

Whitesbog Preservation Trust

NEWSLETTER

3rd Quarter

www.whitesbog.org

2018

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

Cranberry Labels Decoded ... Part III: Wisconsin Labels

by Mark Ehlenfeldt, USDA-ARS

We finally come to Wisconsin Eatmor Brands (as well as a few miscellaneous others). Sad to say that although Wisconsin sold berries under Eatmor labels, just as New Jersey and Massachusetts did, the majority of the most common labels are among the least interesting of those used by Eatmor.

Wisconsin Label Designs

Wisconsin Eatmor ¼ barrel labels had no brand cameo images (*lower image on this page*). The labels were brilliant red, with the top two lines stating 'Eatmor Cranberries' in deep blue, and somewhat lower on the label, WISCONSIN, also in deep blue letters. The word WISCONSIN was part of the phrase "Packed for Wisconsin Cranberry Sales Co. for the American Cranberry Exchange." Labels carried only a simple, eminently practical listing of the brand name in white letters. The brand name was apparently inserted into the label printing plate, and could be exchanged as different brand labels were needed.

Conversely, the whole barrel labels (considerably rarer) might be among the most attractive of the Eatmor labels. These labels were colorful red labels, with multicolor cameo images, and date to prior to 1924 (when full barrels were discontinued for marketing and shipping). These labels are both older and accordingly rarer, and for a number of brands these cameo images were lost in the transition to ¼ barrel labels and couldn't be found through my searches or contacts.



Like most other full barrel labels, they didn't actually bear the Eatmor name.

Wisconsin labels had WISCONSIN CRANBERRIES emblazoned across the center of the label.

Above this was a cameo of the brand image, and further above, the brand name. A few oddities among Wisconsin labels found in various collections make it apparent that the brand name and cameo image were likely interchangeable parts of the printing plates, and conveniently swapped in and out as various labels were required, similar to the brand name insertion done on ¼ barrel labels. Early versions of full barrel labels for Eatmor brands had a leafy scroll supporting the cameo on either side.

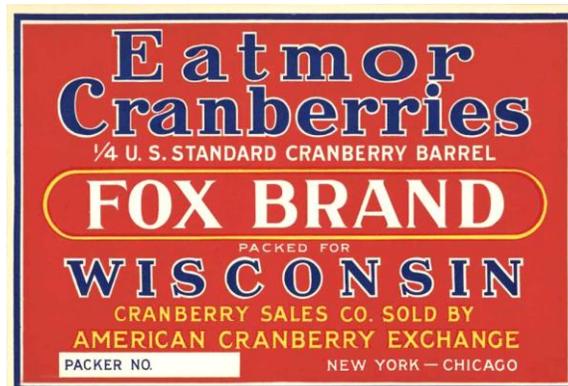
After the Standard Barrel Act was passed (1915), the scrolls were scrapped and replaced with the phrase "One Standard U.S. Barrel of" (Wisconsin Cranberries).

Wisconsin Varieties

Like New Jersey and Massachusetts, Wisconsin grew its own set of **varieties**, only a few of which were in common to New Jersey or Massachusetts.¹ A Bell and Cherry admixture

was the predominant "variety" grown in Wisconsin. For Eatmor, Wisconsin grew nine varieties: Bell, Benett's Jumbo, Bugle, Cherry, Late Howes, McFarlin, Metallic Bell, Prolific, and Searles' Jumbo. Among these, only Late Howes and McFarlin were also common to New Jersey and Massachusetts. This is far fewer than the 30 or so varieties New Jersey and

(continued on page 2)



Massachusetts each produced.

In previous discussions of Eatmor labels, I've mentioned 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.² The Wetherby copy is a murky low resolution photocopy, but for today's write-up, I've cleaned up the Wisconsin section and reproduced it as an addition to the online version of our Newsletter.

