



WILDWOOD HISTORICAL SOCIETY, INC.

GEORGE F. BOYER MUSEUM

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

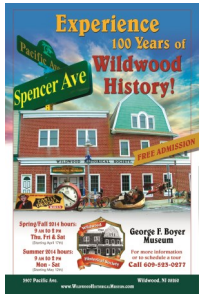
609.523.0277

WildwoodHistoricalMuseum.com

3907 Pacific Avenue Wildwood, NJ 08260

Issue #34

MUSEUM HIGHLIGHTS



Poster by Russ Simmons

May the LOVE of the SEASON warm your HEART this winter

Have you seen our new poster around town & on the boardwalk?

The Post Card & Collectable Show was well attended by well stocked postcard dealers & interested buyers. Guests also enjoyed a glimpse into Wildwood history thanks to our guest speaker, Carl Aspenburg. Next year the museum Open House will be expanded to include antiques & the date is set for June 13, 2015.



Photo by Gerald Barton

Over 100 spirit seekers were conducted through the museum in October for the Teen Paranormal Event. Curiosity about the tour was evident by the long queue down Pacific Ave at the onset. Twice this summer the teens diligently set up their recording equipment & paraphernalia. They spent half the night observing, monitoring & gathering research. The George F. Boyer museum building was at one time a funeral home & the kids were excited about the prospect of connecting with spirits. As they reviewed & edited their data they detected audible, decipherable sounds. From these results they created their QR interactive circuit. Participants enjoyed the journey & the Teen Paranormals had a blast sharing their experiences first hand.

Winter 2014

Five Mile Beach

On the entire length of a wall in the middle room of the museum is an aerial picture of Five Mile Beach. It's immense, and clear enough to see large houses dotting the landscape, the grid work of roads not yet paved and piers jutting out toward the Atlantic. Staff members & visitors try to identify the roadways, buildings & other familiar landmarks, some of which still exist today. The surprising aspect of the mural is how it came to be.

A small sign dates the photo 1909, but the copyright label marks the date as 1910, taken with George Lawrence's Captive Airship at the height of 1000 feet.

All along I thought the photo was taken from air balloons, suspecting that airplanes were just getting off the ground, literally, at that time. This summer, a longtime member, Chris White, brought in printouts and pictures of research she had found on the process of capturing the image. Research on the Chicago Historical Museum, Dr. Simon Baker, The Library of Congress, Arizona State University and other online sites revealed a different answer. Kites!

George R. Lawrence was an inventive commercial panoramic photographer in Illinois. He designed wide-angle cameras to cover large scenes like crowds at a baseball game. In 1900 Lawrence built a 1400 pound camera with a 4.5' by 8' glass-plate lens. With it he was able to create a seamless photo of the entire Alton Limited train



Photo by Ted Skouras

and won "The Grand Prize of the World" for photography at the 1900 Paris Exposition.

Soon he began experimenting with panoramic views from the air. Lawrence tried platforms, ladders, telescoping towers, and then an air balloon. During his first attempt ballooning, disaster struck and he was almost killed.

Kites were being experimented with for use in aeronautics. Silas Conyne patented a kite to fly advertising banners above Chicago. Lawrence obtained the rights to build Conyne's kites to suspend his cameras as a less dangerous method than the hydrogen balloons. He became an early pioneer of kite aerial photography (KAP)

Lawrence worked several years to design a kite system strong enough to lift a camera weighing up to 49 pounds. He devised a way to connect 17 kites to the main line but he found 10 kites to be adequate most times. With bamboo poles spacers to prevent tangling, the camera was attached to the last kite. It was maneuvered by a few men below. George made a remote control device operated by a battery solenoid so he could safely click the photograph from the ground.

He set the camera in a holster with 3 arms to lock it in position with an additional

arm going to the kite line. The base of the holder also had a weighted wood tripod set up. The weighting system kept the camera level with the horizon and he installed the lenses below the horizontal middle to capture as much scenery as possible. Lawrence called his contraption the Captive Airship.

In May 1906, Lawrence took aerial photographs of the destruction after the San Francisco earthquake 2000 feet above the San Francisco Bay. They were sold to many newspapers and brought Lawrence recognition. His services were requested for a variety of uses- military strategy, land surveying and photographing wildlife in Africa. He seriously stood by his business slogan "The Hitherto Impossible in Photography is our Specialty".

