



Whitesbog Preservation Trust

NEWSLETTER

1st Quarter

www.whitesbog.org

2012

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation



A FEW WORDS ABOUT THIS PICTURE

Preparing Cranberries for Market in the late 1800s

by Mark Ehlenfeldt

Two confessions. First, this may not even be a picture of Whitesbog; at least it is not the Whitesbog that any of us are likely to recognize. That being said, however, it may be the earliest picture of Whitesbog in existence. And second ... it is not a single picture, but a PhotoShopped fusion of two adjacent, slightly overlapping photos.

This image came from two mounted photos possessed by Daniel White of Newtown Square, Pa. The rightmost one was inscribed in pencil on the reverse "taking cranberries to market". Daniel White is a distant cousin of Tom Darlington, and came from the branch of the White family that once owned the Traymore Hotel in Atlantic City.

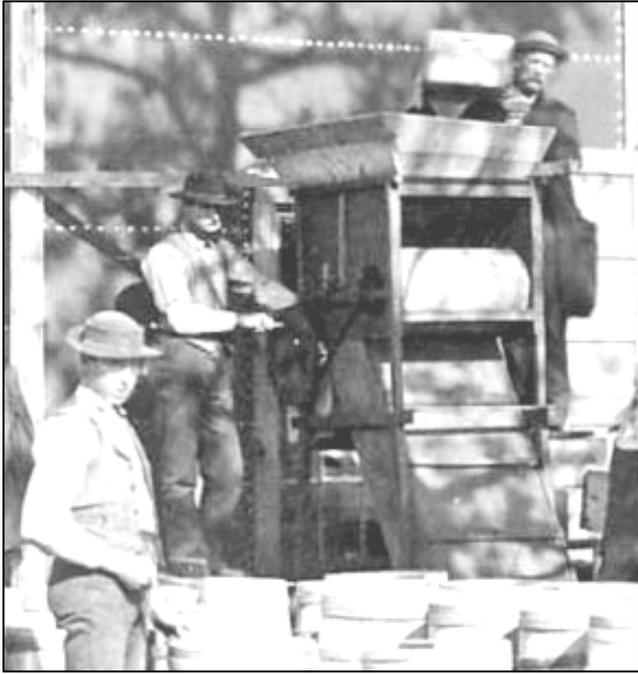
What is clear is this: The bearded man in the center of the photo in the suit, vest, and bowler hat is J.J. White. J.J. White is easily recognizable in any photo, and always looks proper and well-dressed. Even at this distance he

looks similar to his appearance in family photos in which the White daughters appear to be in their mid- to late-teens. Based upon this estimation, the era is probably the mid-1890s. The workers here appear most likely to be local New Jersey folk, not the Italians often pictured in later Whitesbog photos.



Several buildings can be seen. The main building in the left foreground, and four small and one large building in the mid to far distance. The main building is a cranberry storage building. It is two and a half stories, and is horizontally wrapped with tarpaper siding. The tarpaper is about three feet wide and is held in place with closely-spaced, large washers or grommets at the seams and edges. This is a simply constructed building. In this era, the tarpaper was probably mounted over a lath or skeletal frame work and was the main skin of the building, as plywood didn't exist. The only "solid" exterior construction is the roof, the peak, and the detail framing.

(continued on page 2)



(from page 1)

The building has a pair of 6 over 6 windows on either side of the doors at ground level, a single 6 over 6 window in the gable peak, a narrow pair of entry doors, and above these, an adjacent pair of narrow 4 over 4 windows. The ceiling height for both floors is estimated to be about 8 feet. The long sides of the building appear windowless. This building appears to be strictly designed for storage.

In this era, the sorting, packing, and capping of barrels is being done outdoors. Note the hand-cranked sorters; they closely resemble patent drawings of either Hayden (patented in 1900) or Nightingale sorters (patented in 1902), although they may be non-patented versions of earlier cranberry sorters. Ladies in large, floppy, light-colored bonnets do the final sorting. The fellows near J.J. White are capping barrels using a tool called a barrel header. At least 10 horse-drawn wagons are lined up, each carrying 10 or more barrels, for a minimum estimate of 10,000 pounds of cranberries going to market this day. Where are they headed? Browns Mills? Upton station?



Four small buildings in the midrange are not among any that remain at Whitesbog, but they resemble typical workers cottages from this era. It is impossible to tell if they are temporary or year-round housing. Looking closely at this picture, it more-than-tempting to say the large building in the far distance is the Old General Store (although at this date, it may not yet have been a store). As much as can be seen, the height, dimensions, and profile are right. If you accept that this large building is the Old General Store, it's natural to ask if the cranberry storage building pictured here is an earlier incarnation of today's "Barrel Factory". A good thought, but a comparison of the two shows this building to have a considerably greater vertical proportion, and to have detailing that doesn't match the current Barrel Factory.



