



# WildWood by-the-sea: Nostalgia & Recipes Bob Bright, Jr.

"BOB BRIGHT, JR." is an excerpt from the newly published book  
"Wildwood-By-The-Sea: Nostalgia and Recipes"  
by Anita Hirsch

If you love history and especially Wildwood-by-the-Sea history and nostalgia, you must have visited the Wildwood Historical Society on Pacific Avenue near Spencer. You might be approached by Bob Bright Jr., the historian and office manager. As manager, Bob sees that all the information is well organized and he himself is a walking encyclopedia of anything Wildwood. Bob knows so much about Wildwood that with the help of vintage photos, artifacts, and memorabilia, there is not a thing that he does not know or can't find related to Wildwood and its history. He is the unofficial island historian.

The Bright family has a long history in the Wildwoods, in South Jersey, and in Cape May County. Bob remembers so much of his childhood: Name any family or street and Bob Bright will have a story to tell.

Bob was born in 1936 and raised in Wildwood. He lived at 3906 Pacific Avenue with his parents, Millicent, who was from Cape May, and Robert Sr., who was born in Wildwood. Bob Sr owned Bright's Appliance and the family lived behind and above the store. The building is still there, across the street from the Wildwood Historical Society. Later, Bright's Appliance was sold and became Sol's Dress Shop.

Bob graduated from American University with a degree in economics. He worked at Lippincott Publishing at 6th and Locust for 11 years where he was eastern regional sales manager. After working other sales jobs, Bob retired and returned to Wildwood. He volunteered to help at the Wildwood Historical Society for a few days a week and this has continued for 17 years in 2009.

Members of the Bright family were some of the original settlers in Holly Beach. Bob's great grandfather was Henry Bright who had four sons: John, was a lawyer; William H., was in real estate and had been mayor of Wildwood, a sheriff, and also a state senator; Robert, who was also a lawyer and Oliver, who was a property owner and elected official.

Bob Bright enjoys telling this story of his grandfather, Oliver Bright, who in 1919 was a councilman for Holly Beach and later was elected a commissioner when Holly

Beach and Wildwood consolidated. Oliver thought the Boardwalk should be moved closer to the ocean. When he suggested it to the property owners along the Boardwalk, they were against it. So Oliver Bright hired a team of laborers, and under cover of darkness, they moved the Boardwalk closer to the ocean. Oliver was removed from office.

## GRANDMOM REBECCA HENDERSON'S Sweet Cole Slaw

Bob Bright says he doesn't have a favorite recipe. "I eat only what comes in a red box," meaning his dinners are the individual frozen standards. But he does remember how he loved his Grandmom Rebecca's cole slaw. Bob says, "it makes any sandwich special." This cole slaw recipe tastes a lot like hers.

5 cups thinly sliced cabbage  
3/4 cup mayonnaise  
2 tablespoons sugar  
2 tablespoons water  
2 tablespoons light sour cream  
1 tablespoon apple cider vinegar  
1/4 teaspoon salt  
Dash black pepper



Add the cabbage to a large bowl. Combine the remaining ingredients, add to the cabbage, and mix in well. Refrigerate. Serve. Yield: 6 servings



1944 ~ Bob Bright, Jr. and friend Jim Schellenger pose on trolley car driven by Motorman Horton K. Banks.

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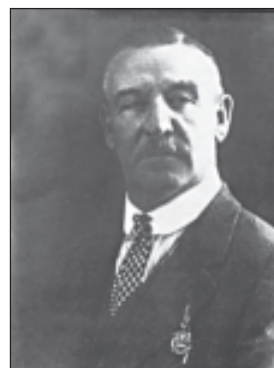
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Bob Bright Jr. and his father were in business together



Bob's grandfather, Oliver Bright



Bob Bright Jr., Buddy and Bob Bright Sr. inside the Wildwood Historical Museum. Bob Bright Sr. passed away in 2006 at the age of 96 years.



John, William and Robert Bright in 1900

## Wildwood Memories Make the Perfect Gift!

### WILDWOOD-BY-THE-SEA: NOSTALGIA AND RECIPES

the newest book by Anita Hirsch, will be available this November, just in time for Christmas giving. This collection includes her columns which have appeared in The SUN-by-the-sea, which are nostalgia-packed, lavishly illustrated with photos and includes more than fifty recipes in all. Revisit people and places that make the Wildwoods so special. Read how Wildwood-By-the-Sea came to be: stories of your favorite places with more than 250 photos that will take you back to the best times of your youth and your family vacations. Memories of the boardwalk, the beach, the ocean, the sand, sand castles, the tram car, and the food...here is your chance to revisit your favorite memories of Wildwood-By-The-Sea..



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