



“Let no one ever come to you without leaving better and happier.” ~Mother Teresa



Anita Smith in her boardwalk store

Anita Smith recalls her HUSTLE INNS



The Hustle Inn, Wildwood, NJ 1951-1980



The original Hustle Inn Luncheonette at 23rd & the Boardwalk, purchased by the Smiths for \$2500 from Mr. Crone in 1951.

Anita Rubin and Ellis Smith's story began at teen dances in Lansdale, PA where "they danced 7 days a week and Sunday afternoons and even would take their homework with them." They married November 18, 1944 and quickly settled in to wedded bliss.

In 1946, they began their long, successful career as entrepreneurs with the purchase of an 1848 farmhouse and barn on Rt. 611 in Doylestown, Pa. They converted the barn into The Hustle Inn, a non-alcoholic teenage dance club. It was a dream come true that lasted until 1969. True romantics, they furnished their sweet dream with wooden tables in which couples were welcomed to carve their names in hearts. Fittingly, many met their true love there. Adding to the romantic motif, Mr. & Mrs. Smith held an annual Mr. & Mrs. Hustle Inn Contest complete with a crowning ceremony and trophies. As a salute to sophisticated days, everyone was required to dress properly, with women wearing dresses and men wearing suits. The menu was personally prepared by Anita and Ellis and consisted of cold cuts sandwiches, French fries, and homemade ice cream and sundaes (with soda as the beverage of choice). The admittance fee was \$1.50, but \$1.50 worth of food was included with the entry price. An economical, entertaining time was had by all!

In 1951, during a break from contests and cold cuts preparations, Anita brought Ellis to Wildwood and the next chapter of their lives began happily by the sea. Clearly possessing a keen business sense and a unique way with people, the Smiths set out on their latest and sunniest business venture. That same year, they made their mark on Wildwood's boardwalk when they purchased a key from a Mr. Crone

for \$2500 for a tiny luncheonette at 23rd & the Boardwalk (where the King's Motel Inn is). They expanded the luncheonette the length of the motel and turned it into a variety store, and a tribute to their first business endeavor, called The Hustle Inn. They managed the store until 1980. For approximately eight years, Anita and Ellis also managed "Chest of Treasures," a variety store near the south end of the boardwalk on Baker Ave. True self-starters, they owned Holiday Preview at Maple and Pacific Aves from 1980 until 2001. Having found their own treasure within a welcoming community, Anita and Ellis would spend many happy summers along the coast with their daughter, Linda.

After many years of marriage and 50 years of invaluable contributions to Wildwood's economy, Ellis passed away while Anita quietly retired. Fortunately, she hasn't lost her "go-getter" attitude and continues to maintain many important tasks. The ultimate social butterfly, she fancies herself the Official Greeter for many of Wildwood's church and senior functions that she frequently attends.

She is also the lovely organizer and Queen of the Birthday Club, which meets at Key West Café on Andrews & Pacific Aves in Wildwood whenever there is a birthday in the group. After her many years of organizing happy events, Anita is clearly the perfect person for the job!

Anita was the queen for a day on November 4, 2010 when she celebrated her 85th birthday with all of her birthday club friends in attendance. History has shown that Anita knows how to draw a crowd and this special day was no exception. We here at The Sun wish her many wonderful Wildwood years to come!

~Meg Corcoran / Dorothy Kulisek



1970s ~ Anita in the Hustle Inn with some of her faithful employees such as Fred Musso & Mary Maguire.



A painting given to Anita as a gift of her Hustle Inn



Ellis Smith in the Hustle Inn



Anita with her daughter Linda



Boardwalk Merchants, Anita Smith & Rachel Matteucci, 1976 The Matteucci's owned several food stores at Sportland and at Oak & the Boardwalk. They also had a beach stand at the back of Sportland Pier.



Anita & Ellis another one of their stores, Chest of Treasures on the south end of the Boardwalk, c. 1960



"Things may come to those who wait, but only the things left by those who hustle." ~Abraham Lincoln

The Hustle Inn, Doylestown, PA 1946-1969



The converted farmhouse and barn that became the Hustle Inn



The crowning ceremony of Mr. & Mrs. Hustle Inn



Anita wearing her birthday hat. She celebrated her 85th this past winter with her 'Birthday Club' girls at Key West Cafe in Wildwood.



The Smith family at The Hustle Inn, 1953



The wedding of Mr. & Mrs. Ellis Smith



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Anita & Ellis Smith, founders and owners of The Hustle Inn



Anita & Ellis at their Wildwood store at Maple & Pacific, c. 1985

Remembering the Hustle Inn

To the Editor:

In reply to Mr. Glenn Dulsky's Vent from Aug. 15, I have good news for him. The owner of the Hustle Inn is still living and going strong. I'm sure she would be glad to share any information that would help to enrich our teens' lives.

For those who do not know about the Hustle Inn, it was a place for teenagers to enjoy dancing, have prom parties and eat delicious food prepared by the owners. They made their own ice cream and served all kind of sundaes. Teens came from Philadelphia and surrounding areas to enjoy the fantastic music, have a place to meet other teenagers, dance and be happy.

I agree that teens need a place to socialize and enjoy dancing to the music that is so needed in their lives.

Rose Marie Randa
New Britain

Email Sun-by-the-sea@verizon.net if you remember the Hustle Inn in Doylestown or on the Wildwood boardwalk. Include "Hustle Inn" in the subject line and send us your memories.