



Whitesbog Preservation Trust

NEWSLETTER

2nd Quarter

2007

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

20 Top Things about the 24th Annual Blueberry Festival, June 30, 2007

1 Same low admission price - \$7 per carload. What a bargain - what a deal!

10 Kid's Blueberry Pie Eating Contest

9 Blueberry plants - perfect mementos for your backyard

13 Free historical lectures and demonstrations in the Barrel Factory

9 Food - funnel cakes to cheese steaks; fish & chips to lemonade sips; ice cream and chocolates

15 Artist's Row featuring Pinelands artists

2 Whitesbog photo gallery in the General Store

8 Antique tractor parade

1 Pinelands music
Valerie Vaughn,
Home Cookin',
Bad Dogz,
the Basement
Musicians,
Jim Albertson,
& Dave Orleans!

4

12 Fresh blueberries to purchase. Good to eat and good for you!

6 Pick-your-own Blueberries

11
The
24th
Annual
Blueberry
Festival
T-Shirt

20 Visit a Workers cottage & other historic buildings

4 Free kids activities - children's games of days gone by, science, face painting

5 Walking tours, wagon tours, Suningive house tours

7 Appearances by Elizabeth White & the Jersey Devil!

16 Handmade crafts from South Jersey and beyond

8 The General Store - packed with blueberry, cranberry, and Pinelands products of all kinds

17 A day out in the country at an old-fashioned Country Fair

18 Blueberry food - from blueberry sundaes to blueberry fritters

The Mission of the Trust is to restore, protect and enhance the land, sites and buildings at Whitesbog and to provide educational and interpretive programs and materials about the history, culture and natural environment of Whitesbog.



It's That Time of Year !

As you can see from our front page, it's once again Blueberry Festival time. While there are many things to enjoy at the Festival, the critical fact is that the Blueberry Festival is an important fund-raiser for the Trust. The revenues thus generated help to restore, preserve, and provide programs about Historic Whitesbog Village. But, the Festival only works if you participate. The Festival always needs volunteers. Opportunities include children's activities, front porch sales, General Store sales, baked goods, tours, demonstrations, wagon safety, entrance welcome, traffic control, cooking volunteer lunches, set up and clean up, and of course – the dreaded – but EXTREMELY important – remote parking. So if you can, volunteer. Volunteer for a full day, volunteer for a half day, or just call and see what's needed. If you can't volunteer, be sure to come to the Festival. Bring a friend, bring two friends, or bring a carload. Get the word out!

Although we raise funds through the Festival, funding is also 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). We also have many other sponsors and cooperating agencies whose aid and assistance allow the Festival to run smoothly and get better every year. A thanks to all these groups; the Whitesbog Preservation Trust couldn't do it without you! ■

2007-2008 Board of Trustees Meetings

Wednesdays at 6:30 p.m. (except as noted).

2007 – May 23, July 25, September 26, October 24, November 28. **2008** - January 23, February 27, March 26, April 27

Holiday Party, Saturday, December 15, 4:30 p.m.

Annual Membership Meeting, Sunday, April 27, 12:00 Noon.

Board of Trustees

Mark Ehlenfeldt, Pres.	John Joyce, Vice Pres.
John Kallelis, Treas.	Ellen Terry, Secretary
Bart Amato	Chris Bethmann
Tom Darlington	Ted Gordon
Nora Hayes	Richard Prickett
Stephanie Schrader	

Staff

Theresa Jacks, Executive Director
Esther Kubiczky, Bookkeeper/Assistant

Newsletter

Mark Ehlenfeldt & Theresa Jacks - Editors

Committee Information - 2007

Buildings Committee – John Joyce, chair – Meets quarterly – contact WPT office for schedule

Events Committee – Theresa E. Jacks, chair – contact WPT office for schedule – New members welcome

Finance Committee – John Kallelis, chair

Fund Development Committee – Mark Ehlenfeldt, chair – contact WPT office for schedule

