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THE BINNACLE

Summer 2018
No. 23

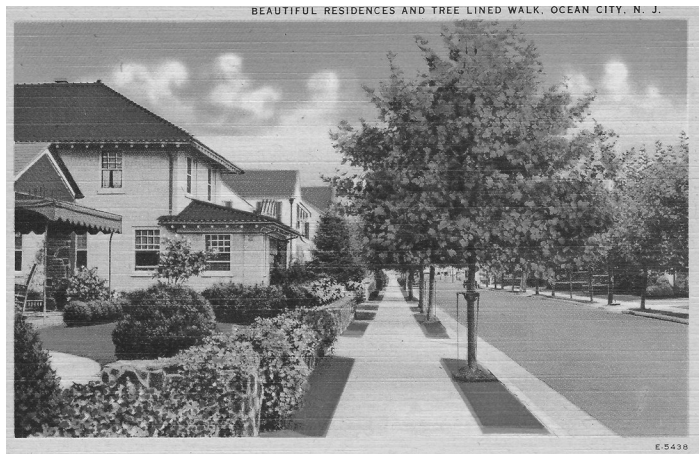
Ocean City's Home for History

The Gardens

By Susan Hohman

Ocean City is a special place, beloved by both residents and visitors for more than a century. One neighborhood is perhaps even more special, the one that everyone can name off the top of their head—The Gardens. Located at the northern end of the island, The Gardens boasts diverse homes, some historic, others modern. A large percentage of homes are single family, year-round residences, giving the area a strong sense of community. Some families have lived there for generations, their stories woven into the history of the place. A quick glance at a map of Ocean City shows the most obvious feature of this area; while the rest of the island is laid out in a regular grid, the streets in The Gardens meander, curving gently to encourage passersby to slow down and enjoy the beauty around each bend.

An ad in the *Philadelphia Inquirer* in July, 1908, marked the beginning of the development of the neighborhood. The developers were pitching the formation of a syndicate of 100 members, who would



purchase the right to bid on plots of land in The Gardens. The purpose of the syndicate, the ad explained, was "to get 100 good people interested in Ocean City Gardens at once and talking about it among their friends and acquaintances." The ad went on to extol the excellent transportation provided by the railroad, as well as the wholesome, healthy atmosphere, "where women and children require no police protection. A place where men want their families to live under proper influence."

A later ad in the April 15, 1911 *Inquirer* touted The Gardens as "The Most Desirable Residence Section of Ocean City, NJ." It went on to point out that more than \$300,000 had already been spent on improvements such as cement

sidewalks, curbs, sewers, gas, and streets. The ad was clearly aimed at investors, promising in large letters, "Now is Your Opportunity to Make Money." Lots were for sale for \$400-\$750. Bungalows on the bay were offered at \$2575-\$3200. A special train was designated to take potential customers from Philadelphia to Ocean City for a showing on April 16, for a roundtrip fare of \$1. A concurrent ad in the *Ocean City Sentinel* practically shouted:

"Every City Has Its High Class Residential Section. At Ocean City it will be found in OUR TRACT, because

1. Our location is unsurpassable
2. Our lay-out so unique

(Continued pg. 4)

FROM THE DESK OF THE DIRECTOR

Summer is upon us!

By the time you read this, we will actually be into August. I hope your summer is passing enjoyably. I hope you were able to explore our exhibit on Grace Kelly while Mr. LoRusso's collection was on display.

I would like to again extend my appreciation for his help throughout our Grace Kelly celebrations this year. Look for announcements for next year's celebrations in future editions of the *Binnalce*.



There is still plenty to check out in the Museum. Our second summer exhibit, *Doing Business*, is still going strong. If you are a fan of any of Ocean City's Landmark businesses, you'll want to check out this exhibit. Unfortunately, we don't have any samples to offer. We are particularly pleased to have a chariot from the carousel at Gillian's Fun Deck on loan. It's a beautiful artifact that you won't want to miss.

We still have several great lectures coming up in our Thursday evening series. Check out the calendar on Page 8. I'm especially looking forward to Bob Williams' talk on the Ocean City's Streets. I hope you will be able to join us.

