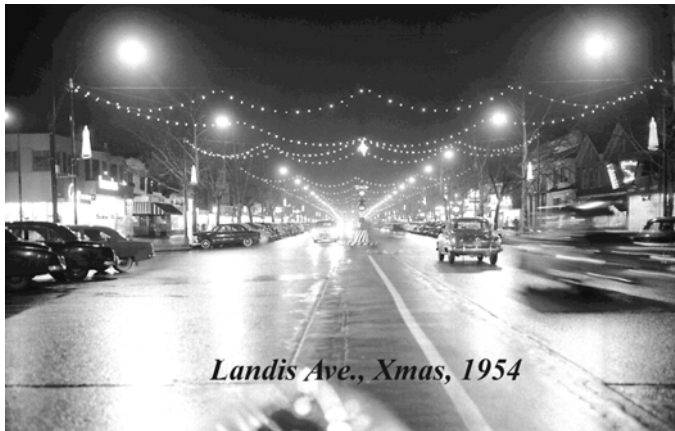


Friends of Historic Vineland

Holiday Greetings



Landis Ave., Xmas, 1954

Memories of Christmas Past (In Vineland) By Herb Wegner

I can remember "cruising" down Landis Avenue in the 40's with my father in our old DeSoto, although I'm sure he never thought of it as cruising. And my mind often flashes back to the biggest traffic jam I could ever imagine as we joined thousands of motorists honking their horns on the Avenue on V-J Day. We even bumped the car in front of us hard enough for me to suffer a wrist sprain that allowed me to plead

for lighter work at the farm.

But probably my most vivid memories of Vineland were the Christmas lights on Landis Avenue, and the decorations that lit the streets and side walks and appeared in store windows. There was something magic about Christmas in Vineland. There was no place like it for miles around. The huge width of Landis Avenue with its center island traffic lights at each intersection provided a one-of-a-

kind spectacle at Christmas time. The huge variety of stores lining the Avenue offered every Christmas gift imaginable, and excitement filled the air as you perused store after store for that special gift for each of the special people on your list. If it existed anywhere, you could find it somewhere on the Avenue. And the brand new Sears and Roebuck store at the circle offered the biggest variety of Christmas gifts Vinelanders

This Month's Articles

Memories of Christmas Past, by Herb Wegner

Stocking Stuffers from the book History of Vineland, 1881, by Frank De Maio, M.D.

And our wishes for a happy and healthy holiday season, and a great year 2004, from all of us in the Friends of Historic Vineland



(Continued from page one)

To me, Sears represented the gateway to the great offerings of all the stores on the Avenue

To realize the full impact of the shops in Vineland, you have to think back to that time, when there were no shopping malls anywhere, let alone the stores now clustered at the Cumberland Mall and vicinity. Actually, one could look at the unique layout of Landis Avenue and say it was in reality the largest shopping mall known to man at the time, or at least to one kid I know. And no mall today offers the parking available right outside the store of your choice as Landis Avenue did back then. It was an experience that those of us who were there will never forget.

In addition to the myriad of stores, the Avenue was

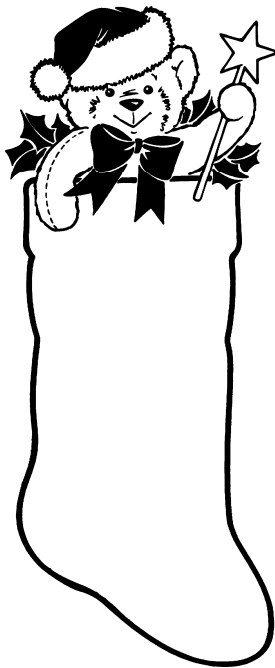
replete with a variety of restaurants and diners, soda fountains and the best pizza and sub shops you could find anywhere. And nothing got you into the Christmas spirit more than the churches along the Avenue with the sound of bells and Christmas music from their steeples accompanying you on your shopping journey. The Avenue brought out something very special; the Avenue gave you that "home town" feeling that no mall can duplicate today.

Times have changed, and no one can make those old days come back. But time will never take away the happy memories of Vineland at Christmas

(Editor's Note: Herb, there's a lot of people out there that agree with you!)

