



WILDWOOD HISTORICAL SOCIETY, INC.

George F. Boyer Museum

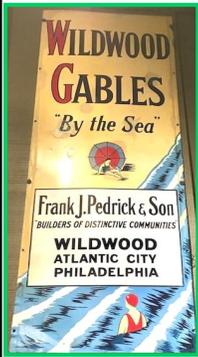
Our mission is to gather, preserve & present the history & memories of The Wildwoods.

609.523.0277 WildwoodHistoricalMuseum.com 3907 Pacific Avenue Wildwood, NJ 08260



Issue #45
Summer 2020

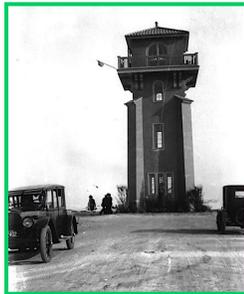
Frank J Pedrick & Son and Wildwood Gables



In 1925 Turtle Gut Inlet was dammed at its mouth and the gap between Wildwood Crest and Two-Mile Beach was filled in for Frank J Pedrick and Son. A prospective new neighborhood, named Wildwood Gables, would transform the landscape.

I.N. Griscom, sales manager for Frank J Pedrick & Son, appealed to area realtors in August of 1925 for assistance in selling the properties. He offered commissions to the realty offices based on the percentage of deposit received from the buyers. Approximately 20,000 building lots were predicted for the Wildwood Gables community!

As an advertising gimmick an observation tower was constructed, smack in the middle of Pacific Avenue. Realtors would offer potential homeowners expansive views of the newly available tracts. Wildwood Gables was to be situated south of Stanton



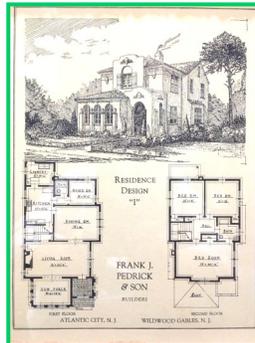
Street and bounded by New Jersey, Bayview & Atlantic Avenues.

Frank J Pedrick & Son Builders acquired a strong reputation developing Marven Gardens & Winchester Gardens in Atlantic City. Their Wildwood Crest endeavor was "to build an ideal residential community" on the fast-

growing South Jersey coast. Millions of dollars of improvements, including a train station for Pennsylvania Railroad and all utilities: water, sewer, gas and electricity would be in place. The community was purported to raise property values with beautiful homes and modern conveniences.

The Pedricks were realty developers but also building contractors. Since there wasn't a stipulation in the newspaper ads, the sale of the lot was one transaction but it's not stated whether Frank J Pedrick & Son would do all the construction too.

On one set of floor plans, the entrance archway at Residence Design "I" led to the welcoming vestibule, some adorned with gates crafted by blacksmiths. At the front, a sun porch was enhanced with multiple arch-topped windows that let the light in. The first floor held the living and dining rooms, kitchen, laundry, bathroom and maid's room. Upstairs a spacious master bedroom and two smaller bedrooms shared a second bathroom.



The architectural design was Spanish Colonial Revival. Homes were drawn up with white stucco exteriors and red barrel tiled low pitch roofs. Small windows intended to keep the house cool, some outfitted with window grilles. Asymmetrical, but balanced facades could be adorned with ironwork details and arched doorways. Enclosed courtyards or patios created family outdoor living space. Stone balconies juttied off the 2nd floor, ringed with intricate wrought iron railings. Heavy, wooden front doors looked as if they be-

longed in Spanish monasteries.

As the Wildwood Gables project began, the Bader Construction Company was bringing in 15 carloads by train of supplies, but unforeseen tragic events were about to occur. Prior to the Depression Frank J Pedrick & Son lost money and land so future communities, including Wildwood Gables, were halted. Unfortunately, then came the bankruptcy proceedings.