Among Wisconsin cranberries described in the brochure, were 19 brands in total; among these, 15 were Eatmor brands, and 4 were non-Eatmor. Each variety typically had one to three Eatmor brands and only the Late Howes among specific varieties had one non-Eatmor brand (i.e. Star Brand).

What follows is a comprehensive listing of these brands, with **variety in bold**, and associated brand (all Eatmor except as noted) following. **Bell** and **Cherry** – Badger, Poppy, and Bouquet Brands; **Benett's Jumbo** – Daisy, Favorite; **McFarlin** – Fox, Banner; **Metallic Bell** – Beaver, Monogram; **Prolific** – Bessie, Chief; **Bell** and **Bugle** – Pennant; **Searles' Jumbo** – Deer, Antler; **Late Howes** – Star (non-Eatmor), Royal; **"miscellaneous cultivars"** - a Stock Label (brand) – (non-Eatmor). Wisconsin also had two **brands** of "small cranberries": Holly and Holly A. The composition of these "small cranberries" brands were as follows: **Bell** and **Cherry** varieties were packaged as Holly brand (non-Eatmor); and **small cranberries of the "fancy varieties"** - Searles' Jumbos, McFarlins, Howes, Bennett's Jumbos, Prolifics, etc. could be packaged as Holly A brand (also non-Eatmor). The defining character of a "small cranberry" was that it could pass through a 13/32" screen.

Other Historical Wisconsin Labels

Saying that Wisconsin ¼ barrel labels were uninteresting denies a deeper

understanding about the Wisconsin labels however.

Wisconsin began marketing under the Eatmor label in 1911. Prior to that point Wisconsin berries were marketed through the previously mentioned Wisconsin Cranberry Sales Company for the American Cranberry Exchange, and earlier, simply under the Wisconsin Cranberry Exchange. These labels are both older and accordingly rarer, and images of several of original brands couldn't be found through my searches or contacts.

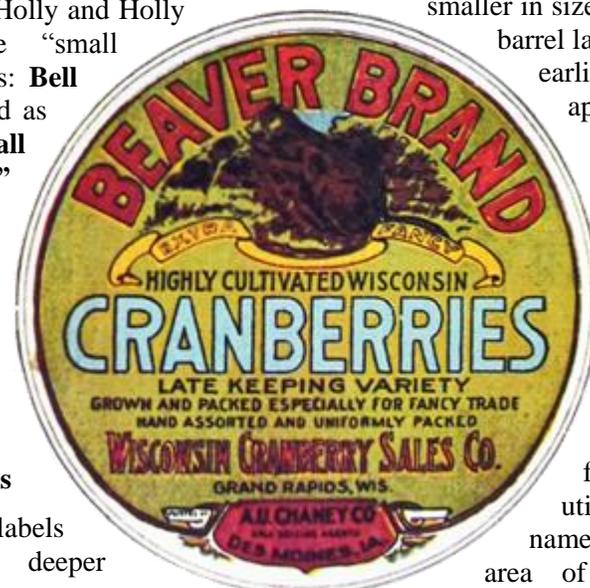
Our front page displays the Beaver brand of Eatmor labels. This design, in part, can be traced back to a design with blue background for the Wisconsin Cranberry Sales Company for the National Fruit Exchange (New York and Chicago). And further back (almost unchanged) to the Wisconsin Cranberry Sales Company for the A.U. Chaney Co. (Des Moines, Iowa), and further back still to the earliest and crudest version of this label for the same sales group. Whether all of the Wisconsin brands can be traced back through as many iterations is unclear, but these labels provide an interesting perspective on the origin and evolution of these brands.

Scarcity and availability

The easiest way to gauge scarcity and availability in this day and age is the internet. Wisconsin labels are less common by far than either New Jersey or Massachusetts. Wisconsin's cranberry industry in the Eatmor era was considerably smaller in size than the other two states. For circular barrel labels factor in their scarcity due to their earlier date. As mentioned earlier, some appear to be so scarce as to be lost to history. Unseen are the Eatmor images of: Elk, Holly A, Royal, and Star.

