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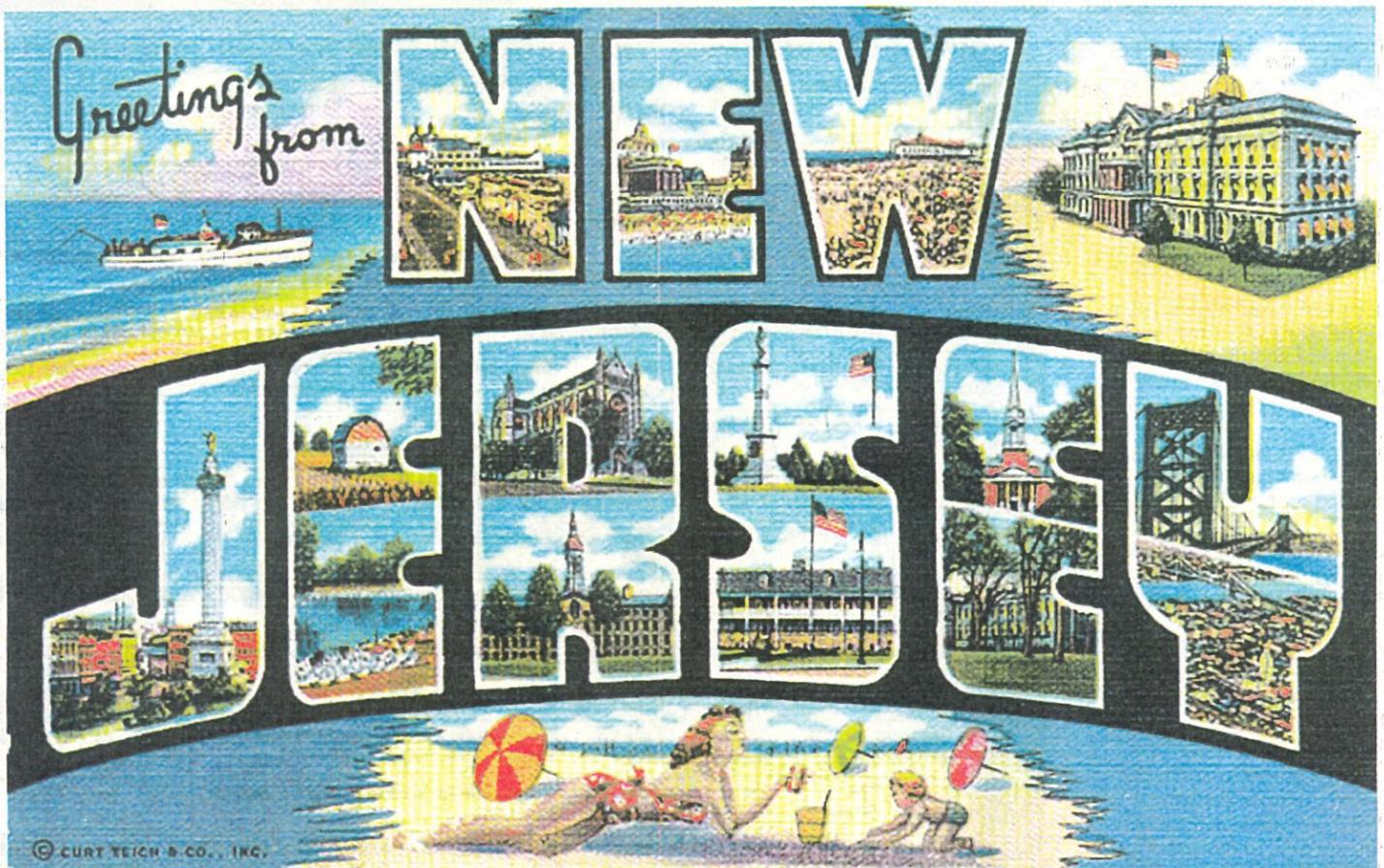
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## PICK A CARD, ANY CARD

*Postcard book offers historic trip through New Jersey*

To flip through the pages is to take a trip back in time, a bone-rattling ride down country lanes rutted by horse and wagons, through the doors of opulent Victorian mansions or up the brick steps of a gritty three-story walk-up.

It continues on the trains that crisscross the state, the Parkway, the Turnpike, into the streets of downtown New Brunswick, along the crowded Board-



ROD  
HIRSCH

walk in Atlantic City, overhead in the planes that fly in and out of Newark International Airport.

There are dozens of side trips and detours, through the mountains, down to the shore, the docks, the downtowns, the farms and the factories, from Cape May to High Point, from Asbury Park to Flemington and points in between.