George R. Lawrence captured the wide expanse of Five Mile Beach of Wildwood, Wildwood Crest, North Wildwood & Holly Beach in his Captive Airship high above the Atlantic Ocean with his remarkable kite aerial photography over a century ago and it still is amazing. Come see for yourself. -Kathy Skouras



A Walk on the Wildwood Side

Walking down the Pacific Avenue sidewalk in Wildwood was always an interesting adventure during the 1960's. Imagine yourself as I was, a student at the Wildwood Public School. It's dismissal time, and those of us who walked home heading south passed by the many mom and pop businesses that made Wildwood a great place to live year round.

Crossing the street from the school on the west side of Pacific Avenue was Fox Bros. Store. This landmark business was well known to all. Fox Bros. carried all the required school necessities. Girls bought those oh so attractive one-piece gym uniforms that were mandatory to pass physical education. Boys purchased gym bags and those classic maroon Warrior jackets to display their varsity letters. A walk inside Fox Bros. took you back in time to the days of a general store selling its wares. Their sign "The first 100 years are the hardest" truly made you reflect and wonder how long the establishment had been in existence.



Fox Bros. 4400 Pacific Avenue

Ganser's 4406 Pacific Ave

And just try to pass Ganser's Bakery without stopping in for an after school snack. Fresh baked pastries enticed everyone who passed by. Five cents would buy a large sugar cookie with a hole in the middle or a chocolate chip cookie. Cupcakes were also a delicious treat. I'll never forget the time my sister made the mistake of asking for "pig ears" instead of "elephant ears"! The clerk was not amused. Ganser's supplied the Wildwood School cafeteria with the best white sandwich bread. It had a unique crunchy, chewy crust. When students bought the school lunch they could have as many pieces of bread as they wanted. Customers could usually view a daily special or Ganser's wedding cake models in the large windows of their fine establishment.



Luigi's 4500 Pacific Avenue

Rothman's 4504 Pacific Avenue

Continuing the southward walk home crossing Davis Avenue you were overcome with the smell of fried onions and steak sandwiches from Luigi's. The door was usually propped wide open, a clear sign that a new spring season was upon us. Mary was behind the register or on the phone taking orders, and Luigi was furiously turning out those sandwiches as only he could do. Grandmom was sitting on the vinyl sofa minding the children. Sandwiches cost 35 cents and were the beginning of a Wildwood tradition that went on for decades.

Next door to Luigi's was Rothman's Candy Shop. This mom and pop business was frequented by many, if not all. Penny candies -Mary Janes, malted milk balls, licorice, bubble gum - were carefully put into small brown bags by Mr. or Mrs. Rothman as you slowly selected your favorites. School supplies were also available there. The jingle of the

bell as you entered or left is still a treasured memory.



Spatz Pharmacy 4516 Pacific Ave

Dom's Restaurant 4600 Pacific Avenue

No need to stop at Spatz Pharmacy on your way home from school unless you needed to make a phone call. Those were the days before we all had cell phones attached to our ears. Phone booths were located inside the store and were a welcome refuge on those rainy days. Of course that was before the store's renovation. Beauty aids, perfumes and the latest hair colorings were always on display. Customers depended on Patti Fleming for assistance in that department for many years. Mr. and Mrs. Spatz were the proud owners of this independent pharmacy that stood on the corner of Burk and Pacific Avenues and they served countless residents and visitors alike.

Across the street from Spatz Pharmacy was the seasonal restaurant Dom's. Usually the large glass windows were covered with paper most of the year when school students walked past. But during the summer months, it was a thriving restaurant serving breakfast, lunch and dinner. Crowds of summer tourists waited on benches outside the restaurant in the heat.



O'Sullivan's
4607 Pacific Ave
Nick the Shoemaker



Bunting's 4710 Pacific Avenue

Alongside Dom's Restaurant was a building that housed two year round businesses. One was Nick the Shoemaker, who had previously been located across the street. This was where you took your shoes to be re-soled, re-heeled, or to have cleats put on. The smell of leather and oil filled the air as you were greeted by Nick wearing his apron and showing his dye stained hands. It was always just a matter of time before Nick could find your finished shoes among the many pairs of work boots and high-heels.

The other side by side business was Bunting's. This was a small variety store that sold newspapers, magazines, cigarettes, and had a small lunch counter. Bunting's had the all the new teen magazines featuring the British invasion. The latest editions were always propped in the window enticing the younger generation to buy them. Who could resist purchasing the gossip and photographs of the Beatles, Rolling Stones, Herman's Hermits, Dave Clark Five and so many other music groups that were emerging then?

Your walk home from school could continue for many more blocks. Pacific Avenue was lined with unique small year-round businesses which delighted the students and added to their daily trek.

Wildwood was quite a town back then.