Other Regional Labels

A final note on Eatmor brands. The American Cranberry Exchange (the owner of the Eatmor trademark), also had special regional labels for St. Lawrence Brand cranberries. These labels followed a Massachusetts format, utilizing a design that allowed the variety name to be manually stamped into a blank area of the label (see next page). The



American Cranberry Exchange also made labels for regional growers in Oregon, following a generic New Jersey style color format



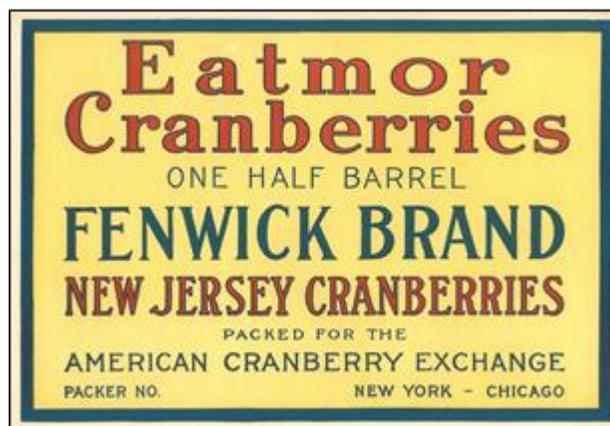
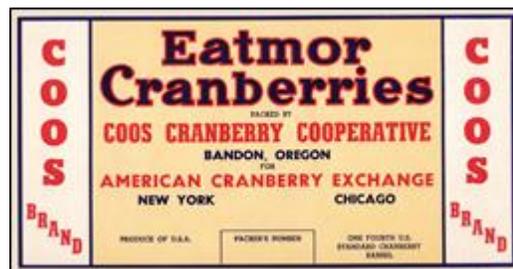
(i.e. although without cameo images), but a Massachusetts type layout (vertical end banners) (*see Coos Brand label on this page*). These latter labels were of an irregular size compared to New Jersey and Massachusetts ¼ barrel labels in being primarily shorter in height than the other two (approx. 5¼" H × 10⅛" W, compared to St. Lawrence Brand label – 7" × 10½").

A final, final note: the original article in this series on New Jersey labels³ only discussed ¼ barrel and whole barrel images. Subsequent research has shown that New Jersey labels were also issued for ½ barrel crates following a generic design with no cameo images, much like the Wisconsin labels (*larger yellow labels on this page*). These labels were issued both as Eatmor labels with the specific brand name emblazoned across the middle (with a layout very similar to that of the ¼ barrel Wisconsin labels) (*see Fenwick Brand label*), and non-Eatmor designations, having the brand name as the banner listing, and denoting simply that they were New Jersey cranberries packed for the American Cranberry Exchange (*see Hanover Brand label*). Both were what might be considered a slightly irregular size compared to Massachusetts ½ barrel labels – (Mass. labels 8¼" H × 13¾" W; these approx. 8½" × 12¾") and thus appear more rectangular than Massachusetts labels.

Is this really the final word on cranberry labels? **Gosh, no.** An abundance of independent labels exist from major and minor cranberry producing areas, that range from the relatively plain to the decidedly elaborate. The difference between these and Eatmor is that the independent labels had no apparent overarching brand and variety organization, and as such, no unifying design standards either. The flip side is that independent labels are relatively rarer, and for serious label collectors perhaps more prized. In some future article we will tour independent labels. ■

Footnotes / Links

- ¹ <http://www.whitesbog.org/images/newsletter/3rd-quarter-17-newsletter-master-with-extras.pdf>.
- ² <http://content.wisconsinhistory.org/cdm/ref/collection/cran/id/2359>.
- ³ <http://www.whitesbog.org/images/newsletter/4th-quarter-15-newsletter-master-with-extras.pdf>.