Brief Bio of Frank J Pedrick

Franklin Jones Pedrick was born to Charlotte E Jones & Charles P Pedrick in 1869 in Little Egg Harbor, NJ. At the age of 14 Frank moved to Atlantic City to be a carpenter's apprentice. He trained as a journeyman and then worked as a subcontractor on John Young's Million Dollar Pier in 1910 in AC. Two sons, Leonard Frank and William Alfred joined their father in real estate development after serving in the US Navy. In 1919 the contracting business began developing huge projects of moderate housing in Atlantic City, Chelsea, Ventnor and Margate, including Chelsea Baptist Church (1917), Winchester Gardens and Marven Gardens, included on the Monopoly board game. Frank J Pedrick was about 66 years old when he died in 1935 of uremic poisoning, a kidney problem. He was buried at Atlantic City Cemetery in Pleasantville, NJ. After the dissolution of the realty business, Leonard became a banker in Philadelphia and William was a life insurance agent in NYC.

Why the Spanish style?

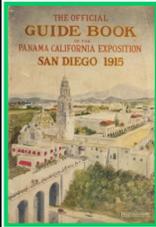
Maybe, like a serpentine rally of dominoes, one thing may have triggered the next....

-When Spanish colonists settled in Florida, southern California, and Mexico, after the invasions of the Spanish Empire,

Continued →



they constructed buildings similar to those in their homeland.



-At the completion of the Panama Canal in 1914, San Diego hosted the Panama California Exposition for 2 years, 1915-16. Many of the pavilions featured Spanish architecture which impressed President Theodore Roosevelt. He pleaded: "I hope that not only will you keep these buildings running for another year, but you will keep these buildings of rare, phenomenal taste and beauty permanently."

-Following the exposition, there was a revival of the Spanish Colonial architectural style in the nation. It was the trend for many of the planned communities in southern California and Florida.

Some unanswered questions...

*How many Pedrick homes were actually built in Wildwood Gables before the collapse of the project and how many remain?

*Were all the Gables homes to be built by Frank J Pedrick & Son or who were the other builders? Ben Schlenzig, a carpenter, was said to have built some Spanish style houses.

Many Spanish style houses in Wildwood Crest are 'Home' a hundred years later.

-Kathy Skouras



7503 Pacific Avenue



7505 Pacific Avenue



119 East St. Paul Avenue



121 East St. Paul Avenue



7605 Pacific Avenue



7802 Pacific Avenue

These are some of the Spanish homes still standing in Wildwood Crest, though some have been renovated, had siding applied over the stucco or the roofs replaced. Several others have been demolished, and a few still need a little Tender Loving Care.



photos by Kathy Skouras 2020

New in our gift shop: Laser Engraved Wildwood Boardwalk!

Handmade by our board member, Chris Pohle, on authentic pieces of boardwalk. Featuring images of Hunt's Pier, Wildwood Days lyrics, the Tram Car and more. Get yours in person during our hours of operation or online at wildwoodhistoricalmuseum.com/shop



Wildwood Historical Society's Coronavirus Protocols

The Wildwood Historical Society and George Boyer Museum are dedicated to the safety of our staff, volunteers and patrons. Therefore, we will take the following measures to combat the spread of COVID-19:

- Hand sanitizer and tissues are available at the front desk. Hand soap and paper towels, as always, are available in the restroom.
- All persons who enter the museum are required to wear a face covering. This includes staff, volunteers and patrons.
- All individuals and parties who enter the museum should maintain social distancing when possible, keeping 6 feet between themselves and other individuals and parties.
- Staff and volunteers will wipe surfaces during down time. Frequently touched surfaces will be wiped as frequently as possible. Staff and volunteers will perform deep cleanings after hours.
- Chairs in the TV viewing room and reading room will be spread out per CDC regulations. Seating may be reduced.
- One-way arrows on the floor will guide patrons where to walk safely.
- A plexiglas barrier will protect the front desk.
- The first hour of every day open dedicated to high risk patrons.
- Employees and volunteers record their temperature in the log before their shift.



