shop!

Available are books, VHS tapes and DVDs dealing with the history of the Wildwoods. Come in and browse around. You might find something for yourself or a gift for the "hard to buy for" person in your life.

Proceeds benefit the Museum
Also available by mail -
Call for shipping and handling charges
Call (609) 523-0277

The Tom Cat

Do you remember a place called "The Tom Cat" on West Rio Grande Avenue? Let us know your thoughts on this place that was an important part of many lives in the 1950s. What kind of car were you driving? Did you meet your best gal or guy there? Do you remember the waitresses? Drop us a line (or if you have a photo of the restaurant) at wildwoodhistoricalsociety@hotmail.com. We look forward to hearing from you.



Pictured at left are beach personnel taken in 1954.

Below are the guards in 1958. The photos were furnished by Fred Grosse, Jr. They were taken from his grandmother's photo album. She was married to Wildwood's long-time beach director, "Dutch" Hoffman. Thank you, Fred for sharing the photo collection with us.

