

# Whitesbog Preservation Trust

## NEWSLETTER

3rd Quarter

www.whitesbog.org

2017

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

## Cranberry Labels Decoded ...

by Mark Ehlenfeldt,

About a year and a half ago, when I wrote “New Jersey Cranberry Labels ... Decoded”, I promised that one day we would also discuss Eatmor Cape Cod cranberry labels. Well, that day is here and we will now delve into Cape Cod labels. If you didn’t see that original article, or don’t remember it, you should go back and check it out online.<sup>1</sup>

You see fewer Cape Cod labels in this area, since this isn’t Cape Cod or Massachusetts, and frankly, I think they’re less interesting, but nonetheless, Eatmor had a similar profusion of labels for Cape Cod.

Our information today comes from a pamphlet from the American Cranberry Exchange entitled ‘Eatmor Cranberries – Varieties Grades and Brands’, that resides in the Wetherby Cranberry Library Digital Archives (hosted by the Wisconsin Historical Society) under the aegis of the Wisconsin State Cranberry Growers Association, and seemingly nowhere else!<sup>2</sup> The Wetherby copy is a murky low resolution photocopy, whose Cape Cod section I’ve cleaned up and partially reproduced for you as an addition to the online version of our Newsletter.

### Cape Cod Varieties

Eatmor growers of Cape Cod had the option to market 14 varieties, these were: Early Black, Black Veils, Early Red, Mammoth, Matthews, McFarlin, Centreville, Natives, Chipman, Bugle, Stanleys, Late Howes, Smalley Howes, and Pointed Howes. Just seven of these were common with New Jersey: Early Black, Matthews, McFarlin, Centreville, Late



## Part II: Cape Cod

USDA-ARS

Howes, Chipman, and Pointed Howes. ‘Cape Cod Cranberries’ used 44 brand labels, in different thematic categories that covered these varieties or cultivars of cranberries. This total number is similar to that for New Jersey cranberries (36 brands), and represented a similar grading system; however, since Massachusetts grew different cultivars than New Jersey the two localities were not exactly comparable.

Among ‘Cape Cod Cranberries’, 30 were Eatmor brands, and 14 were designated as “not Eatmor”. Each **variety** typically had several Eatmor brands and only one non-Eatmor brand, with a few exceptions. Pointed Howes, Stanleys, and Centreville had **only** Eatmor Brands. Natives (Was this actually a single variety?) had **only** a non-Eatmor Brand. What follows is a comprehensive listing of these brands, with variety in bold, and brand names following - (n) designates a non-Eatmor brand.

**Early Black** - Skipper, Chanticleer (n), Mayflower and Lion, Minot’s Light, Harvard, Yale, Capitol; **Black Veils** - Red Cedar (n), Lone Pine; **Early Red** - Paul Revere (n), Puritan; **Mammoth** - Eagle (n), Iris; **Matthews** - Faneuil Hall (n), Bunker Hill, Windmill, John Alden (n), Priscilla; **McFarlin** - Plymouth Rock (n), Pilgrim, Magnolia; **Centreville** - Peacock, Pheasant; **Natives** - Pioneer (n); **Chipman and Bugle** - Dragon (n), Myles Standish, Samoset, Beacon (a Paul Revere image); **Stanleys** - Fisherman; **Late Howes** - Turkey (n), Battleship (n),  
*(continued on page 2)*





### The Design of Eatmor Labels

By New Jersey label standards, most Cape Cod labels look fairly drab, typically having a primarily gray background, vertical red Eatmor banners on both edges, and a centered, circular brand image. In addition to black, gray, and white, red was the main additional color used in the circular brand image, if any, and a red band often (but not always) encircled the brand image (compare labels on next page). In most cases, the colors were printed as solids. On a few labels, a third color was used for contrast. By far, what appeared to be the most colorful label was the round barrel label for the ‘Holiday Brand’ (see cover image, online, in color). It still used only red and yellow as supplementary colors, but blended them in such a chromatic and nuanced way that the perception of colors far exceeded that of the other labels.