In conjunction with the Lake Family Reunion on August 22, we will be unveiling a new addition to our collection. This piece was acquired through the generosity of an Anonymous Donor and the Lake Family Association. If I have piqued your curiosity, stop by the Museum on Saturday August 22 to learn more.

This may be my only opportunity to thank Theo Wood and Courtney Thern, who have been with the Museum for the past several weeks. It has been a pleasure working with you.

Until Next Time,

~Jeff

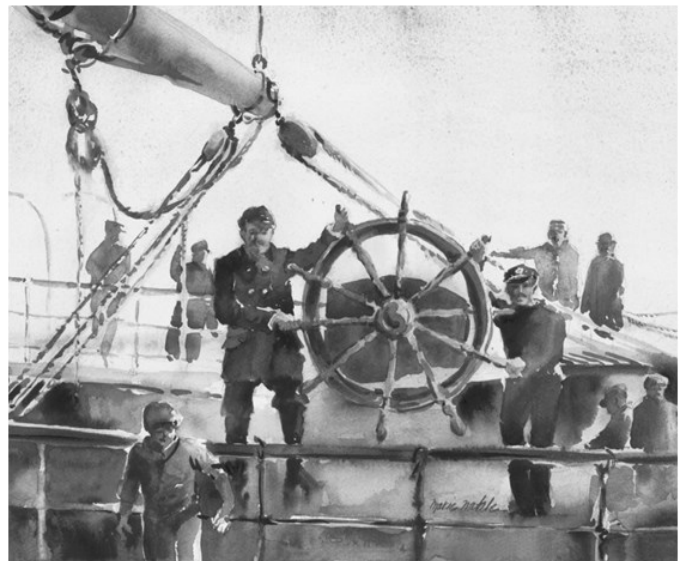
Jeffrey R. McGranahan / Executive Director

2018 BENEFACTOR'S GIFT

With the help of Marie Natale, Ocean City's best known watercolorist, the Museum has produced a giclee* of a watercolor entitled, "The Crew of the Sindia." The watercolor brings to life the Sindia and her crew in a new way.

Each member renewing as a Benefactor (\$125) will receive a signed and numbered limited edition print of the watercolor. There were only 100 produced and we feel they will be handsome additions to our Benefactors' homes or offices. If you have already renewed at a membership level other than Benefactor, you can credit that amount towards your upgraded membership.

When you renew or upgrade, please make sure we have your current address so we can mail you the print.



* giclee— a technology for fine art or photograph reproduction using a high-quality inkjet printer to make individual copies.

Curatorial Committee

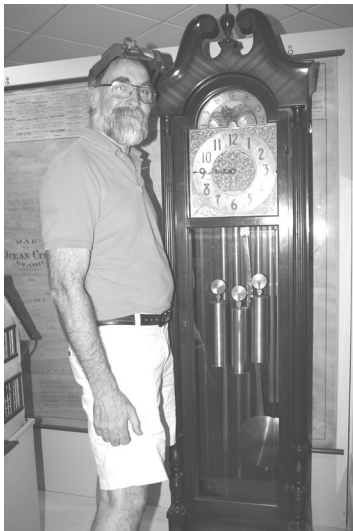


Tempus Fugit! The Museum just acquired a vintage electric hall clock once owned by Dr. Marcia Smith, Ocean City's first woman physician. Dr. Smith opened her practice at 821 Wesley Avenue in 1924. That same year, she was appointed beach surgeon for the Ocean City Beach Patrol. In 1933, she married Chris Montagna, owner of Chris's Restau-

rant. Dr. Smith was an early benefactor of Shore Memorial Hospital and the American Cancer Society. Dr. Smith was honored with a monument in Veteran's park from Israel in 1960, and with help from Jim Penland and Mark Soifer, created the first Boardwalk Art Show. She died on March 23, 1995 at the age of 96. Dr. Smith's clock was donated by Grace Hill and had been in the Hill family's possession for over 30 years.

The clock is a General Electric brand and was called the "Adams" model. This model was in production between 1931 and 1951; and a 1951 Saturday Evening Post advertisement prices the clock at \$535.00 plus tax. Electric clocks, while standard today, did not gain prominence until the 1930's thanks to Henry Ellis Warren, the "father" of the modern American electric clock. The electric clock became standard because it was more economically feasible than pendulum or marine clocks.