"Greetings From New Jersey" due for release in October, is a postcard tour of the Garden State, researched, compiled and written by Helen-Chantal Pike and published by Rutgers University Press.

The 256-page book contains 381 color postcard images gleaned from Pike's personal collection, spread out over six chapters, organized geographically: The Gateway Region, Skylands Region, Delaware River Region, Southern Shore Region, Greater Atlantic City Region and the Shore Region.

"The postcards bear out just how beautiful this state is," the author said.

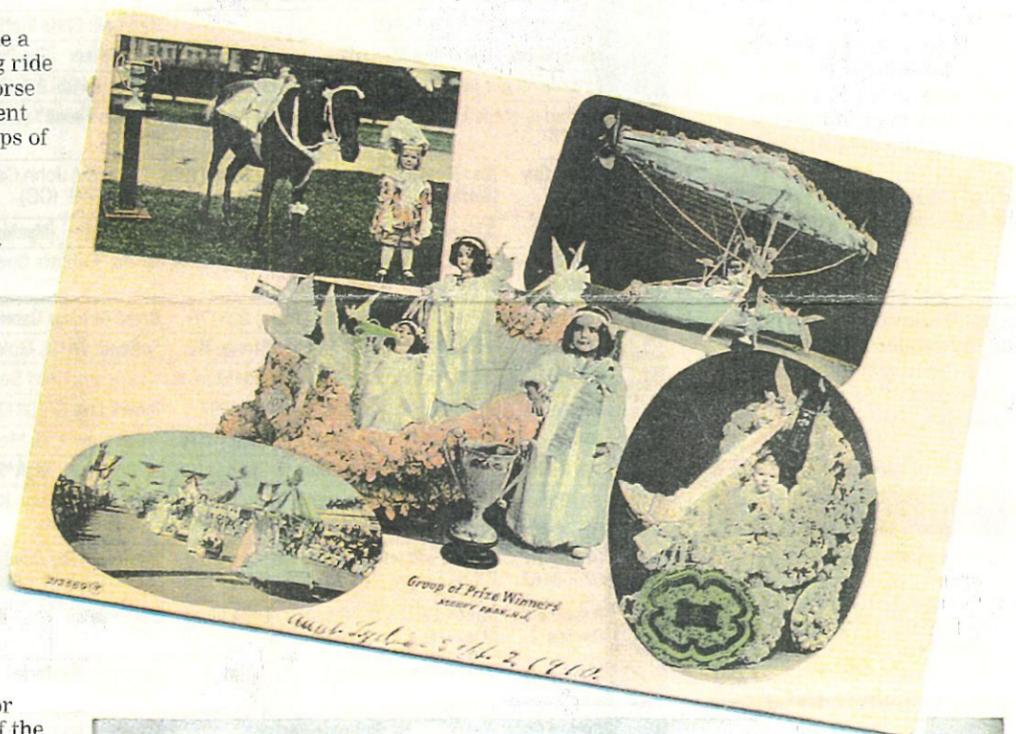
The book pays homage to one of New Jersey's most famous postcards, further immortalized by Bruce Springsteen on the cover of his 1973 album, "Greetings From Asbury Park," as well as other familiar and obscure images — lighthouses, lifeboats, the grand hotels that graced the shore at the turn-of-the-century, university campuses, sprawling military bases, congested downtowns and pastoral countryside images.

From such natural wonders as the Delaware Water Gap to disasters such as the fire aboard the ill-fated cruise ship Morro Castle off the beach at Asbury Park, Pike acts as a tour guide on a picture-perfect postcard journey filled with more than a few surprises.

This is more than just a fun look at how New Jersey was pictured over the years. Teachers might want to have a look at this book as an enjoyable way to help educate their students about the history of New Jersey.

"We're one of, if not *the* state in this country that's constantly changing its landscape. We're losing so much," she explained. "These images are things that marked the way we lived, why we had neighborhoods. You can re-create an entire community by piecing together postcards," she added.

The pages of the book are filled with panoramic vistas, town squares, monuments, hotels, houses of worship, bathing beauties at the shore, trolleys, bridges, automobiles, airliners, steamships, railroad stations, gas stations, storefronts, mansions, factories,



IN FRONT OF THE JOYCE KILMER MEMORIAL, CAMP KILMER, N. J.

lakeside cottages and amusement parks.

Pike, the inveterate collector, still buys postcards but won't pay as much for some as do other collectors.

"When you start spending \$100 on a single postcard, that kind of puts a damper on it," she said.

Some New Jersey postcards, do, however, command those prices because of rarity.