General Store Committee – Esther Kubiczky, chair – contact WPT office for schedule

Interpretative Education/Archives Committee – Ted Gordon, chair – contact WPT office for schedule – New members welcome

Landscape and Garden Committee – Ellen Terry, chair - 2nd Wednesdays of Jan, Apr, July, Oct at 6:30 pm

Marketing/Public Relations/Newsletter Committee - Mark Ehlenfeldt, chair – contact WPT office for schedule - New members welcome

Membership/Nominating Committee – Stephanie Schrader, chair – contact WPT office for schedule - New members welcome

Personnel Committee – Mark Ehlenfeldt, chair



“The Mighty Humble Blueberry” Premieres at the Garden State Film Festival

Sunday, March 25, 2007 was a sunny and slightly windy day at Asbury Park, New Jersey where *The Mighty Humble Blueberry* premiered at the Garden State Film Festival. Film maker and Whitesbog Preservation Trust member, Nancy O’Mallon, began assembling the story of the blueberry in 2004. Her home-grown documentary traces the cultivation of blueberry at Whitesbog beginning with the J.J. White Company and, of course, ending with Elizabeth Coleman White. Several members of the Whitesbog Preservation Trust attended the film’s debut.

No matter how familiar you think you are with the story of Elizabeth White and the development of the blueberry industry, there is information in the film that will delight and surprise. Beth Gensel enjoyed the film and said that she discovered that June Vail came to Whitesbog by way of Rutgers’s University. Jeanne Streiter enjoyed seeing the many historical pictures of Whitesbog and Elizabeth White that she hadn’t seen before. Deb Hartshorn commented that watching *The Mighty Humble Blueberry* was a great opportunity to learn more about the fascinating life of Elizabeth White. “It’s a captivating perspective of both her achievements and her disappointments. Nancy O’Mallon’s documentary film will reach those who have not yet had the opportunity to learn the many unique qualities of Elizabeth.”

After the debut, Nancy sent an email to Whitesbog that said that it meant so much to her that members came down for the screening. She also proudly reported that *The Mighty Humble Blueberry* had won the award for “Best short documentary film” in the “Home Grown” category. The commercial debut of the documentary was the culmination of one of O’Mallon’s dreams; she said “It was a thrill, and yes, it felt great!”

The Whitesbog Preservation Trust congratulates Nancy O’Mallon and is very thankful that because of

this film, more people will have the opportunity to learn about the many accomplishments of the Blueberry Queen. And as Nancy says, “Keep eating your blueberries!”

And soon ... *The Mighty Humble Blueberry* will be going international! The *MHB* is due to screen at the ReelHeART International Film Festival in Toronto, Canada during the week of June 18-23, 2007. For more information about *The Mighty Humble Blueberry*, visit www.aboutblue-berries.com. ■

The Annual New Jersey History Fair

For anyone who hasn’t attended the event, I’d like to make a pitch for the Annual New Jersey History Fair. This year, the History Fair was held Saturday, May 5 at Washington Crossing State Park. This is the 4th History Fair and Whitesbog has participated for the last three years. Theresa Jacks (our Executive Director) manned our booth, and Susan Girard, the acting Director of the PINES program portrayed Elizabeth White. What happens at the History Fair? A lot of interesting things! There are booths manned by many local history organizations, but there is always an incredibly wide range of things to see. To name just a few, a recreation of an early 1900s baseball game, opportunities to use metal detectors to locate buried objects, an old silverplate photographer, old fire engines, a plowing demonstration using mules, a recreation of a riverside Indian encampment featuring fish being dried and smoked on open racks, yarn spinning demonstrations, flint chipping demonstrations, quilting displays, and many strolling recreations of historic characters. Check out this website - <http://www.state.nj.us/dep/parksandforests/historic/centennial/thingstodo101.htm>. If you like history, you’ll enjoy this fair. Keep a watch out for it in early May of next year. ■



Whitesbog Preservation Trust Event Schedule

Reservations can be left on the main voice mail at
(609) 893-4646 or whitesbog@hotmail.com.
Call for details.