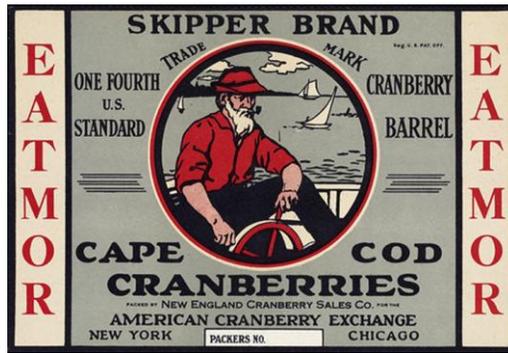
### The Design of Non-Eatmor Labels

The non-Eatmor labels largely forsook the use of secondary colors often using only the background color along with black and white for their images. Secondary colors were used only for certain brands and often sparingly.

Although all of the Cape Cod labels seem to be based upon a grayish background, depending upon what specific images you see, the background appears anywhere from blue to blue-gray to lavender. I suspect this has much to do with how they were photographed or scanned, or the particular computer monitor you observe them on, but it may also reflect inks used by various printing companies. Thus, it may well be that the color reproduction varied even in the originals. It may also reflect the aging of the paper they were printed on, or the fading of certain ink colors.

### Shapes and Sizes of Cape Cod Labels

As noted previously Cape Cod Eatmor brands had vertical banners on either end. If you find an approximately square label of a ¼ barrel of any of these brands, you can be **absolutely** certain that the vertical Eatmor banners on either end have been trimmed off (see the ‘Minot’s Light Brand’ label). The intact non-Eatmor labels are similarly rectangular, but with no reserved vertical banner space on either end (see the ‘Chanticleer Brand’ label). In



internet searches, I found labels for **half barrel** crates of ‘Holiday Brand’ and ‘Mayflower Brand’ that appeared rectangular without the Eatmor designation, but the color format suggested they were still being sold as Eatmor brands. Further close examination of dimensions led me to conclude that these, like the ¼-barrel ‘Minot’s Light’ Brand label, were simply ½-barrel labels that had been

trimmed of their end banners. Among the labels pictured, I’ve tried to reproduce them in their relative sizes. On the next page you can see that ½-barrel ‘Mayflower Brand’ label has a rectangular center as mentioned.

The *approximate* dimensions of various types of crate and barrel labels are tallied below:

¼-barrel crate (the most common) – 7” × 10½”

¼-barrel crate, trimmed of end banners - 7” × 7” (see ‘Minot’s Light’ brand label)

⅛-barrel crate – 5½” × 8¼” (see ‘Lion Brand’ label)

½-barrel crate – 8¼” × 13¾” (see ‘Mayflower Brand’ label)

½-barrel crate trimmed of end banners - 8¼” × 12½”

½-barrel circular - 13¾” (from a ‘Honkers Brand’ label found online)

1-barrel circular – 15¾” (see ‘Holiday Brand’ label)

### Scarcity and availability

Like the New Jersey labels discussed in Part I of this series, some labels are quite common, others quite scarce, probably a reflection of the relative commonness or un-commonness of the variety, and the particulars of the grade. Internet searches can produce an image of almost all of the Cape Cod labels listed in the brochure; however, ‘**Fisherman Brand**’ was nowhere to be found. ‘Fisherman Brand’ is the only category of the ‘Stanleys’ variety, suggesting that it was limited in its production. ‘**Dragon Brand**’ could be found only as a circular barrel label. ‘Dragon Brand’ was the single non-Eatmor label out of the four brands for the varieties ‘Chipman’ and ‘Eagle’. And finally, for the ‘**Blue Heron Brand**’, only the image of a very weathered crate with a ‘Blue Heron Brand’ label attached could be found. ‘Blue Heron’ was the only brand (Eatmor) of the variety ‘Pointed Howes’.