Susan W. Phillips
1952 - 2018

It is with a heavy heart that we share the news of the passing of Susan W. Phillips on September 27, 2018. Sue served as our Executive Director from 2008 to 2015. Her unending devotion served as inspiration and she will be missed dearly.



Sue joined the Whitesbog Preservation Trust family in 2008. She was a resident of Germantown, Philadelphia and a graduate of Moore College of Art with an extensive background in the non-profit world. She brought with her knowledge gained at the Philadelphia Horticultural Society and Awbury Arboretum, and she had served on the Board of Directors for the Germantown YMCA and served as President of the Philadelphia Urban & Community Forestry Council.

Sue's talents extended beyond her way with words and ability to succeed in gaining grants, beyond her artistry and beyond her mastery of the written word. Sue was a leader, a woman who brought to the table her many years of experience to build a stronger organization and a family of people united in their desire for the protection and preservation of the history of Whitesbog, not just through the restoration and rehabilitation of the village, but in the knowledge of its stewards.

Sue knew how important it is to be conscientious and tap all of your available resources, even having her sister Nancy help through the design and creation of lasting images such as the Jersey Devil on the water tower, village and festival signage, and other images you'll find from throughout her tenure with us. Sue created so many of the images we use, and was the innovator of our art gallery housed in a restored workers cottage. Under her diligent leadership the Whitesbog family grew and we will forever be grateful.

Our deepest condolences to Sue's family, especially her daughter Lizzie and grandson Christopher, whom we had the pleasure to meet during Susan's time at Whitesbog. Her vitality, spirit and wisdom will be missed by her Whitesbog family. ■

Thank you to Caroline Weigle, Rick Stevens, Janet Felt, Sharon Goodman, and others for helping share memories and put together this announcement.

Volunteering: Experience and Growth at Whitesbog Village

by Sarah Augustine

My time as a volunteer at Whitesbog began in June 2017. Through volunteering - and eventually interning- at Whitesbog, I have received so much experience. Working in the General Store and helping out at events such as the recent Farm to Fork Fondo have allowed me to meet people from all walks of life, near and far away. Seeing the interest and wonder in the eyes of visitors, especially those who have found Whitesbog for the first time, never gets old. Moreover, the practical, hands-on experience has really helped me to cultivate my passion for history. Being able to shadow tour guides, give tours, take part in Living History events, and learn about the archiving system are invaluable experiences as I pursue my degree in historical studies. Interning on the Harvesting Stories video project also offered a unique perspective. Sitting in on and helping to coordinate interviews was humbling, knowing it would help to preserve and interpret the past for years to come.

Those I have had the pleasure of volunteering with are so dedicated to their part in making Whitesbog grow and flourish. This has made the experience incredibly special and irreplaceable. It is almost surreal to think that, as we maintain the White family's legacy, we too are making history. Each new visitor, member, volunteer, event, and idea help Whitesbog grow for the coming years; it is wonderful to be a part of. I look forward to being a part of the future of this great village! ■





WHITESBOG EVENT SCHEDULE

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

December

1 - Volunteer Workday 10 a.m. – 3 p.m.

Deck the Halls! Come out and join our volunteers in outdoor or indoor projects in the village. You can choose from helping to clear trails and garden paths or helping to organize our office cottage supplies for events! Both get you lunch in the General Store classroom and time to enjoy the beautiful natural surroundings! Meet at the General Store.

1 - Whitesbog Village History Walking Tour 1 p.m.

Walk the Historic Village trails, learn about Whitesbog's role in history and visit Suningive, the worker's cottage and other museums & landscapes that speak to Whitesbog's heritage. \$5 donation/person, meet at the General Store - 609-893-4646.

8 - Handmade Holiday Craft Fair 11 a.m. - 4 p.m.