SOME LITTLE KNOWN FACTS TO STICK IN YOUR CHRISTMAS STOCKINGS!

By Santa's Little Helper—De Maio



(Editor's Note: many of the following facts were taken from a book entitled *History of Vineland* published in 1881 by B. F. Ladd. It has all kinds of facts and figures. Here are some of them.)

High School classes were first held in 1870 in the Plum Street Hall. Subsequently, an impressive High School was opened in 1874 and President Grant came to Vineland and made a brief speech during the opening ceremonies. Along with him came Governor Parker and a hoard of

other dignitaries. High Schools were a big thing in those days, and we had one of finest in the state!! They were escorted to the event by the popular Cornet Band of Vineland (we use the well-known Red, White, and Blue Band today!)

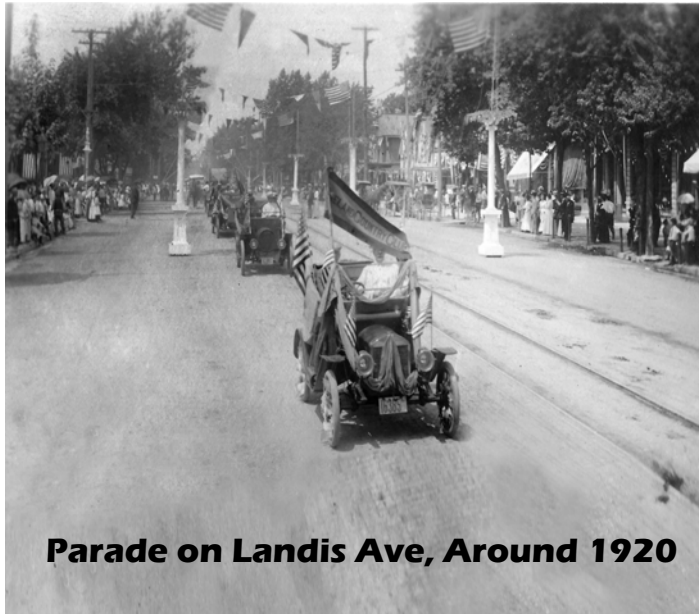
In 1871, good old Charles K. tried to make a new county taking land from the existing counties of Gloucester, Cumberland and Atlantic. It was to be

called—you guessed it—Landis County. The capital city was to be called—you guessed it again—Landisville. Now, I was born in Landisville, and I never knew what I missed. This idea of Landis did not go well. They referred to him as "King Landis" and the idea was voted down.

There was a huge fire in Vineland in 1872. It burned a good number of buildings on Landis Ave. In fact, the library of our own Mr. Newcomb (ever hear of Newcomb Hospital?) lost most of the books of his library during the fire. Thereafter a Hook and Ladder company was immediately organized in Vineland. (We call them fire companies now, and that one was our first!)

The first Italians started to come to Vineland in 1873. The book refers to them as ...industrious, law-abiding people...who raise good crops and are well pleased with the new homes. (Hey, we've been called worse!) Landis then went to Italy in 1874 to advertise his "Ideal Community." (An ad read by some Italian by the name of Sinatra resulted in his coming to America, and stopping in Hoboken and not coming to Vineland as he had planned. He had a kid by the name of Frank that grew up and did a little singing later on.)

Continued on next page



Parade on Landis Ave, Around 1920

And here is some Christmas news for you Catholics—the first Catholic Church was opened on Christmas Day 1874, the same year our high school was opened.

The first public library was started in 1876. A meeting was held in the office of E. M. Turner on May and the object of the Association was to “encourage the study of art, science and literature by the establishment of a library and reading rooms, courses of lectures and so forth.” The library was opened in Sylvester’s Block (does anyone know where Sylvester’s Block was located??).

The famous Baker house was completed in the spring of ‘76. Vinelanders considered it the finest hotel in south Jersey. It was made of brick, four stories high, surmounted by a large tower and observatory, which was sixty-five feet tall. The first floor was roughly 6,000 square feet in size. It had the amazingly new services of steam heat and running water. It had gas lighting and electric bells. The dining room could hold 200 people. There were stores on the ground floor, including a pharmacy. It was said that on a clear day, if you walked all the way up to the observation tower, you could see forever (well, actually what they said was you could see to Philadelphia!).