The clock's movement is housed in a very attractive and decorative mahogany case with a movement that includes a chime on the quarter hour and a moon phase dial. In addition, a sweep second hand is seen on the dial, and a pendulum that sways with the second hand is also part of the clock's mechanism. The three brass weights that are seen from the front of the glass door are, however, faux; they will never change position, locked for eternity!



When the Museum acquired the clock, it was not in working condition, but thanks to horologist Stephen Sieracki (fellow clock collector and friend of Trustee Stephen Gring), the motor has been restored and

Upcoming Events at the Historical Museum



AUGUST

■ **Session 3 of History Camp** will be held at the Museum August 6-10. See pg.5 for details.

■ **The Summer Lecture Series** continues in the Chris Maloney Hall in the library. See complete schedule on page 8.

SEPTEMBER

■ **The Annual Luncheon** will be held at the Greate Bay Country Club on Wednesday, September 19, 2018. See pg. 8 for more details.

■ **The Summer Lecture Series** wraps up on September 13. See schedule on page 8.

OCTOBER

■ **Brunch Buffet** will be held at Clancy's in Somers Point on Sunday October 14 at 12:30pm and will feature a lecture about the symbolism in Victorian Cemeteries.

NOVEMBER

■ **Christmas Open House** will be held on Friday November 30 from 4-7pm featuring antique and craft vendors.

DECEMBER

■ **Community Center Winter Market** will open on Sunday, December 2nd at 1pm.

■ **Mrs. Claus's Market** will run through the month of December.

recently reinstalled.

The clock has now taken its proud place in the Museum's "clock corner" along with the prized tall case clock with rocking ship movement from the early 1800's.

On your next visit to the Museum, make sure to stop and see the newest addition to the clock collection and listen for the beautiful chiming on the quarter hour!

(Continued from page 1)

3. Our improvements uniform
4. Our three-sided sea view so grand
5. Destined to be the Chelsea of Ocean City. The most beautiful part of the finest seashore city on the coast."

Maps from this time show streets laid out in a grid similar to that on the rest of the island. However, the area was much smaller than The Gardens of today. It was destined to increase by several acres after a series of storms washed ten blocks of real estate from Longport to Ocean City. An article in the *Philadelphia Inquirer* on January 16, 1914, explained that articles lost on the beaches of Atlantic City often were washed up on the beaches of Ocean City, "but the recent storms brought more than usual. . . it has been found that several acres of ground have been added along the shores of the Inlet and beach front, making the Ocean City Gardens richer in property values by many thousands of dollars." Indeed, this loss of land is memorialized by the numbered streets in Longport, which start at 11th Street, with 1st through 10th now a distant memory.

This massive increase of land behooved the developers to step up their plan. They hired the Olmstead Brothers, a prestigious firm of landscape architects based in Boston, to design the layout for the new addition. The company was run by the sons of Frederick Law Olmstead, the



renowned designer of Central Park and Golden Gate Park, among numerous other projects. Following their father's philosophy of using the natural features of a place, the brothers had designed the landscape for the Chicago World Fair, and later were hired by John D. Rockefeller to lay out New York City's Fort Tryon Park, the setting for the Cloisters museum. In designing The Gardens, the brothers emphasized the natural landscape by using the curving, irregular streets and native plants.

In July of 1914, the *Inquirer* published an article announcing the impending sale by the Olmsteads of lots and cottages in The Gardens. The sale was to begin at 2 pm on Saturday, July 25, and to continue until all unoccupied properties were sold. The first property to be offered was opposite the new Ocean City Yacht Club, while "Wesley, Ocean, Central, Battersea, and Asbury road lots promise[d] to excite spirited bidding."

The Gardens continued to grow as the 20th Century wore on. The beaches were supplemented by dredging and adding sand. The boardwalk extended into the area until it was destroyed by a hurricane in September, 1944. In the 21st Century, The Gardens continues to fulfill the promise made at its inception. The beauty created by its designers has stood the test of time and blends seamlessly into the Ocean City of today.



