



# 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 #38 Winter 2016

## The Healing Touch

This winter the Historical Society is updating and re-organizing our exhibit rooms. Ceiling tiles, brighter lighting and some flooring have been installed.

A new medical exhibit was established in the museum's first room. Wildwood's seashore climate was touted as wonderful for restorative health at the turn of the century. Its ocean breezes and salty air were boasted as exceptionally beneficial. Several sanatoriums and hospitals were instituted to attend every medical concern or need.

Kelchner Sanatorium was Cape May County's emergency hospital, located at 3409 Pacific Avenue in the early 1900's. A postcard shows the bright red and white striped window awnings of the top two floors of a Bright Building. It had two operating rooms with the latest surgical and electrical appliances. Dr. William Kelchner founded the National Sanatorium in Washington, DC in 1914. He had also been the director and incorporator of the Atlantic City Hospital for Tuberculous Bone Diseases.



Hattie Long became a midwife after being widowed at the age 51. While raising 7 surviving children of the 9 she and her husband, Martin had, she oversaw Hattie Long's Maternity Home. Hattie delivered about 515 babies between 1926 and 1946 at the Montgomery Avenue facility. A baby crib and Hattie's birth records are on display. A group photo of Mace and Hattie Long Babies is taken each summer at the Hereford lighthouse.



Dr. H. Hurlburt Tomlin was the physician and surgeon at the Wildwood Sanatorium. It opened September 25, 1911 at the corner of Magnolia and Atlantic. The facility's advertisement exclaimed unobstructed ocean views, a sunroom and was "well equipped for the treatment of convalescents and nervous conditions", though "contagious cases were not accepted".



In 1906 Dr. Margaret Mace began her medical practice at 17<sup>th</sup> and Pennsylvania, (now New Jersey) Ave after graduating from Women's Medical College in Philadelphia. She opened Margaret Mace Hospital on April 1, 1915 at 2410 Atlantic Avenue and continued to deliver babies and care for patients there for 35 years. She treated victims of accidents, county disasters, seasonal visitors as well as local residents regardless of their ability to pay. Maggie's medical bag and baby scale are among her belongings showcased.



This summer we were gifted an amazing assortment of pharmaceutical accoutrements from Donna Lackman. Included were a medical scale and the weights used for balancing, mortars and pestles, a shaving mug with the name Ferd A. Laackmann embossed in gold lettering, apothecary jars and an 1893 diploma from Powers College of Pharmacy & Chemistry.

Donna was told by her family that her grandfather, Ferdinand A. Lackman, Jr.

(spelling changes a few times) had the first drugstore of the Wildwood boardwalk! We had not heard of this so I researched Ferdinand to see what I could learn about him.

Online, the Lachman family was included in several US Censuses. It appears Ferdinand was born in Philadelphia about 1874 and was a drug clerk in Philadelphia in 1900. He was in NJ by 1910, working as a druggist at his home address of 900 Lawrence Street, Camden. The 1920 and 1930 censuses record similar information with the 1940 one listing Ferdinand as a 65 yr old college grad, druggist in Camden. His 1918 WWI draft registration lists April 30, 1874 as his birth date.

It is only in his brief obituary, from the Dec. 14, 1956 Courier-Post (Camden, NJ) that Kathi Johnson, a museum volunteer, found the sentence, "A Camden resident for more than 35 years, he opened the first drugstore on the Wildwood Boardwalk more than 50 years ago."