MAY

- 5th - Volunteer Work Day** – 10 a.m. – 3 p.m.
Free, Lunch Provided.
- 5th - Moonlight Walk** - at 7:00 p.m. Flower Moon.
- 19th - Marketing the Blueberry!** Just what did Elizabeth White's business model look like when she developed and marketed the blueberry? We look at the possibilities in an interactive workshop and tour. 1 p.m. Refreshments. \$5 – members. \$7 – non-members. Limited space. **Reservations. Part of the Whitesbog lecture series.**
- 20th - 1st Annual Volunteers Appreciation Barbeque!** Join the Board of Trustees for a thank you to our volunteers! 1 p.m. to 4 p.m. at the General Store. Please RSVP by May 15th.

JUNE

- 2nd - Volunteer Work Day** - 10 a.m. – 3 p.m. Free, Lunch is Provided.
- 2nd - Moonlight Walk** - at 7:00 p.m. May's Blue Moon – Actual Full Moon is May 31.
- 25th – 30th Special Volunteer Work Week!**

30th - Whitesbog 24th Annual Blueberry Festival. 10 a.m. – 4 p.m. Celebrate all things BLUEBERRY at Historic Whitesbog Village! Tours, food, music, artists, crafters, blueberry picking, demonstrations, hayrides and more! Family Festival Fun! \$7 per carload. Bus fee - \$3 per person.

JULY

- 14th - Volunteer Work Day** - 10 a.m. – 3 p.m.
Free, Lunch is Provided.
- 28th - Moonlight Walk** - at 7:00 p.m. Buck Moon.

AUGUST

- 4th - Volunteer Work Day** - 10 a.m. – 3 p.m. Free,
Lunch is Provided.
- 25th - Moonlight Walk** - at 7:00 p.m. Sturgeon Moon.
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PINES Programs

The Pinelands Institute for Natural and Environmental Studies (PINES) and the Whitesbog Preservation Trust are proud partners in the ongoing preservation of Historic Whitesbog Village through educational programs.

Programs meet in the General Store.
Call (609) 894-9311, extension 1382 to register
or (609) 893-1765 for additional information.

Butterflies & Moths of the Pine Barrens

An indoor presentation featuring a guided examination of the fascinating characteristics of butterflies and moths, followed by a walk in Whitesbog to see inspect caterpillars, butterflies and moths in their natural habitat.

May 24, 1:30 - 3:30 p.m. \$10 per person

Wetlands Excursion Driving Tour

Take a driving tour along sandy roads to see the diverse wetlands of the Pine Barrens. Stops along the way provide opportunities for photography discussion of natural history.

June 6, 10 a.m. – 12 noon. \$10 per person

Mammals of the Pine Barrens

Field-oriented class focusing on the mammals of the Pine Barrens. Topics include classification, identification, behavior, natural history and conservation.

July 17, 2 – 4 p.m. \$10 per person

Hummingbird Presentation & Observation

Learn some natural history facts of NJ's only hummingbird species – the Ruby-Throated Hummingbird. Weighing only as much as 2½ paperclips – you'll see these birds zipping between the flowers of a sprawling trumpet vine, just outside the General Store.

August 2, 10 a.m. – 12 noon \$10 per person

PINES is a program of Burlington County College



A History of Scouting Excellence



at Historic Whitesbog Village

Over the years, Boy and Girl Scout groups have been instrumental in developing many projects at Historic Whitesbog Village. Scout projects have ranged from trail development to small building restoration projects to developing new interpretative displays.