If you're lucky enough to be digging through a pile of postcards at an auction or garage sale and come across an image of Roosevelt Stadium in Jersey City, black Americans or Jewish synagogues, you've got yourself quite a find, according to Pike.

"There simply were not a lot of them that were photographed," she said.

For more information, call Rutgers University Press at (732) 445-7039.

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365 Pine Street, Eatontown, New Jersey 07724

November 30, 2001

Stefan Thompson, Executive Director  
Whitesbog Preservation Trust  
120-13 Whitesbog Road.  
Browns Mills, NJ 08015

Dear Mr. Thompson,

"Greetings..." from the pages of history!

I thought you might like to know I included Whitesbog in my recently released book from Rutgers University Press, *"Greetings From New Jersey: A Postcard Tour of the Garden State."*

Enclosed are a couple of press clippings in which you'll find I drew on my five years as a dedicated travel writer (42 destination articles on New Jersey, alone) to write the text and captions for this, my fourth book.

The main chapters are based on the state's six tourism regions. The seventh is a how-to primer for novice collectors.

All of which -- or of some -- may be of interest to your supporters and visitors as you plan for 2002.

Please don't hesitate to give me a call: **(732) 542-5403**.

All the best during this holiday season.

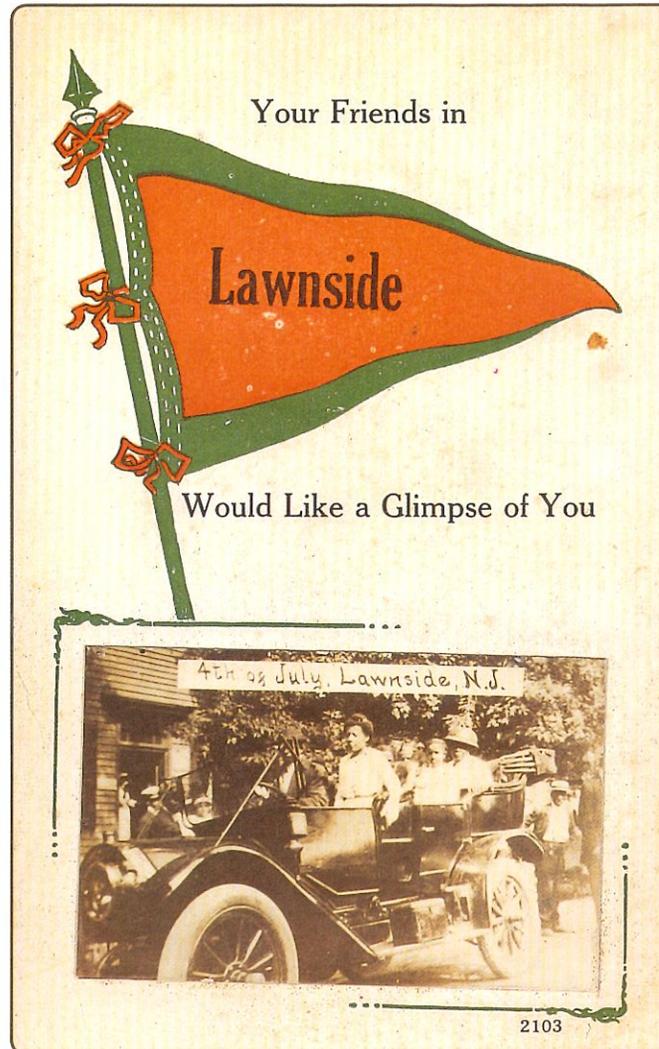


Helen-Chantal Pike



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This reproduction postcard shows Elizabeth White, who is credited with cultivating blueberries that grew on the edge of her family's cranberry bogs. In 1916 she shipped the nation's first commercial batch to market. Along with Michigan and Oregon, New Jersey is one of the three leading states in the country to produce highbush (six-foot-tall) blueberries.



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Settled by farmers and woodcutters in the late 1700s, Lawnside was a major stop on the Quaker-supported Underground Railroad during the Civil War. Located eight miles east of Camden, it was among the earliest African American towns to be incorporated in New Jersey. This car, which belonged to Emmett Rice, was photographed on Warwick Road.

# PikeBooks.com Presents

## *Greetings From History Tour 2002*

*a series of 30-minute lectures with slides and discussion with*

*author/photographer*

Helen-Chantal Pike

## *"Greetings From New Jersey"*

See where and why millions sent postcards all over the world about what they did on their travels through the Garden State.

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Find out why Asbury Park remains so unforgettable for thousands of visitors and residents, alike.

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