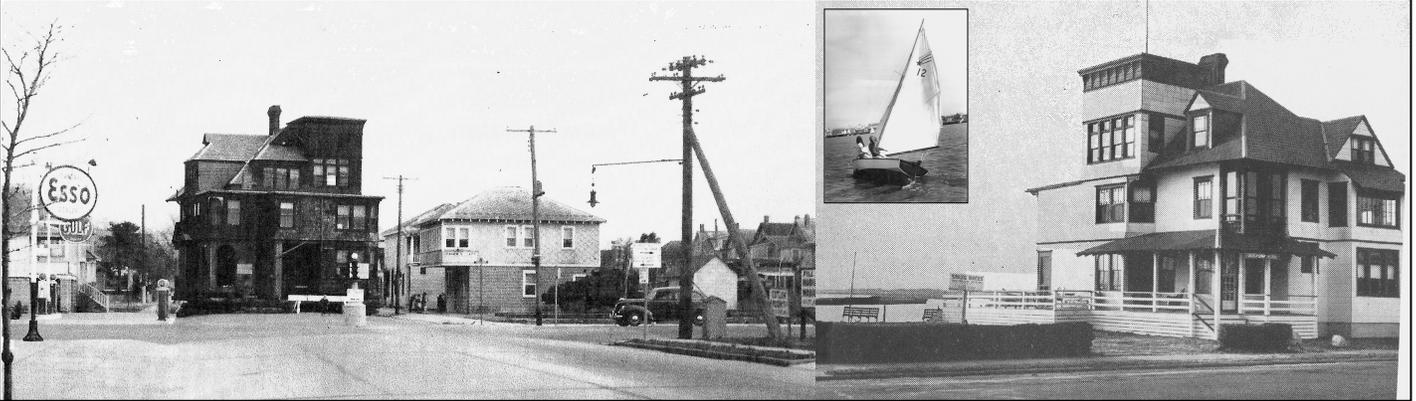
Finally, in the Bussey's Cape May County Directory of 1910-1911, two listings were located. One is for "FA Lackman stationer 3600 Boardwalk" and one is for "FA Lackman druggist 3600 Boardwalk". His family is listed at 103 East 20<sup>th</sup> Avenue, North Wildwood in a 1954 Wildwood City directory.

Where Ferdinand received his pharmaceutical training is a mystery. The college printed on the frail, diploma, Powers College, does not seem to exist. Thomas H. Powers, noted as the namesake of the college, graduated from the Philadelphia College of Pharmacy in 1833 and served on the Board of Trustees 1835-1841. Research conducted by an archivist at the University of the Sciences in Philadelphia could not find "any personal connection to the eponymous college (which was established after his death)".

Apparently, Ferdinand A. Lackman, Jr. was a druggist for many years in Camden, and also a druggist in Wildwood, NJ. Maybe he strolled the boardwalk, rejuvenated by the ocean breeze, and dispensed prescriptions during Wildwood's summer tourist season. -Kathy Skouras

## Castlereagh on the Move

On April 15, 1939 'Castlereagh', the home of Priscilla Bright & her late husband, former mayor & senator William H. Bright was moved from 130 E Taylor Ave to Sunset Lake at Wisteria Road. Renovations quickly began and the Greater Wildwood Yacht Club held their first meeting in their new headquarters two months later, on June 24th and their annual Regatta Day on August 12 & 13.



## Great Nor'Easter Undergoing Major Rehab for 2017

Visitors to the Wildwoods this Fall undoubtedly noticed the massive crane on the beach, nestled up against the north side of Morey's Surfside Pier at 25th Avenue. The 250-ton monster easily dwarfed everything in sight, including the ride it was brought in to take apart and rebuild - the Great Nor'Easter inverted steel roller coaster.

Over the course of several weeks, more than 60 pieces of the 21-year old coaster's track were replaced, one-by-one, by Ve-koma, the Dutch company that originally built it. The renovation was expected to cost \$5 million. To put that in perspective, the original cost to manufacture and install the ride in 1995 was \$5.5 million.

According to Morey's Piers, the new tracks are outfitted with "advanced pipe bending technologies," which will provide a smoother ride, along with a new magnetic breaking system. The tracks will be white, like the ones they're replacing; however, a new ocean-themed paint scheme for the ride's support columns

will give it an updated look. The essence of the Great Nor'Easter will remain the same, carrying riders over (or, technically, under) 2,100 feet of track, through a rollover, sidewinder and double spin at speeds up to 50 MPH.

Over the years, the iconic amusement has undergone several refurbishments. When it debuted, the track was painted bright red, but lightened to a pinkish, salmon-like tone over time. In 2006, the track and supports were painted white, and the structure was illuminated by multi-color projection patterns at night. For 2008, the ride received a \$1.2 million upgrade with the addition of "Freedom Seat" cars. An innovated flexible vest restraint and lap bar combination provided riders with more freedom of movement and unhindered vision in all directions.

The newly-renovated Great Nor'Easter is expected to be ready to go when Surfside Pier opens for its 49th season of operation in the Spring of 2017.