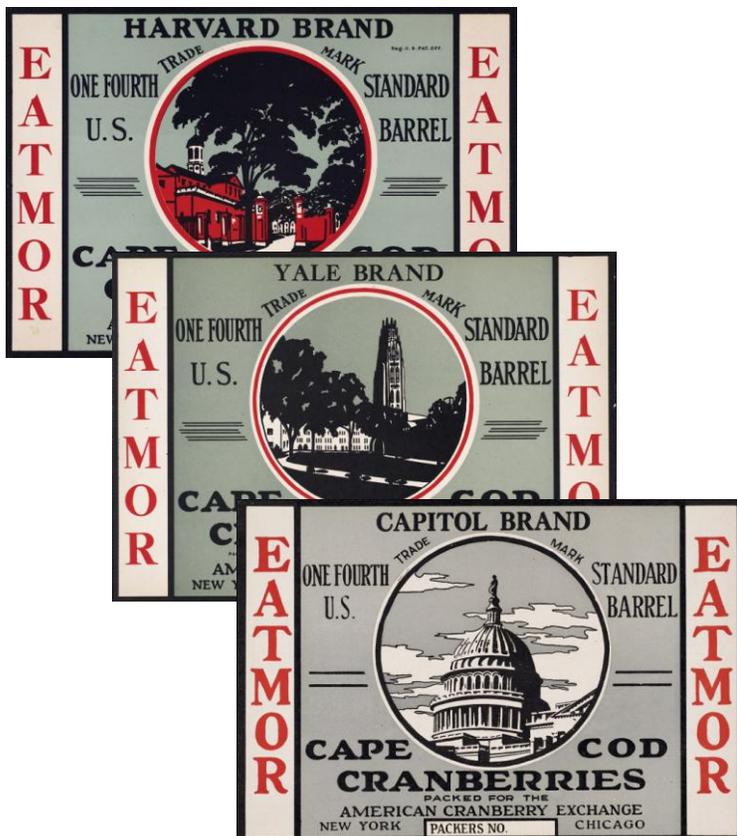


(continued on page 4)



Dear Reader, a challenge for YOU – for each of these scarce labels, the first person to locate a good image of a 1/4-barrel label depicting the brand, will win a \$10 gift certificate for merchandise in the General Store. Good luck in your searching!

Dear Reader, there's still more to be told about cranberry labels – Wisconsin labels, minor labels, non-Exchange labels, and more. Perhaps we'll do another installment next year. ■



#### Footnotes / Links

- <sup>1</sup> <http://www.whitesbog.org/images/newsletter/4th-quarter-15-newsletter-master-with-extras.pdf>.
- <sup>2</sup> <http://content.wisconsinhistory.org/cdm/ref/collection/cran/id/2359>.
- <sup>3</sup> [www.wordle.net](http://www.wordle.net).



## The Boarding House Foundation is Finally Watertight!

Restoration Mason, Dave Egan of Long Branch, who restored the historic brickwork at the Power House several years ago, was finally able to repair and restore the leaky foundation of the Boarding House, this July. Last year, Dave was working for George Washington at his home in Mount Vernon, restoring a 100-foot long, six-foot high brick serpentine wall. Bricks made for the first President of our country, like those used in the oldest structures at Whitesbog, were lighter, softer and more porous than modern brick. Even though they have a thin glass-like coating (formed while being heated in the kiln), moisture can enter the brick, and move between bricks and back into the air as long as the mortar holding them together is soft and porous too. Many historic buildings have been ruined because the old soft mortar has been replaced with the hard non-porous concrete mortar typically used in between modern brick. When the frigid temperatures of winter occur, the water in the old brick confined by the modern mortar expands, causing the brick to spall or break down into a powder-like substance. Fortunately, the Building and Restoration Committee, realized that before old brickwork restoration could occur, an experienced mason like Dave, familiar with putty mortar or soft mortar, needed to be hired.