Annual Grace Kelly Tea

The Museum had another successful Tea. The event was held at the Flanders Hotel on June 6th and featured guest speaker H. Kristina Haugland, the Le Vine Associate Curator of Costume and Textiles at the Philadelphia Museum of Art. Kristina spoke about "Grace Kelly Style," and how she impacted the fashion world. This event was the kick-off for our summer exhibit, "I Remember Grace," which included the Ocean City Arts Center displaying Grace Kelly in-

spired art for the month of June. Miss Ocean City 2018, Madison Leigh Kennelly, modeled a reproduction of the iconic dress Ms. Kelly wore in the movie "Rear Window." We would like to thank our guest curator, Anthony LoRusso for sharing part of his personal collection. The exhibit wrapped up on August 2nd. We hope to see you at the Tea next year on June 5th, 2019.



History Camp

Calling all children!! Welcome aboard!

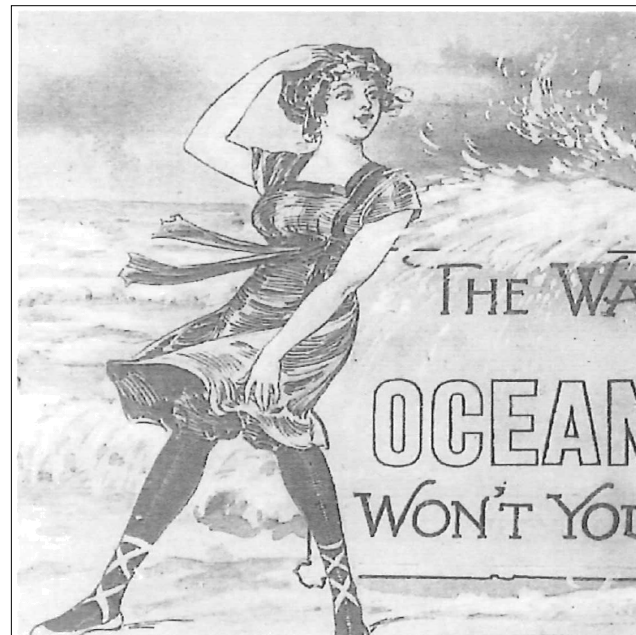
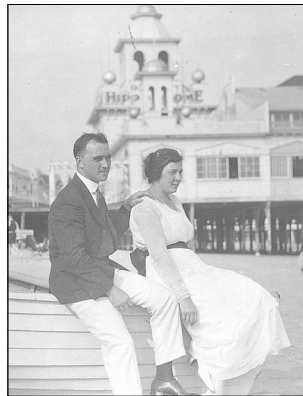
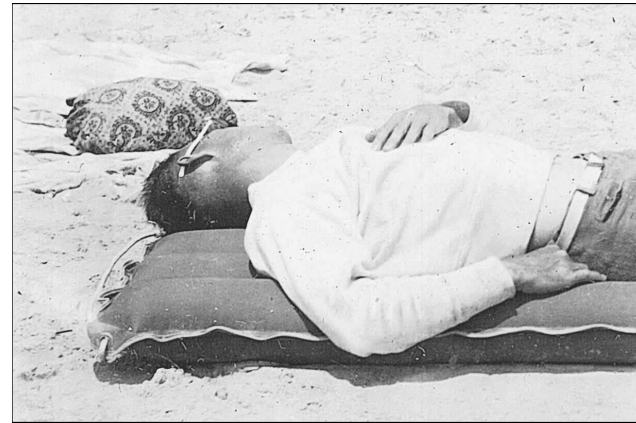
Come join us and learn the story of the **Sindia**, Ocean City's favorite ship, as well as many other interesting stories from our rich history. Do you know how the boardwalk got its name, or just why Ezra Lake is someone you should know about? The Museum is pleased to announce that we are expanding our popular History Camp for the summer of 2018. Once again, the Friends and Volunteers of the Ocean city Free Public Library are sponsoring the camps. Their generosity is providing the Museum with funds for books and other supplies to enhance the camp experience.