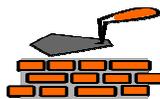
-Al Alven



### Thank you to our recent Brick Donors:

Pearl Foley  
Ron Nordone  
Kimberly Travers  
Alecia Celenza  
Joe & Anne Salerno  
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Muffy MacDonald

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Pam & Len Bross  
Victoria Kintzee  
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### Give a Gift and Help the Museum

The Wildwood Historical Society and the G. F. Boyer Museum are supported by memberships and donations. We are independent 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

## “Get Your Wildwood Leader”

Each Thursday during the summer of 1939, news boys & girls would hawk the Leader from North Wildwood to downtown. The newspaper conducted a friendly competition for the top seller, and the kids raced down the street searching for potential customers.

Later, at Markle's Pharmacy at 3109 Pacific Ave., sitting on the ground, they counted up their money. Two thirds went to the Leader & the balance was theirs. Often they splurged on the biggest ice cream cones at Markle's. They were thrilled to enjoy a tasty treat regardless if they had change left afterwards.

Their day's sales were tabulated by “Reds”, a front office employee. A point was earned for each sale. The points were redeemable for catalog prizes, providing they had the required amount. One choice was a model airplane with a three foot wingspan.

That September, Joseph Hughes took top honors by selling 4492 papers. Second place was captured by Carl Nordblum and Joseph Salvatore qualified for third.

Rain or shine, the 'newsies' made money & spread the news while making friends & memories. -Kathy Skouras



The Wildwood Historical Society greatly appreciate our wonderful volunteers: Inge Laine, Joan Husband, Vicki Bundschu, Kathi Johnson, Dee Ulrich, Pam Bross & Judy Carr pictured above. Thank you to Al Alven, who generates our Face book page & Anna Vinci who authors The Sun articles.

**Re-Opening April 13, 2017**

April 13—May 13  
Thu-Sat 9AM to 2PM  
May 15—Sept 30  
Mon-Sat 9AM to 2PM  
Oct 5—Oct 28  
Thu-Sat 9AM to 2 PM



### 2016 Executive Board

Kathy Skouras.....President  
Al Brannen...Vice President  
Catina Simmons...Treasurer  
Larry Lillo.....Secretary

### Board of Trustees

Karen Bohme  
Dorothy Kulisek  
Mike Mattera  
Mary Ellen Shields  
Welcome to new trustee—  
Mike Mattera!

## All the News That's Fit to Print

Continuing our Mission to preserve the history of The Wildwoods, another set of old Five Mile Journal (Wildwood Leader) is being digitized this winter. Forty years of the Wildwood newspaper are available for research on the guest computer now.

Available if promptly located.

**GET INTO A "SADDLE!"**

Choice of heavy rubber or crepe soles. Write AAA to 11 Station for MEN, WOMEN and CHILDREN.

**\$1.95 up**

**SILEN'S**

5000 Pacific Ave. (cor. Hand)

These newspapers inform readers about the community and social happenings of the day. Articles tell of the town meetings, new businesses, law activity, school sporting events as well as news around the state and country.

Births and deaths, weddings and divorces, graduations, vacation and visits to or from family or friends and friendly gossip are recorded .

**ORDER CHRISTMAS CANDIES**

1 lb box 60¢

2 lb box \$1.10

5 lb box \$2.50

1 lb. to 10 lb. Hard Candy 50¢

Open Every Day from 9 A. M. to 9 P. M.—Rain or Shine

**DOUGLASS**

3300 BOARDWALK

ALL CANDIES MADE ON THE PREMISES

We Pay Parcel Post

The advertisements have amazing graphics and prices! In 1939 you could purchase a pair of saddle shoes for men, women or children at Silen's starting at \$1.95, place an order for a one pound box of Christmas candies and nuts at Douglass for 60¢, or buy an Emerson combination radio and phonograph for \$19.95 at William C. Sjostrom's on Pacific Ave.

The Historical Society reached out to local groups and businesses this summer and we were happy to receive donations totaling \$1750.00 from :

The Hoffman Agency, Jade East Motel, Stephen S Rubins, Wildwood Elks, Ocean First Bank, Wildwood Crest Vol Fire Dept, Dogtooth Bar & Grill, Tangiers Motel, Tailfin Properties,/Daytona Motel, James S. Cafiero, Wildwood Moose Lodge, the North Wildwood Fire Dept. & Jonathan D, Rubins

The Wildwood Historical Society has also applied for grants that are administered by the Cape May County Culture & Heritage Commission, from funds granted by the NJ Historical Commission. This year we were awarded \$3000 and we have submitted an application for a 2017 Grant.