Thank you to our latest donors

- The Vincis — Louis Armstrong at Diamond Beach poster
 The Langstons — Young Ave street signs, Tom Cat restaurant buttons
 Deborah Martenelli—St. Ann's 1970 & 1974 Wildwood Catholic tassels
 Mike Paisley — Mr. Muscle trophies
 Susan Zingman-Leith — 1955 Hoover "Constellation" vacuum
 Diane Swinehart — Harrison Hotel Postcard
 Richard Coulter — Wildwood High School DC Trip photos, 1956 and '57
 Terence O'Neill — 1941 Lifeguard Ball booklet & two tickets
 Susan Forsyth — Sightseer photo and family history
 Steven Long — Woody's Café t-shirt and cup cover
 Mark Konnick — 5 Wildwood Police patches, Edgemont Manor postcard
 Kathy Bonner— 1966 Wildwood book
 Tom Cat Diner — menus, neon signs, cup & saucer, menu stands, plate
 Nancy Gabor — Sportland Pier ticket
 Jim Hartman — Doris Vernon Hotel parking permit
 Cape May County Museum — Wildwood Civic Club articles
 Betty Crosson — Hereford Lighthouse mugs
 Elaine Vattieri — Polar Club milkshake machine and t-shirt
 William Rees — camera, railroad pick, West Wildwood slides

2020 Museum Hours

Before Labor Day
 10am-3pm Mon, Wed,
 Thu, Fri, & Sat

12pm-5p Sundays
 Closed Tuesdays
 Open Holidays



Labor Day to Halloween

10am-3pm Fri & Sat
 12pm-5pm Sundays

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 With help of Anne Vinci

Social Media Pages

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[wwhistoricalsocietyinsta-gram.com/](http://wwhistoricalsocietyinstagram.com/)
 Twitter.com/wwhistoricalsociety

You could win an authentic City of Wildwood street sign!

The Wildwood Historical Society is excited to allow our supporters another chance to win authentic street signs from the City of Wildwood! The city has been replacing its old signs and very generously passing the old ones on to us as a fundraiser for our nonprofit's mission of preserving Wildwoods history. This eBay auction event will run **until late August** and every day a different sign will be posted for a seven-day duration auction. The list of signs with starting prices and dates can be viewed on our website. You can find them on our eBay store "wildwoodhistoricalsociety1963" and also read our FAQ at www.wildwoodhistoricalmuseum.com/blog



Give a Gift and Help the Museum

The Wildwood Historical Society and the George F. Boyer Museum are supported by memberships and donations. We are an independent non-profit and receive no financial help from the City of Wildwood.

Our **Buy A Brick** Program provides an opportunity to have a brick engraved in honor of a loved one and/ or to commemorate fond Wildwoods memories. Visitors can view your etched message at the Museum entrance. It is priceless. Please remember the Museum when thinking of a gift for the person who has everything.

4" X 8" Bricks may contain three lines with a maximum of 18 characters per line for \$100.00.
 8" x 8" Bricks may contain six lines with a maximum of 18 characters per line for \$250.00.

Paver order forms can be downloaded

@ WildwoodHistoricalMuseum.com or call 609-523-0277

Strand block, 3100 Boardwalk, in 2020



Strand Theatre & shoppes in 1947 when first opened



Then & Now

Wildwood, NJ

We are always looking for new active Board Members and Volunteers.



The Wildwood Historical Society, Inc. received an operating support grant administered by the Cape May County Culture & Heritage Commission, from funds granted by the New Jersey Historical Commission.

Follow us on 

www.WildwoodHistoricalMuseum.com
WildwoodHistoricalSociety@hotmail.com



MEMBERSHIP

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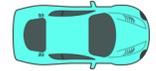
If you have already done so, thank you. Donations are welcome, too! Membership donations help cover the costs of newsletters & mailings.



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FOR CHARITY 



Vehicles Donation

Visit WildwoodHistoricalMuseum.com to process your membership electronically or download the membership form and mail in.

The Wildwood Historical Society, Inc. & The George F. Boyer Museum are made possible through the contributions of many individuals. The gifts you make today help preserve the memories of the past. Please consider the Historical Society in your will.

Check our website for more donation opportunities.

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