Recent years have seen scout groups improve the Old Bog Trail at Whitesbog by adding board walks to flood prone areas, mulching and maintaining the trail, and developing signage. The Old Bog Trail traverses the edge of an abandoned cranberry bog and Elizabeth White's formal garden, and it interprets Whitesbog's natural environment and the ecological succession that has occurred at the abandoned cranberry bog. It features many plants found in the Pinelands, including sassafras trees, the insect-eating pitcher plant, huge rhododendrons, and holly trees that are descended from Elizabeth White's original holly cultivars. As part of a trails system partially funded through a grant received from the Federal Recreational Trails Program, this quiet and largely undiscovered trail is an easy and enjoyable walk.

The most recent scout project to improve the Old Bog Trail was organized by Greg Lewis of Troop 328 in Medford. Laboring many weekends in October of 2006, Greg and his group improved and extended an existing board walk that over the years was regularly flooded. As a result of this project, Greg achieved his Eagle Scout status. Nationally, only 4% of scouts achieve this highest ranking that the Boy Scouts offer. Lewis' skill at organizing and managing the project was admirable and stands as a lasting contribution to Historic Whitesbog Village.

On the other side of the spectrum, Girl Scout Junior Troop 5214 of the Southampton Girl Scouts earned their Bronze Award for work on the Blueberry Demonstration Field. This field, first developed as an Eagle Scout project a few years ago, honors New Jersey's state fruit, the highbush blueberry. It contains nineteen blueberry varieties first cultivated and tested at Whitesbog between 1912 and 1939 by Elizabeth C. White and Dr. Frederick V. Coville. The 10 to 12 year-old girls spent many weekends mulching and caring for the field during late winter of 2007 using cranberry leaf

mulch donated by Joe Darlington of the J. J. White Company.

Providing the leadership and oversight for scout projects at Historic Whitesbog Village is no easy feat. For many years, Martha Windisch, Whitesbog Preservation Trust volunteer and landscape committee member has worked with scout groups to develop and coordinate these projects. As a naturalist, Martha identifies opportunities to interpret the Pinelands environment for the general public. Her ideas become the inspiration for the scout projects.

Over the years, the scouting spirit of community service has advanced and improved many landscapes and visitor opportunities at Whitesbog. These young people bestow their many talents through volunteer projects and have made this area of the Pinelands an especially wonderful and unique place to visit. The history of scouting excellence continues at Historic Whitesbog Village and the Whitesbog Preservation Trust thanks and congratulates our scouting partners. ■



New Roof at Suningive

Suningive was the home of Elizabeth C. White from its construction in 1923 until her death in 1954. The house was built for the

dual purpose of housing company offices on the first floor and providing a two-floor residence for Miss White on the second and third floors. The original roof a cement/asbestos, slate-like, shingle was progressive in its time and was a significant improvement over the potentially flammable cedar shingles used on many other buildings in the village. Despite the durability of this roof, in recent years, slates had cracked and some of the underlayment had deteriorated beyond repair causing the roof to leak. With support from a \$30,000 grant from the New Jersey Cultural Trust, and with project assistance from the New Jersey Historic Trust, the roof was recently replaced by Giordano Construction. This new roof should ensure the stability of Suningive for many years to come. The Whitesbog Preservation Trust has its offices to Suningive and has begun planning to develop Suningive as a museum/interpretative center to honor the accomplishments of Elizabeth White. ■



William Haines Sr.

1922 – 2007

We sadly note the passing of William Haines Sr. in April of this year. Bill Haines was a friend of and long-time supporter of Whitesbog.

Bill was one of the foremost names in both the local and national cranberry industry. The story is often repeated of how Bill introduced the modern wet-harvesting method for cranberries to New Jersey. Bill had experimented with various aspects of wet harvesting going back to the late 1940s, but the pivotal event occurred in 1960, when he borrowed a water-reel harvester being tested in Massachusetts, and brought it to his farm. He soon duplicated the machine and began hauling in record-breaking numbers of barrels of berries per acre of bog. By 1962, it was the only method of harvesting he used on his farm. Edward V. Lipman in his book “Labor of Love: My Life’s Work with Cranberries and Ocean Spray” recounted that after Bill made his first wet harvest on 25 acres of his own property, the Cutts brothers were so impressed they interrupted their harvest to build their own wet-harvest equipment. Soon almost all other New Jersey cranberry farmers had followed suit.