Crafting, Artists Vendors, Candy Cane Trail Hike, Wagon Rides, Pictures with Santa, Wreath-Making Workshop, museum tours and more on this fantastic winter historic village day! Bring the family for this free event! Shop local with handmade items in the Barrel Factory, Cottages and General Store! Make a craft to take home **FREE** or take the 12 p.m. wreath workshop with Laura Snow of Snow Valley Farm \$40.

15 - WPT Member's Holiday Party for Members, Volunteers & Village Families 2 p.m.

Join us for this festive gathering of friends of Whitesbog, bring a dish to share, we will have drinks and small gifts for children. A great time to relax and enjoy local music, fellowship and celebrate the achievements of a year of hard work by all! Call 609-893-4646 for dish suggestions or tell us what you will be bringing or to RSVP.

22 - Moonlight Walk 6 p.m.

Cold Moon. 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/person donation, reservations requested 609-893-4646.

January

5 - Volunteer Workday 10 a.m. – 3 p.m.

(See Dec. 1 for details).

5 - Whitesbog Village History Walking Tour 1 p.m.

(See Dec. 1 for details). \$5 donation/person.

6 - Blueberry Music Jam 11 a.m. - 2 p.m.

Calling all music lovers and musicians! Come into historic Whitesbog Village and join the music for an open jam session, all acoustic musicians are welcome from every music genre. Join experienced musicians for an open music jam session on the porch of the General Store in Historic Whitesbog Village. **FREE** activity.

13 - Moonlight Walk 6 p.m.

(See Dec. 22 for details.) \$5/person donation, reservations requested 609-893-4646.

19 - Tundra Swan Walk 8:30 a.m.

Walk the trails with an experienced leader looking for the many types of winter birds that call Whitesbog home, including Tundra Swans! Meet in front of the General Store, no reservation required. \$5 donation/person, advance reservations requested but not required - 609-893-4646.

20 - Blueberry Music Jam 11 a.m. - 2 p.m.

(See Jan. 6 for details). **FREE** activity.

21 - Martin Luther King Day of Service

10 a.m. - 2 p.m.

Come out to Whitesbog and join in with other in-service projects in several buildings and outside on the trails. Inside the General Store we will have hot drinks, water, juice, bananas, and donuts as well as pizza for lunch. We provide work gloves, but if you have a pair, feel free to bring them. We recommend you dress for the weather and in clothes that can get a bit dirty. We will have tasks for little ones, and lots for adults to work on. Meet at the General Store.

26 - Tundra Swan Walk 8:30 a.m.

(See Jan. 19 for details). \$5 donation/person, advance reservations requested but not required - 609-893-4646.

February

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

(See Dec. 1 for details).

2 - Whitesbog Village History Walking Tour 1 p.m.

(See Dec. 1 for details). \$5 donation/person.

3 - Blueberry Music Jam 11 a.m. - 2 p.m.

(See Jan. 6 for details). **FREE** activity.

13 - Heart Bombing 12 p.m.

Show your love of old buildings and Whitesbog Historic Village! We will craft heart bombs (paper hearts to lovingly attach to buildings, take pictures and post to social media) to share our love of preservation and old structures! We will have all of the supplies needed to craft with. Meet us at the General Store and we will craft, then fan out to the buildings for pictures! We will have hot beverages and snacks, great for all ages to get in on the fun! Check out #heartbomb for more examples.

16 - Moonlight Walk 6 p.m.

(See Dec. 22 for details.) \$5/person donation, reservations requested 609-893-4646

17 - Blueberry Music Jam 11 a.m. - 2 p.m.

(See Jan. 6 for details). **FREE** activity.

23 - African American Storytelling Event (call for scheduling information)

Family friendly event with interactive music, storytelling, sign language and dance, participants will learn about the similarities of both African American and Native American cultures.

March

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

(See Dec. 1 for details).

2 - Whitesbog Village History Walking Tour 1 p.m.

(See Dec. 1 for details). \$5 donation/person.