-Kathy Skouras

New... Radio and Phonograph in One

Sensational New 1939

**Emerson**

At the Amazing Price of \$19.95

with the "MUSIC ONE CHANGER"

Model 84-21, 84-22, 84-23, 84-24, 84-25, 84-26, 84-27, 84-28, 84-29, 84-30, 84-31, 84-32, 84-33, 84-34, 84-35, 84-36, 84-37, 84-38, 84-39, 84-40, 84-41, 84-42, 84-43, 84-44, 84-45, 84-46, 84-47, 84-48, 84-49, 84-50, 84-51, 84-52, 84-53, 84-54, 84-55, 84-56, 84-57, 84-58, 84-59, 84-60, 84-61, 84-62, 84-63, 84-64, 84-65, 84-66, 84-67, 84-68, 84-69, 84-70, 84-71, 84-72, 84-73, 84-74, 84-75, 84-76, 84-77, 84-78, 84-79, 84-80, 84-81, 84-82, 84-83, 84-84, 84-85, 84-86, 84-87, 84-88, 84-89, 84-90, 84-91, 84-92, 84-93, 84-94, 84-95, 84-96, 84-97, 84-98, 84-99, 84-100

ON EASY TERMS

Finest Model 84-28 with "Music One Changer"

Model 84-28, 84-29, 84-30, 84-31, 84-32, 84-33, 84-34, 84-35, 84-36, 84-37, 84-38, 84-39, 84-40, 84-41, 84-42, 84-43, 84-44, 84-45, 84-46, 84-47, 84-48, 84-49, 84-50, 84-51, 84-52, 84-53, 84-54, 84-55, 84-56, 84-57, 84-58, 84-59, 84-60, 84-61, 84-62, 84-63, 84-64, 84-65, 84-66, 84-67, 84-68, 84-69, 84-70, 84-71, 84-72, 84-73, 84-74, 84-75, 84-76, 84-77, 84-78, 84-79, 84-80, 84-81, 84-82, 84-83, 84-84, 84-85, 84-86, 84-87, 84-88, 84-89, 84-90, 84-91, 84-92, 84-93, 84-94, 84-95, 84-96, 84-97, 84-98, 84-99, 84-100

**\$9.95**

84 New 1939 Emerson — \$19.95 to \$219.95

**William C. Sjostrom**

3012 PACIFIC AVENUE

WILDWOOD



## Vanishing Views



Back in the 1960's I worked at the Tiki Hut. Do you remember going there? It was a beach grill on the sand between Heather & Lavendar Avenues. It resembled a Tahitian straw hut & was owned by brothers, Ralph & Earl Johnson. Earl had a son, Billy and Ralph's son was Ralph, Jr., who was recently discharged from the army.

Ralph & Earl owned the Carousel Motel also, across the street on Atlantic and possibly the lot between the motel & Tiki Hut. The Attaché Motel is now located there.

Around 1961, Chubby Checker arrived at the Carousel, where he was staying while performing at the Rainbow Club. He drove up in a silver Jaguar XKE.

The Johnson brothers also owned the Dayton Hotel on Wildwood & Atlantic Avenues. At the lower level was Junior's Restaurant. It opened for dinner and served the Original \$1.95 Lobster Dinner. Sometimes I worked the steam tables, helping out when they were short workers.

These places are gone, but for those of us who grew up in the 50's & 60's, the memories and places in Wildwood will always remain in our hearts.

-Larry Lillo

**Carousel Motel**

**HOTEL DAYTON**

**Junior's Restaurant**

WHEN IN WILDWOOD, BE SURE TO VISIT

100% Air Conditioned

Superb Cuisine

Produce of All Kinds

Fresh Seafood

Strict Sanitary

All Portion Based on Premises



### 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.

[www.WildwoodHistoricalMuseum.com](http://www.WildwoodHistoricalMuseum.com)  
[WildwoodHistoricalSociety@hotmail.com](mailto:WildwoodHistoricalSociety@hotmail.com)

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.



**We are always looking for new active Board Members**

### Friends of the Wildwood Historical Society, Inc.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Renewal     New

Life.....\$200    Please check membership level & enclose fee with form.

Sponsor.....\$50

Contributor.....\$25

Family.....\$25

Individual.....\$10

Student.....\$5

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Wildwood, NJ 08260



Cape May County Savings & Loan—1960

3301 Atlantic Avenue  
Wildwood, NJ

## Then & Now

Old City Pub—2016



Photo by Kathy Skouras

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