-Linda Booy



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THE MUSEUM IS NOW CLOSED
RE-OPEN DATE APRIL 16, 2015
THU-SAT 9AM-2PM

The museum was opened for the
 Wildwood Holiday Tour
 December 5, 2015

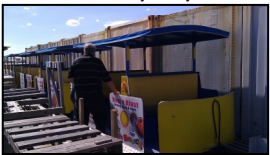
WildwoodHistoricalSociety@hotmail.com



Photo by Kathy Skouras

Numerous files have been uploaded to our visitor computer. Volunteers have scanned over 25 books in our collection containing thousands of pictures. As well as property photos from 1960 or 1980, local obituaries & many historical photos are available for viewing during your visit.

Photo by Kathy Skouras



Unfortunately, we could not figure out how to display a tram car in the museum. They are huge! We would have had to deconstruct it just to get in the door & then it would have commandeered so much of the limited floor space. We won't have the artifact, but we do have a binder full of tram car photos and postcards. And of course you can purchase a toy tram that plays "Watch the tram car!" in our gift shop.



Photo by Kathy Skouras

New Acquisitions ho .ho .ho



Photo by Kathy Skouras

A favorite icon greeted passersby of the Rio Motel for years. Pedro & his donkey, donated by the Aspenburg family, have been relocated to their new post at the museum with help from the Wildwood Public Works Dept.



Photo by Kathy Skouras

Nancy Prendergast Murray brought us an adorable 1927 baby scale used at the Margaret Mace Hospital. It's a charming light blue wicker unlike the stainless ones used now. I wonder how many Mace babies had their vitals measured on this scale.

Several years ago, Jackson Betz, a high school student, gave us a copy of his intense research done on Doo Wop properties. His list provides the name, address, built & demolished dates, (if the hotel/motel was taken down) & some interesting facts about

the buildings. While delivering an update this summer, he was able to quickly identify some mystery hotel/motel photos from our collection. Win,win. Another mystery retro picture is below.

In October Beth Judah celebrated their 100 year anniversary. Brian Altman, who researched the temple's history, gifted us a copy of the compiled research.

Besides all the research on George Lawrence, Chris White donated a collection of 1950's items- an Ice-omatic ice crusher, a kitchen scale, a transistor radio, a portable phonograph & a vintage postcard rack

Joe & Terry Dukes brought in a hat & t-shirt from the Thunderbird Inn. The Thunderbird served an all-you-can-eat buffet years ago, which satisfied many hungry tourists, including my 3 ravenous brothers.

It is amazing to see the assorted photos and memorabilia that our visitors have shared with us. Often just as interesting are the history & memories that each donation conjures up. Keep bringing in your treasures, we can't wait to see & learn about them.
 -Kathy Skouras



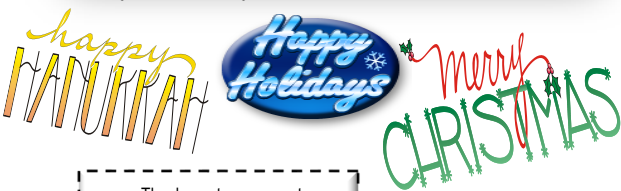
Mystery Photo

Can anyone identify this restaurant?

- From our Wildwood High book:**
- 1) Alice Johnson-standing
 - 2) Josephine Wozunk-kneeling
 - 3) Dolores Rile-standing
 - 4) Pat Kelly-standing
 - 5)Greta Sanne-standing
 - 6)Ethel Hoff-Standing



Decorating THE TREE



Thank you to our recent Brick donors:
 Caesar J Gorski
 Alan C Staller
 Jean A Antanite
 Frank Carnevalino
 Vicki & George Bundschu
 Ted & Kathy Skouras
 Partners in Preservation
 Tony & Joanne Deutsch
 Donya Coldwell

All of this year's pavers have been installed at the entrance of the museum

Brick Pavers

We are still taking orders for pavers. If you would like to honor a family, person or business, give us a call at 609.523.0277 & we'll mail you an order form . Or download the form at WildwoodHistoricalMuseum.com. The 4" x 8" brick costs \$100. & the 8" x 8" brick is \$225.



MEMBERSHIP

Please renew your membership. If you have done so already, thank you. Donations are welcome, too! Membership donations help cover the costs of newsletters, mailings & notices of special events.

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.



Friends of the Wildwood Historical Society, Inc.

Name _____

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- Life..... \$200
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Renewal New
Please check membership class & enclose fee with form

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Bates 5¢ & 10¢ Store -1960



Key West Restaurant -2014



Photo by Kathy Skouras

4701 Pacific Avenue



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