The Boarding House has a small basement under the right corner of the older section of the house. The rest of the older section and other additions are supported by piers made mostly of brick (although four are of ironstone). Originally, the spaces between the piers allowed the cold weather in under the building. Perhaps in the beginning, the building was only used during the warm months by people maintaining and harvesting the bogs and, cooler floors were welcome. However, over the years, the spaces between the piers were bricked-in with **modern brick** and mortar to keep animals and the cold out. The four rectangular, spaced, ironstone piers, however, are filled in with an **old brick** foundation creating a space that may have been used to store cranberries during the early days of the cranberry industry.

Over the years, many of these bricked-in sections, had lost mortar, and no longer completely kept cold air out, and had lost structural integrity. With the completion of repairs by Dave Egan, these foundations are once again weather tight and in good shape. *- Rick Prickett, President -*

# WHITESBOG EVENT SCHEDULE

For more information call (609) 893-4646,  
e-mail us at [WhitesbogPreservationTrust@gmail.com](mailto:WhitesbogPreservationTrust@gmail.com)  
or visit us on the web at [www.whitesbog.org](http://www.whitesbog.org).

## October

### 20 Shinrin-Yoku Guided Nature Walk 10 a.m.

This guided nature connection walk incorporates the Japanese practice of Shinrin-Yoku, which translates as “forest bathing.” This practice reduces stress and promotes health and wellbeing. Gather at the General Store, \$10 per Person member \$20 non-members.

### 21 Shinrin-Yoku Guided Nature Walk 10 a.m.

(See Oct. 20 for details)

### 21 Sunset Wagon Rides Campfire & S'mores 5 - 8 p.m.

Ride in a wagon out to the Cranberry Bog to watch the sunset (\$5 per person) or visit the Campfire for songs and s'mores (Free)! Advanced tickets required for wagons, check Eventbrite for availability.

### 22 High Tea & Cranberry Social 2 - 4 p.m.

Enjoy tea and tasty treats in Suningive, Elizabeth Coleman White's historic home. \$15 per person, Tickets through Eventbrite or the General Store.

### 28 Trick or Treating, Storytime and Halloween Craft 11 a.m. - 2 p.m.

Bring the kids out for treats and crafts, go to the marked village cottage porches for non-sugary treats and stop in the General Store for a craft with Pemberton Recreation in the classroom. Free.

### 29 Haunted Hike, Campfire Scary Stories and Wagon Ride 6 - 9 p.m.

A creepy lantern tour of the village in the dark, through the woods, campfire spooky stories of the Jersey Devil and a wagon ride around the bogs and forest in the dark, \$10 non-members, \$8 members, advanced tickets on Eventbrite or RSVP.

## November

### 4 Volunteer Workday 10 a.m. – 3 p.m.

Join our volunteers in outdoor or indoor projects in the village. You can choose from helping to clear trails and garden paths, lending a hand in the General Store or helping to organize our office cottage supplies for events! Everyone shares lunch in the General Store.

### 4 Whitesbog Village Tour 1 p.m.

Stroll the Historic Village, learn about Whitesbog's role in history and visit Suningive, the worker's cottage and other museums & buildings that speak to Whitesbog's heritage. \$5 donation/per person.

### 4 Moonlight Walk 6 p.m.

Listen to the night sounds of the Pines, learn about Whitesbog and experience the seasonal changes of the Pinelands. All walks are 3 - 5 miles in length, weather

permitting and led by experienced leaders. \$5 per person donation, reservations requested.

### 17 Shinrin-Yoku Guided Nature Walk 10 a.m.

This guided nature connection walk incorporates the Japanese practice of Shinrin-Yoku, which translates as “forest bathing.” This practice reduces stress and promotes health and wellbeing. Gather at the General Store, \$10 per Person member \$20 non-members.

### 18 Shinrin-Yoku Guided Nature Walk 10 a.m.

(See Nov. 17 for details)

### 18 Gallery Members Show Opening 1 – 4 p.m.

Continues through December 23.