Bill and his family built their farm from its original modest size to its current size of more than 10,000 acres with more than 1400 acres in cranberry production. The farm, in the family since 1890, is the third-largest cranberry farm in the world and in recent

years has become the world’s most productive cranberry farm, producing over 28 million pounds of cranberries each year. Bill was a member of the Ocean Spray cranberry co-operative from 1948 to the present and served on the Board of Directors for over 40 years.

Bill was also a strong proponent of research and innovation and did much to support the development of the Marucci Blueberry and Cranberry Research Center adjacent to the Haines farm at Lake Oswego.

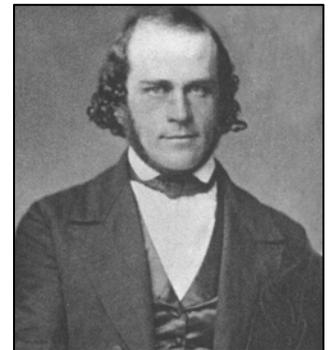
Although Bill’s health had some ups and downs in recent years, he continued to maintain his interest in the farm he loved, and right up to the end was out daily driving about, or being driven about, keeping tabs on the farm.

Bill once told me he felt the Pine Barrens was the best place in the world to live, and it was clear there was no doubt in his mind about it. His legacy and name will live on, but he will be missed by those of us who knew him.

- Mark Ehlenfeldt -

New Whitesbog Artifacts

An interesting happening at the Whitesbog Annual Membership Meeting was a presentation by Ellen Terry of some original Elizabeth White artifacts recently received from June Vail. For those who may not know, June Vail was Elizabeth White’s assistant during the last 10 years of her life, and when Miss White died, June inherited a number of her belongings. At the meeting, Ellen displayed a linen napkin and silver napkin ring both engraved with Elizabeth C. White’s initials, and also showed a 3-ring notebook that Elizabeth White commissioned that had type-written transcriptions of James Fenwick’s letters (primarily to his uncle). Our information, up to this point, regarding James Fenwick and the development of his cranberry holdings are very limited, so these transcriptions will be a great addition to our archives and should do much to round out our perceptions of James Fenwick as a “flesh and blood” person. ■



See this Newsletter
WITH ADDED FEATURES
at www.whitesbog.org



Trust Offices Move

As we mentioned in the first quarter newsletter, the Trust offices have moved from the first floor of Suningive up to the top of the stairs on the second floor. The new offices are a bit cozy (i.e. small), but look good. Back on the first floor the vacated space is being recreated as Elizabeth White's office. Already, the space has her original desk and typewriter and a few other artifacts. Much remains to be done, but it is well on its way to its 1920s appearance. ■



Women's History Month Presentation

Our Women's History Month presentation held on March 24th featured a recreation of the induction of Elizabeth White into the Philadelphia Society for Promoting Agriculture (PSPA) in 1934, and focused primarily on the acceptance speech she delivered at the ceremony. The Trust recently came into possession of the original text of the Elizabeth White's speech, and information regarding the PSPA was researched and added to provide a proper framing for the event. The presentation was performed by the "Whitesbog Arts Players" and included Mark Ehlenfeldt as the President of the Philadelphia Society for Promoting Agriculture and Lynda Height as Elizabeth White. After the ceremony recreation, the attendees toured Suningive. ■

This newsletter is available in large print !
Contact the Whitesbog Preservation Trust
120-34 Whitesbog Road Browns Mills, NJ 08015
Phone: 609 893 4646
Fax: 609 893 8297
E-mail: Whitesbog@hotmail.com

I want YOU ... to help introduce visitors to the history and environment of Whitesbog, by volunteering to guide one of our Moonlight walks.