2 - Blueberry Berry Festival T-shirt Design Contest Deadline

We are looking for artists, designers and creative types to help us design this year's Blueberry Festival T-Shirt! Designs must include the following information: 36th Annual Whitesbog Blueberry Festival 2019, New Jersey. Look through our gallery of t-shirts for ideas of past designs. Design should be 1 - 3 color to be placed on blue t-shirt (various shades of shirt have been used)

3 - Blueberry Music Jam 11 a.m. - 2 p.m.

(See Jan. 6 for details). **FREE** activity.

2019 Whitesbog Board of Trustees

Lise Mainor, Pres. John Joyce, V.P.
 Kenneth Willitts, Sec. Thomas Besselman, Treas.
 Ed Mattson Jeff Macechak
 Maria Mosca Millicent Moore
 Rick Stevens



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 FY 2019 General Operating Support Grant and a FY 2019 Project Grant 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.

Board Meetings, open to the public
 Call for information and scheduling - 609-893-4646

Staff

Allison Pierson, Director
 Jennifer Rubeo, Bookkeeper/ Assistant



The Whitesbog Preservation Trust has received a New Jersey Council for the Humanities Grant for FY 2018 for "Harvesting Stories" and oral history video interview project.

Newsletter

Mark Ehlenfeldt & Allison Pierson - Editors

Committees - 2019

Membership & Fundraising - Lise Mainor, Roni Detrick, Allison Pierson
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 Marketing & Communications - Allison Pierson, Ed Mattson, Caroline Weigle, Mark Ehlenfeldt, JoAnne Claire
 Events & Programs - Kenny Willitts, Caroline Weigle, Allison Pierson



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 & innovations of cranberry & blueberry cultivation
 - the rich culture and unique ecology of the New Jersey Pine Barrens.



Visit our website: WWW.WHITESBOG.ORG or call: 609.893.4646



Whitesbog Historic Village
GENERAL STORE

Open Weekends
 10:00 AM - 4:00 PM

The General Store will have jam and jelly tastings as well as chocolates to try! Ornaments, books, tees, preserves, kids toys, honey, candy, gift baskets and so much more!

799 Lakehurst Rd, Browns Mills, NJ 08015

Whitesbog Preservation Trust
 120-34 Whitesbog Road
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**Eatmor
Cranberries**

"EATMOR" IS
THE TRADEMARK FOR
THE SUPERIOR BRANDS OF
CHOICE CRANBERRIES PACKED
EXCLUSIVELY FOR THE AMERI-
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.

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NEW ENGLAND CRANBERRY SALES CO.
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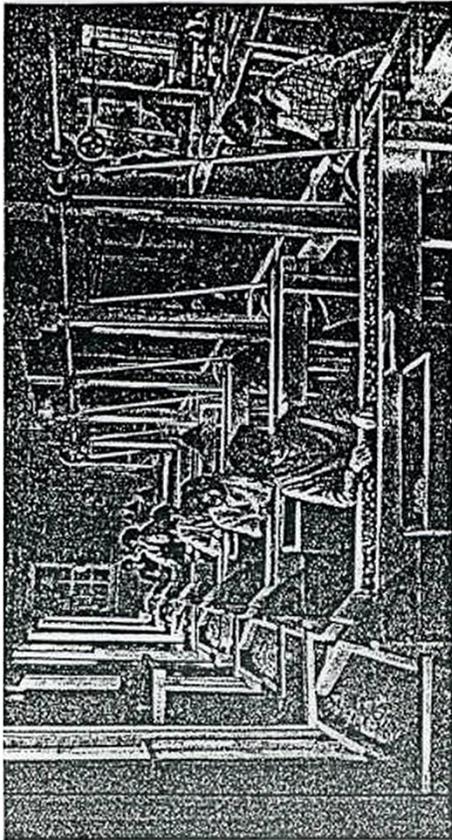
FOR

AMERICAN CRANBERRY EXCHANGE
NEW YORK CHICAGO

**Eatmor
Cranberries**

VARIETIES
GRADES
AND BRANDS

AMERICAN CRANBERRY EXCHANGE
NEW YORK CHICAGO



PACKING ROOM, SHOWING TABLES OVER WHICH CRANBERRIES ARE HAND ASSORTED AFTER PASSING THROUGH THE SEPARATOR

WISCONSIN CRANBERRY SALES CO.