The Making History camp for older or returning campers will be held August 6-10 from 9-11 each morning. In this session the campers will select which exhibit to research, prepare a power point presentation, and present their findings in Chris Maloney Hall on the last day of camp. Games, activities, and snack will be provided each day. A pizza party for campers, as well as their families and guests, will be the finale of each session.

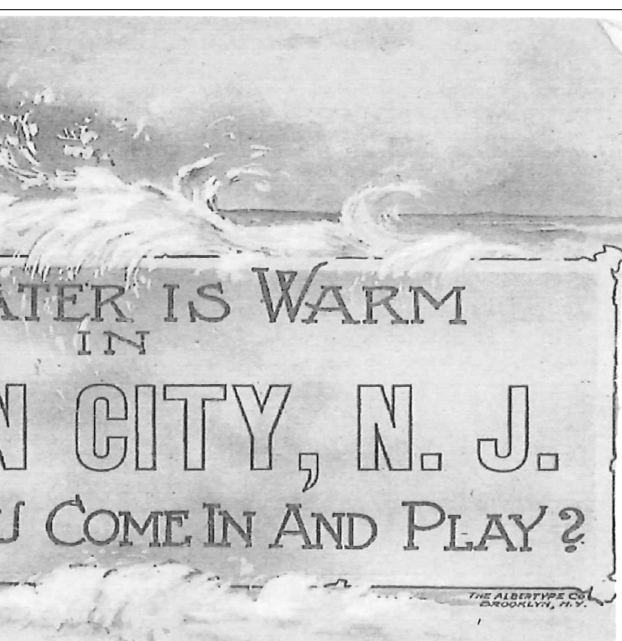
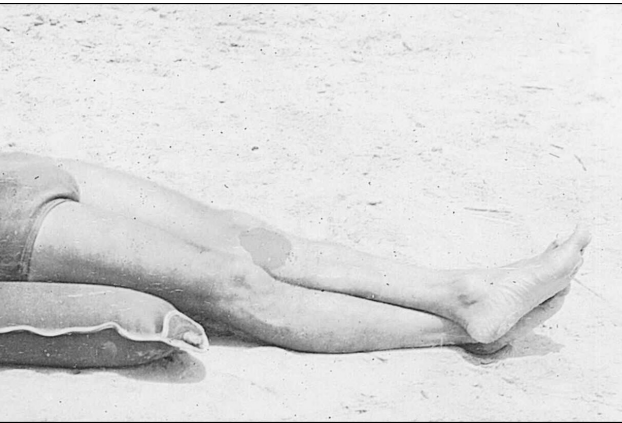
The cost of the camp is \$25. A limited number of campers can enroll each session. Contact the Museum at 609-399-1801 for more information or to register.



“WON'T YOU CO

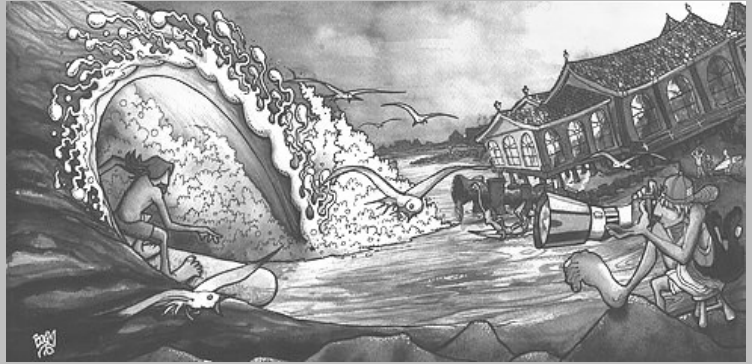


COME AND PLAY?



Annual Luncheon

This year's Annual Luncheon will be held Wednesday, September 19th at the Great Bay Country Club in Somers Point, NJ. The luncheon will feature guest speaker Aaron Bougushesky who works as an art teacher at the Ocean City Intermediate School and is widely known for his work as an artist and championship winning soccer coach. The luncheon will start at 11:30 with a social hour and raffles and continue with a three course lunch. The event is \$45 for members/\$50 for non-members and all proceeds help to fund the museum.



Lecture Series Thursdays @ 7pm FREE ADMISSION

All lectures will be held in the OC Public Library's Lecture Hall at 1735 Simpson Avenue. An American Sign Language Interpreter will be signing the presentations.