### 25 Shop Small Saturday at the General Store 10 a.m. – 4 p.m.

Celebrate the season while promoting local businesses and artists, explore the General Store, decorated for the holidays, enjoy some seasonal beverages and snacks and enter to win a raffle prize! Whitesbog General Store will have ornaments for the tree, handmade pottery, jewelry, books by local authors, wooden decorations, kid's toys and stocking stuffers, embroidery, knitwear, honey, jams.

### 28 Giving Tuesday End-of-the-Year Giving Kickoff Day

## December

### 2 Volunteer Workday 10 a.m. – 3 p.m.

(See Nov. 4 for details)

### 2 Whitesbog Village Tour 1 p.m.

(See Nov. 4 for details)

### 10 Handmade Holiday Craft Fair 11 a.m. - 4 p.m.

Local hand crafters and artists will be selling gifts and goodies for everyone on your list! Make your own gift at the basket weaving workshop or learn to make beeswax candles! Candy cane hunt on the trail, music from the Accidental Jug Band, hot chocolate bar in the cozy Barrel Factory. Vendors look on our Facebook page for more information and application:

[www.facebook.com/whitesbog.preservationtrust/](http://www.facebook.com/whitesbog.preservationtrust/)

### Whitesbog Member's Holiday Party TBA

Become a member and enjoy fellowship with our supporters! Potluck dinner with live music in the decorated Barrel Factory, volunteer thank you event. Hot beverages and desserts abound! **Call for date and more information.**

## January

### 6 Volunteer Workday 10 a.m. – 3 p.m.

(See Nov. 4 for details)

**2017 Whitesbog Board of Trustees**

Richard Prickett, Pres. Joseph Darlington, V.P. Lise Mainor, Sec.  
 Terri Chiddenton, Treas. Thomas Besselman Roni Detrick  
 Brianna Calderone Ed Mattson Stephanie Schrader  
 Kenny Willitts Lisa Fox-Pfeiffer

Board Meetings, Mondays at 6:30 p.m.,  
 General Store (GS) or Suningve (SN)  
 Oct. 23 (GS), Dec. 4 (SN)  
 Nov. 4, Gen. Membership Mtg., 12 noon, Barrel Factory

**Staff**

Allison Pierson, Director  
 Jennifer Rubeo, Bookkeeper/ Assistant

**Newsletter**

Mark Ehlenfeldt & Allison Pierson - Editors

**Committees - 2017**

ADA - Sharon Goodman  
 Agricultural Museum - Ted Gordon  
 Archives - Albertine Senske  
 Buildings & Restoration - John Joyce  
 Education - Lise Mainor  
 Events - Caroline Weigle  
 Finance and Fund Raising - Allison Pierson  
 General Store - MariAnne Torres  
 Interpretive Planning - Rick Prickett  
 Landscape and Garden - Mark Szutarski  
 Marketing & Communications - Mark Ehlenfeldt  
 Membership - Roni Detrick  
 Nominating & Personnel - John Joyce



Whitesbog is administered by the State of New Jersey, Department of Environmental Protection, Division of Parks and Forestry as part of the Brendan T. Byrne State Forest.



The Whitesbog Preservation Trust has received a General Operating Support Grant for the fiscal year 2017 from the New Jersey Historical Commission, a division of the Department of State.



Funding is made possible in part by the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts through a grant to the Burlington County Board of Chosen Freeholders.



The Whitesbog Preservation Trust has received a Recreational Trail Grant from the Department of Environmental Protection and the Federal Highway Administration for Trail Restoration & Enhancement during 2015 & 2016.



The 1772 Foundation, in cooperation with the New Jersey Historic Trust, has provided Whitesbog Preservation Trust with a Capital Preservation Grant for the repair and restoration of a worker's cottage.

The Mission of the Trust is to restore, protect and enhance historic Whitesbog Village, in order to preserve the White family legacy and to inspire audiences of all ages to experience:  
 - the origins and innovations of cranberry and blueberry cultivation  
 - the rich culture and unique ecology of the New Jersey Pine Barrens.