Wisconsin Rapids, Wis.

All Wisconsin Cranberries are ready for market about the middle of October, and most of the crop is usually shipped by November 10th.

Variety: **BELL and CHERRY.**—This is the principal variety (in quantity) grown in Wisconsin. Uniform cherry red color, round shape and classified under two grades, according to size, as follows:

(a) **Badger and Poppy Brands.** "EATMOR." Average size, bright red color.

(b) **Bouquet Brand.** "EATMOR." A little larger than average size and bright red color.

Variety: **BENNETT'S JUMBO.**—Ob-long shape; fine flavor; a good keeping variety; classified under two grades, according to size and color, as follows:

Daisy Brand. "EATMOR." Average size and medium or pink color.

Favorite Brand. "EATMOR." Averages large size and medium red color. Desirable for fancy trade.

WISCONSIN CRANBERRIES

Variety: McFARLIN.—Round shape; fine flavor; classified under two grades, according to size and color, as follows:

Fox Brand. "EATMOR." Medium red color, a little larger than average size.

Banner Brand. "EATMOR." Uniform red color and averaging large size. Desirable for fancy trade.

Variety: METALLIC BELL.—Quantity very limited; bell shape; solid red color; classified under two grades, according to size, as follows:

Beaver Brand. "EATMOR." Average size.

Monogram Brand. "EATMOR." Large size, and of attractive appearance.

Variety: PROLIFIC.—Round shape; fine flavor; classified under two grades, according to size and color, as follows:

Bessie Brand. "EATMOR." Average size; medium red color.

Chief Brand. "EATMOR." Large size; cherry red color; desirable for fancy trade.

Variety: BELL and BUGLE.

Pennant Brand. "EATMOR." Bell shape; cherry red color; larger than average size.

WISCONSIN-CRANBERRIES

Variety: SEARLS' JUMBO.—Olive shape; fine flavor; desirable for fancy Thanksgiving trade; uniform size; graded over 9/16th-inch and 13/32nd-inch screens.

Deer Brand. "EATMOR." Full average and of very uniform size; bright red color.

Antler Brand. "EATMOR." Uniform Jumbo size and bright red color.

Variety: LATE HOWES.—Oval shape; a long keeping variety; ready for shipment about November 1st, and classified into two grades, according to size and color. Quantity very limited.

Star Brand. Medium color, little below average size.

Royal Brand. "EATMOR." Well colored and good average size; desirable for any market.

Stock Label:

Cultivated Brand. This brand is used on such odd varieties or grades of sound Cranberries which do not fit any of the regular brands of Wisconsin Cranberries.

Variety: SMALL CRANBERRIES.

Holly Brand. The small fruit of the Bell and Cherry Cranberries that pass through

WISCONSIN CRANBERRIES

the 13/32 of an inch screen and carefully packed.

Holly A Brand. The small Cranberries graded from the fancy varieties,—Searles' Jumbos, McFarlins, Howes, Bennett's Jumbos, Prolifics, etc.—that pass through the 13/32 of an inch screen and are carefully packed.

CRANBERRY SEPARATOR



Price—\$65.00

F. O. B. Tremont, Mass., or
\$75.00 F. O. B. Chicago, Ill.

This SEPARATOR is fitted for hand power. A small $\frac{1}{8}$ H. P. Motor is sufficient to run it, when connected to an ordinary electric light socket. To attach motor, remove the small pulley from the fan of Separator and attach to motor—and attach the large hand wheel to Separator-fan. This change will properly regulate speed by use of motor power.