Aug 2: *Hogate's Restaurant*
Peter Harp

Aug 9: *Boyar's Market*
Robert Blutingen

Aug 16: *John Trower: A Black OC Entrepreneur*
Loretta Harris

Aug 23: *Business in OC in the 1890s*
Deb Worchel

Aug 30: *Ward's Bakery*
Walt Hohman

Sep 6: *The Names of Ocean City's Streets*
Bob Williams

Sep 13: *The Ocean City Chamber's History*
Michelle Gillian

Antique and Collectables Fair

The Antiques and Collectibles Fair this year was a huge success. With around 25 vendors from New Jersey, and Pennsylvania there was a great variety of objects available. All the vendors were friendly and knowledgeable, wanting to help spread knowledge. The Museum had a table of our own set up to sell artifacts that had been deaccessioned. Addi-

tionally, the Museum had guest curator, Anthony LoRusso giving lectures about Grace Kelly and answering any questions that arose. We hope to see you next year on July 13, 2019. Thank you to all the vendors who participated!



Volunteer Spotlight

By Noel Wirth and
Babs Steffano

Volunteering at the Museum takes many different avenues: Greeting visitors, becoming a docent and giving tours, making phone calls, performing computer activities, or becoming a researcher. Each issue of The Binnacle will spotlight the "unsung heroes" who give their time and energy to the Museum.

Duane Sonneborn



Duane and his family had summered in Ocean City since 1940 (when he was a mere baby!). He was a life-guard here in 1960 and 1961. After Duane retired from Smith, Kline and French in 1998, as controller of antibiotic marketing, Duane and his wife Lynn bought a condo in Jensen Beach, FL in 2000. They then decided to sell their PA home in 2001 and buy a home in Ocean City, a town they love,

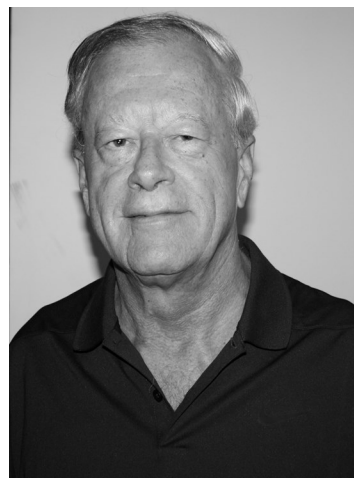
in 2001. Two beach homes—one in the summer and one in the winter! As a lover of history, Duane volunteers as a docent at the Elliott Museum in Stuart FL where he loves to tell the story of the work and more than 100 patents of Sterling Elliott. In Ocean City in

2003 he started work part-time with the Ocean City Greater Chamber of Commerce. In 2009 he became their tour guide on the weekly trolley tour which makes historic stops, one of which is our own Museum. And lucky for us, that's when Duane became involved in our Museum. He's an active supporter of our events, loves greeting visitors and telling them about our Museum, and now serves on the Board of Directors—even attending meetings in the winter when he's in Florida via teleconferencing! Duane is also treasurer of the Garden Civic Association and runs their annual yard sale. It was a lucky day for us when the trolley brought Duane to our Museum.

Vic Daniel

Vic was born and raised in Virginia and is a graduate of Virginia Tech. When talking with him, you can still detect his Southern accent. He moved to the Philadelphia area in the mid 1970s. During a week's vacation in 2007, he decided that Ocean City would be the ideal place to spend his retirement and bought his first condo. Luckily for the museum, he retired from being an IT Director at Harbor Linens, Gibbsboro, NJ and came to live here full time in 2016. He has always had a deep interest in history, and in 2017 attended a volunteer rally at the museum and became a reliable volunteer. In his first year he has participated in many of our special events and activities and is always avail-

able when we need some extra or last minute help. He enjoys greeting and meeting our visitors. You can see him at the front desk reading to learn as much as he can of our history. He is an avid Eagles fan and has had season tickets for the past 30 years. He attended Super Bowl LII with one of his two daughters. In his free time, he enjoys riding his bike, attending concerts and movies and trying out new restaurants. He has two grandchildren that enjoy visiting him in Ocean City. He is a valuable member of our museum family.