The Daily Times was started November 1877 by Mr. And Mrs. J. B. Duffey. Now, we all remember how the Leuchters came to town and started their newspaper and eventually we had the Times Journal. Now we get the Daily Journal every morning and with it our—you guessed it again—daily news!

In 1879 four men entered the Vineland National Bank, three of whom engaged the attention of the cashier, while the fourth slipped around to the vault and took a large handful of bills and a bag of silver. They sprang into a waiting carriage and went racing down Landis Ave. and made a clean get-a-way. It was later found that they had gone to Salem, hired a yacht and took off for places unknown. They were never heard of again!

In 1880 the town went Republican. It passed the Borough Act where the town was incorporated. There was a newly elected City Council and it immediately went into action and passed a number of ordinances for the good of the city (see, Republicans were great even then!) The first ordinance referred to obstructions and nuisances on streets and sidewalks. The second referred to driving on sidewalks—no horses and carriages allowed! The third was to stop gambling houses and houses of “ill-fame” (houses of ill fame in Vineland--not possible!!???). The fourth related to the licensing of billiard saloons. The fifth prohibited the opening of stores, shops and saloons on Sunday, but Pharmacies could sell medicine and milk dealers could deliver milk. Barber shops could remain open up till 10:00 AM on Sundays. The sixth provided a penalty for disorderly or indecent conduct, drunkenness, profane language, mutilating trees and other inappropriate behavior. (Are those laws still on the books??)

Landis wanted Vineland to become a fruit producing town. (Note the names of the streets in center Vineland.) By 1881, Vineland was shipping a huge amount of fruit to the big cities. Note these figures: 250,000 quarts of strawberries and 409,000 quarts of blackberries were shipped out. Also, apples, grapes pears, raspberries, and whortleberries (what’s a whortleberry???) were shipped out in large amounts.

Vineland in 1880 was considered a health resort due to it’s healthy climate. Many invalids who suffered elsewhere from pulmonary and other chronic complaints regained their health here. Because of the law against the sale of liquor some of the best people in the country came to Vineland for that reason, and confirmed alcoholics came here because of the lack of alcohol. Because they stayed off liquor they became industrious and respected citizens (hey, that’s what the book said).

Well folks, there they are. Stocking stuffing facts concerning Vineland. (Hope you agree that it’s better than coal)

*Our heroes—the people that have contributed this year to the
“Friends” and help us carry out the traditions of Vineland.
Thank You!!*

Mr. Bennett Bardfeld
Mrs. Mary Bechold
Mr. Carl Biletta
Mr. Jerry & Dolores Brown
Dr. Norman Cassett
Ms. Kathy Cavallero
Ms. Mary Chamings
Mr. Anthony Costanzo
Mr. & Mrs. Bruce & Sally Jo De Lussa
Dr. Frank De Maio
Mr. & Mrs. Bernard & Bernice Einstein
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Mr. Matt Fisher
Mr. & Mrs. Jim & Faustina Geraci
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Ms. Jeanne Robbana
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Mr. & Mrs. Louis & Mary Schad
Ms. Alma Sessa
Mr. Michael L. Testa
Dr. Filemon & Violeta Trias
Mr. Robert Trivellini
Mr. & Mrs. Donald & Thaddine Trucano
Mr. Joseph Ucciferri
Dr. Joseph Wachspress
Mr. Herb Wegner
Ms. Christine Zion
Mr. Robert Zuest



It's not too late this year to make
Santa's list and be a member of
the Friends!!!

DO YOU WANT TO JOIN??
TO BE A MEMBER

BENEFACTOR.....\$100
SPONSOR.....\$50
FAMILY.....\$35
INDIVIDUAL.....\$30
STUDENT.....\$5

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“FRIENDS OF HISTORIC VINELAND”
The Friends have no connections with the Vineland
Historical Society or any other society!

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Mail to: Friends of Historic Vineland
C/O Frank De Maio, M.D.
1047 Almond St.