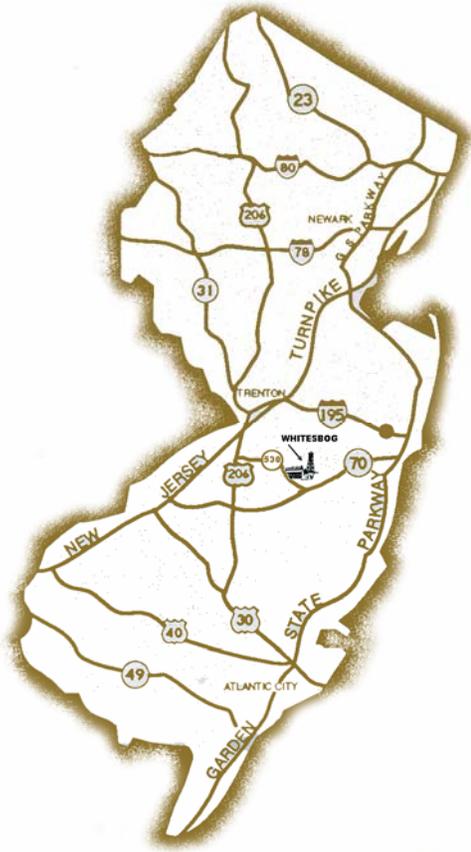
Moonlight walks are held monthly on the Saturday closest to the full moon. Contact Richard Rolle at rcrolle@att.net or by phone at 732-741-7080 for more information

Would you like to receive the Newsletter by e-mail AND by Post??

What's the advantage? 1) You get the Newsletter at the same time it is sent to the printer, giving you more opportunities to plan for Whitesbog events! 2) You get a version that's easy to file and hard to misplace. 3) You get the Newsletter with extra content! You see photos and commentary not seen in the printed version. 4) You see it all in color! What are you waiting for?? Contact the Trust Offices and get on the e-newsletter list now! whitesbog@hotmail.com

What did you miss if you didn't look at the **last** website version of the newsletter? A scan of the Jewels of the Moorland flyer, an extra photo of the model from that flyer, photos of the restored icehouse in Whitesbog Village, AND COLOR!

Driving Directions:



From NJ Turnpike

Take Exit 7 to Rt. 206 South to intersection of Rt. 206, Rt. 38 and Rt. 530.
(Landmarks - Vincentown Diner and White Dotte)

Turn East onto Rt. 530 and follow to mile marker 13. (Landmarks – You will go through the towns of Pemberton & Browns Mills, passing Burlington County College on the right.)

Turn left onto Whitesbog Road. Parking lot on the left.

From PA Turnpike

Travel to NJ Turnpike North and follow above instructions.

From 206 South

Travel North to circle intersection with Rt. 70.

Travel East on Rt. 70 to Rt. 530. (Rt. 530 is between mile markers 33 & 34.)

Travel West on Rt. 530 for one mile to mile marker 13.

Turn right onto Whitesbog Road. Parking lot is on the left.

From 206 North

Travel South to intersection of Rt. 206, Rt. 38 and Rt. 530.

Turn East onto Rt. 530 and follow to mile marker 13.

Turn left onto Whitesbog Road. Parking lot is on the left.

From Philadelphia

From Ben Franklin Bridge, take Rt. 38 East, crossing over Rt. 206 and onto Rt. 530 East.

Travel East onto Rt. 530 and follow to mile marker 13.

Turn left onto Whitesbog Road. Parking lot is on the left.

The General Store is across from parking lot. Trust Offices are approximately 1/8 of a mile down the crossroad to the right (at Suningive).

Internet Extras Start Here!

The Fire Equipment Shed

Construction - Before, During, & After



A picture of the fire equipment shed from 1980. Before construction, the left-hand shed was gone and the right-hand shed was half gone, propped up by 2 x 4s.



The Fire Equipment Shed from a different angle. Only the far shed was recreated in the new construction.

Construction - Before, During, & After



*Views of the
completed
Fire
Equipment
Shed*