2018 Membership May-June

Patrons Members indicated with *

Dean & Barb Adams
Lori Albright
Bob & Beth Auwarter
Bob Barr
Lewis & Debbie Barrett
Richard Bernardini (new)
JoAnne Blackwelder
Doris Broadley
Harry Brooks
Rhoda Brown
Mary Jane Bullock
Joan Campagna
Beth & Jim Carll
Mr. & Mrs. Carmen Conicelli*
Florence Cooper
Dominic Costanza
Roberta DeVries
Regina Dirkes
Margaret J. Dressel
Maryann Rose Duffy
Florence Dungan
Linda & Ray Facciolo
Susan Fasy

Joseph Fertsch
Sonia Forry
Mr. & Mrs. Roland Gannon
Michael Girone &
Carole Subotich
William Griffin
Lora Hamer
William Harvey
Joseph & Diane Heath
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Betty Hellard
Ronald Hepkin
Vince & Ann Hink
Michael Hoffman
Bill Hughes
Brian & Barbara Illencik
Carol Janka
Denise & Gary Jessel
Margaret Kendrick
Robert Kradoska
Joan Kurtz
Mary Kenny Lee
Patricia Lynn

Jane & Bill McCausland
David Mink
Dennis & Joan Myers*
Elaine Novello
Linda & Norberth Olsen
Dr. Lee Anne Palmer
William Pehlert
Judith Perkins
Beth Poinsett
Elizabeth Rathblott
Judy Santianni
Margaret Schock
Rod & Betty Schumacher
John Shirk
Martha Styer
Bill & Kay Sundermeir
Walter Szczurek
Judith Thomas*
Norma West
Dorothy White
Michael & Judith Young
Joyce Zipfel

2018 Benefactors & Patrons May-June

New Benefactors indicated with *

Gail Baldwin
Albert Crescenzo
Patricia Crowley
Chet & Laura Derr
Patrick Gill
Roy Gillian
Fred & Sue Glazier
Joe & Sharon Grimes
Carole Hadtke
Keith Hartzell
John LaRue
William & Sandra McMahon
Dale Nicholas*
Ocean Court Apts. Inc.
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Anne Oves
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Jean Robinson
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Jane Rubino & William Bradway
Jeff & Jennifer Shirk*
Charles & Eileene Smith
John Stauffer
Barbara Stefano
Judy Stephenson
Avery Teitler*
Barbara Uzelmeier
Renee Williams*
Robert J. Williams
Donald Woolson*

Previously Renewed
John & Patricia Poprik
Judy Stephenson

We make every human effort to get these names correct. If you believe something is listed in error, please contact the Museum at 609.399.1801. We will make corrections in the next issue. Thank you for your patience.



Boardwalk at Moorlyn Terrace, c. 1930s

2018 Special Donations May-June

Loretta Harris
 Joe and Sharon Grimes
 Doris Broadley
 Jean Robinson
 Dr. Richard Stanislaw
 Diane Heath
 Joel and Caroline McKeever
 Mary Anne Kull
 Kenneth Cooper
 Fred Miller
 Night in Venice Pageant Committee
 Colony Club of Ocean City

Randazzo's
 Pitman School
 The Riverboat Club
 City of Ocean City
 Brian Thornton
 Richard Coe
 Judy Perkins
 Shrivvers Salt Water Taffy & Fudge
 Antique Collectors Club

Donations Received Previously
 John & Patricia Poprik

LEGACY GIFTS

Join The Parker and Louisa Miller Society!

An easy and lasting way to help Ocean City Historical Museum continue its work of preserving local history is to direct a gift through your estate plans.