Visit our website: [WWW.WHITESBOG.ORG](http://WWW.WHITESBOG.ORG) or call: 609.893.4646



**The General Store is Open Year - Round! Weekends 10 - 4**  
 A great place to pick up jams, jellies, apple butter, chocolates, kids toys, candles, holiday stocking-stuffers, ornaments, t-shirts, stickers, buttons, books, local guides, posters, handmade pottery, embroidery, knitwear, walking sticks and more!  
 Voted Best Way to Show Your Love of the Pine Barrens by South Jersey Magazine 2017

Whitesbog Preservation Trust  
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 Browns Mills, NJ 08015



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# PDF Extras Start Here

**Eatmor  
Cranberries**

"EATMOR" IS  
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CHOICE CRANBERRIES PACKED  
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CAN CRANBERRY EXCHANGE, BY CO-  
OPERATIVE ASSOCIATIONS OF  
GROWERS ORGANIZED FOR THE PUR-  
POSE OF CULTIVATING IMPROVED  
VARIETIES AND DISTRIBUTING THEM  
TO ALL PARTS OF THE COUNTRY.

PACKED BY  
NEW ENGLAND CRANBERRY SALES CO.  
GROWERS CRANBERRY CO.  
WISCONSIN CRANBERRY SALES CO.

FOR

AMERICAN CRANBERRY EXCHANGE  
NEW YORK CHICAGO

**Eatmor  
Cranberries**

VARIETIES  
GRADES  
AND BRANDS

AMERICAN CRANBERRY EXCHANGE  
NEW YORK CHICAGO



HARVESTING CRANBERRIES WITH SCOOPS

## NEW ENGLAND CRANBERRY SALES CO.

Middleboro, Mass.

The first variety shipped from Massachusetts is the Early Black, the only one obtainable until about October 10th. All varieties are ready after October 20th.

**Variety: EARLY BLACK.**—Nearly round in shape and classified under seven grades, according to size and color, as follows:

(a) Skipper Brand. "EATMOR." Medium color; average size; usually ready September 10th to 15th, and suitable for long distance shipment.

(b) Chanticleer Brand. Well colored; a little below average size; usually ready for shipment about September 20th, and suitable for any market. Quantity limited.

(c) *Mayflower and Lion Brands.* "EATMOR." Well colored; average size; usually ready for liberal shipments after September 20th, and suitable for all markets.

(d) Minot's Light Brand. "EATMOR." Uniform dark color and average size; ready for shipment after September 25th.

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### CAPE COD CRANBERRIES

(e) Harvard Brand. "EATMOR." Uniform dark color; larger than average size; desirable for eastern and central markets, and usually ready for shipment after September 25th. Quantity usually limited.

(f) Yale Brand. "EATMOR." Well colored, especially graded, making them large and uniform size for the variety; very desirable for fancy trade and usually ready for shipment after September 20th. Quantity limited.

(g) Capitol Brand. "EATMOR." (Commonly known as "Late Red.") Uniform red color; medium size; usually ready for market after October 1st. Quantity limited.

**Variety: BLACK VEILS.**—Round in shape; ready for market early in September. Quantity very limited. Classified under two grades, as follows:

**Red Cedar Brand.** Medium color and size.

**Lone Pine Brand.** "EATMOR." Well colored and good average size.

**Variety: EARLY RED.**—Round in shape; ready for shipment about October 1st. Quantity limited. Desirable for eastern and central markets, and classified under two grades, according to color and size, as follows:

### CAPE COD CRANBERRIES

**Paul Revere Brand.** Medium; bright red color, averaging good size.

**Puritan Brand.** "EATMOR." Uniform dark red color, averaging large size.

**Variety: MAMMOTH.**—Oblong shape; extra fine flavor; desirable for fancy trade of central and eastern markets. Quantity limited, and classified under two grades, according to color and size, as follows:

**Eagle Brand.** Medium color; extra large size.

**Iris Brand.** "EATMOR." Uniform dark color and extra large size.

**Variety: MATTHEWS.**—Pointed shape; desirable for central and eastern markets; ready for shipment after October 15th, and classified under three grades, according to size and color, as follows:

**Faneuil Hall Brand.** Medium color and average size.

**Bunker Hill Brand.** "EATMOR." Well-colored and large size.

**Windmill Brand.** "EATMOR." Uniform dark color and large size.

**Variety: CENTENNIAL.**—Round shape; extra fine flavor; very desirable for

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CAPE COD CRANBERRIES

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fancy trade of central and eastern markets. Quantity limited; ready for shipment after October 15th, and classified under two grades, according to color and size, as follows:

**John Alden Brand.** Medium bright color and large size.

**Priscilla Brand.** "EATMOR." Bright red color and extra large size.

**Variety: McFARLIN.**—Round shape; extra fine flavor; ready for shipment about October 10th, and classified under three grades, according to size and color, as follows:

(a) **Plymouth Rock Brand.** Medium colored; averaging good size.

(b) **Pilgrim Brand.** "EATMOR." Medium to well-colored; averaging large size.

(c) **Magnolia Brand.** "EATMOR." Uniform solid color and extra large and uniform size; desirable for fancy trade in eastern and central markets.

**Variety: CENTREVILLE.**—Bugle shape; extra fine flavor; very desirable for fancy trade in Eastern markets; quantity limited; ready for shipment after October 20th and classified under two grades, according to color and size, as follows:

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CAPE COD CRANBERRIES

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**Peacock Brand.** "EATMOR." Glossy, medium red color and large size.

**Pheasant Brand.** "EATMOR." Glossy, dark red color and extra large size.

**Variety: NATIVES.**

**Pioneer Brand.** Irregular shape; average good but irregular as to size; medium to dark red color; ready for shipment after October 20th.

**Variety: CHIPMAN AND BUGLE.**—Bugle shape; a good keeping variety and very desirable for holiday trade. Quantity limited. Ready for shipment after October 20th, and classified under four grades, according to color and size, as follows:

**Dragon Brand.** Medium color and average size.

**Myles Standish Brand.** "EATMOR." Medium color and large size.

**Samoset Brand.** "EATMOR." Uniform dark color and average size.

**Beacon Brand.** "EATMOR." Uniform dark color and large size; very desirable for fancy trade.

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CAPE COD CRANBERRIES

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**Variety: STANLEYS.**

**Fisherman Brand.** "EATMOR." Round to oblong shape; good average size; medium to dark red color; ready for shipment after October 15th.

**Variety: LATE HOWES.**—Oval shape; a good keeping variety; usually ready for market about October 25th, and classified under six grades, according to color and size, as follows:

(a) **Turkey Brand.** Medium color and average size.

(b) **Battleship Brand.** Well colored and a little below average size.

(c) **Honker and Mistletoe Brands.** "EATMOR." Well colored and good average size; desirable for any market.

(d) **Holiday Brand.** "EATMOR." Uniform deep red color and good average size.

(e) **Santa Claus Brand.** "EATMOR." Uniform deep red color and large size; desirable for fancy trade.

(f) **Pointer Brand.** "EATMOR." Well colored, graded over one-half inch screen, making them large and uniform size for the variety; very desirable for fancy trade in any market. Ready after October 25th. Quantity limited.

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CAPE COD CRANBERRIES

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**Variety: SMALLEY HOWES.**—Smalley is name of variety and has no reference to size. Round to bell shape; ready for shipment after October 15th. Quantity limited, and classified under three grades, as follows:

**Chipmunk Brand.** Medium color and size.

**White House Brand.** "EATMOR." Medium to well colored and average good size.

**Pocahontas Brand.** "EATMOR." Uniform dark color and large size for the variety.

**Variety: POINTED HOWES.**

**Blue Heron Brand.** "EATMOR." Pointed shape; bright red color; large size; ready for shipment after October 15th, and desirable for any market. Quantity limited.

**Stock Label:**

**Blue Bird Brand** is used for odd or mixed varieties not covered by any of the brands already mentioned. When quoting this brand a description of the variety, grade and quality should be given.