The following is language you may wish to use when including the Museum in your Will or Trust:

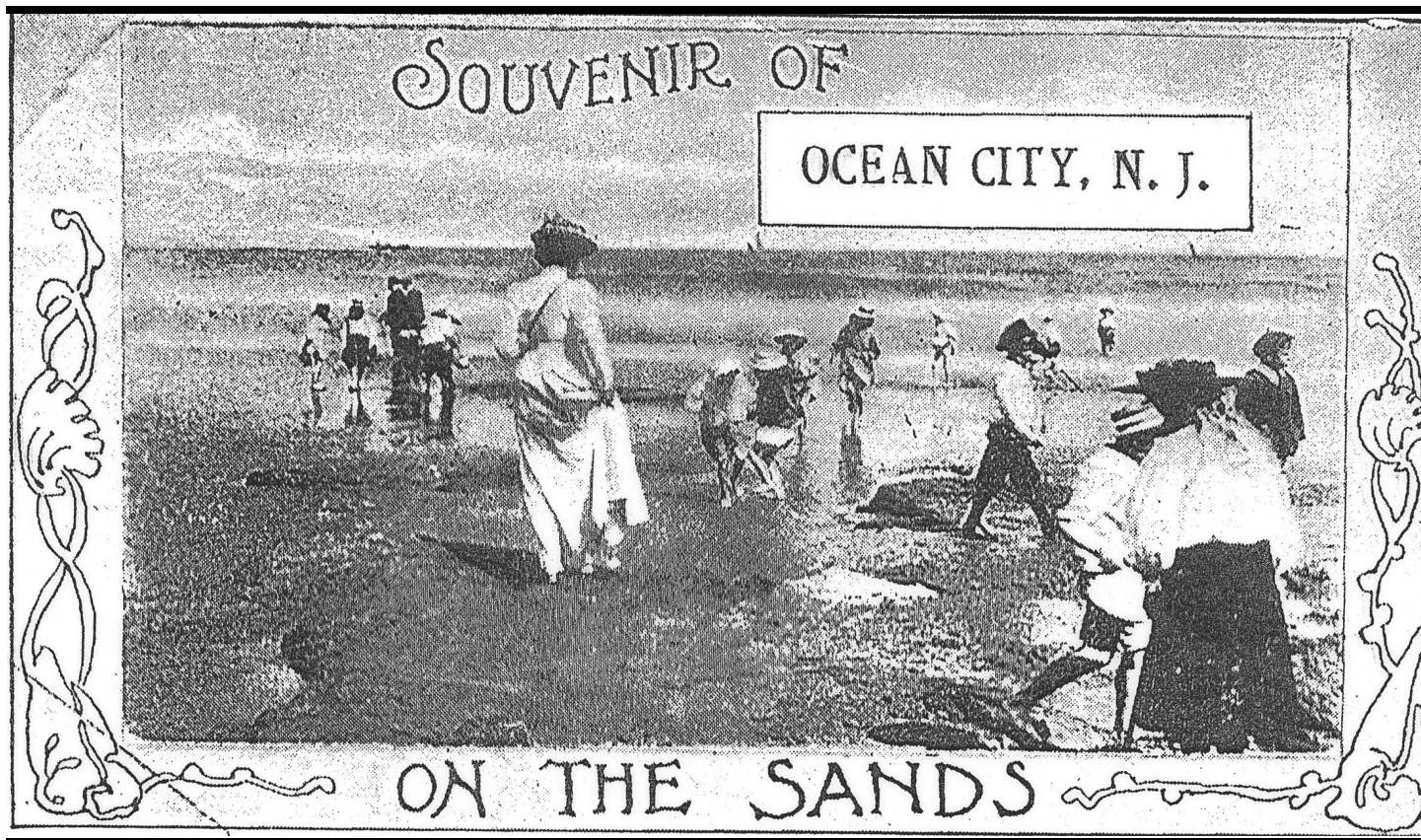
"I give (the sum of \$____) or (____%) of my estate to The Ocean City Historical Museum."

"I give and bequeath to Ocean City Historical Museum, after all debts, expenses, and other legacies have been paid, all or ____% of the remainder of my estate."

Please remember that these are topics that should be discussed with legal and/or tax professionals and are only presented as suggestions.



One half of OC's Pioneering Family! Louisa Briscoe Miller (1825 - 1903). Louisa had nine children. According to family lore, Louisa would row her kids across the bay every day for school in Somers Point.



*The Mission of the
Ocean City
Historical Museum,
Inc. is to delight,
inspire and
educate the public
about the story of
Ocean City, New
Jersey.*



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Ocean City, NJ 08226

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