J.J. White began his cranberry cultivation in the mid-1860s and may have owned some buildings in this area. In 1882, upon the death of his father-in-law, James Fenwick, J.J. began to manage Fenwick's cranberry properties. These may alternatively be some of Fenwick's buildings. In later years, Elizabeth White wrote that one of her grandfather's buildings, a barn, still existed. At that time she wrote that it had originally been located where the Superintendent's House stands, but it had been relocated to the rear of the Whitesbog property. That information confounds the issue of this building a bit, but serves to show that buildings were often relocated at Whitesbog. Aerial views of Whitesbog in 1931 show a building of similar dimensions to this storage building standing to the rear of the property somewhat behind the barrel factory, but its identity as this specific building is far from certain.

In a few years, many things would change. A new larger cranberry storage warehouse would be built, taking some basic design concepts from this building, but also making space for indoor sorting and packing. An elevated porch would be designed to facilitate wagon loading. New worker cottages would be built. The Whitesbog we recognize from 20th century photographs would begin to emerge. ■

Executive Director's 2011 Annual Report

It is again my privilege, as Executive Director, to report on the achievements of the Whitesbog Preservation Trust during the past year. 2011 was an exciting year with three special projects underway throughout the year: 1) a comprehensive Audience Research Study that encouraged participants to evaluate the Trust's programs, facilities and visitor's services that resulted in an in-depth 34 page report; 2) the launching of our new 'state-of-the-art' cataloging system for Whitesbog's archival collections, and 3) the reconstruction of the Trust's website, which is nearing completion and should be up and running in April. A copy of the Audience Research Report is available to members on request, and members with an interest and expertise in archival conservation and cataloging are encouraged to visit by appointment and volunteer. A special thank you to everyone who worked the hundreds of hours it took to initiate and complete these organizational goals.

Volunteers, Members and Donors

Last year was a banner year for volunteers. One hundred and ninety-nine (199) individuals donated over 9,886 hours of their time, talents and expertise to ensure that our programs, projects and visitor services all ran smoothly. According to the *Independent Sector's New Jersey equivalency rate* of the Corporation for National and Community Service, the Trust's dedicated volunteers donated \$249,127 worth of people power to protecting, preserving and interpreting Whitesbog.

The Trust's membership fell slightly to 240, and we were all saddened by the passing of several of our long-time supporters. Donations and contributions for 2011 exceeded prior years, with a very generous donation from Robert H. Aaronson III, Nora E.J. Hayes, an anonymous contributor and several memorial funds that were established to support the Whitesbog Preservation Trust's mission.

Board Leadership

The Trust elected Paul Detrick, Esq. to the Board last April and welcomed Robert Rodriguez as Interim Superintendent of the Brendan T. Byrne State Forest in May. Mr. Detrick is a practicing attorney with offices in Browns Mills and hails from a family of Tru-Blu Blueberry growers. We are very grateful for his support and look forward to his active participation. Mr. Rodriguez was especially helpful to me last summer, and proved to be wonderful addition to our Whitesbog Family. Even though his position was only interim, we were sad to see him move on last fall, but delighted to learn of his appointment as a superintendent to Liberty State Park. Congratulations Rob!

John Joyce stepped down as Building Restoration & Repair Committee Chair after decades of service, and the near completion of Village's building restoration agenda. John continues to serve as the Board of Trustee's 2nd Vice President and provides assistance and consultation as needed.

Whitesbog's Board of Trustees President, Richard Prickett, was nominated by Governor Christie for a seat on the Pinelands Commission. A seat he now occupies in 2012. Congratulations Rick!

We are also pleased to report that the Brendan T. Byrne State Forest has a new permanent Park Superintendent, Leigh Schneider. Ms. Schneider was welcomed to Whitesbog at the Trust's February 2012 Board meeting. We are delighted to have her on board!

Historic Restoration & Repair

During this period, the Trust invested over \$75,450 into the restoration and repair of Whitesbog Village that included: a complete renovation of the Boarding House's (24B) east side; repairs to Suningive's electrical system and new lighting for the Archives Room; exterior and trim paint for the Barrel Storage Warehouse along with new gutters and down spouts; trim paint on both sides of the Boarding House (24A & B) and the north (35A) side of the Old General Store; the complete replacement of Boarding House (24B) exterior rear porch, including the foundation, deck, roof & stairs; interior paint at the School House (29); the demolition and replacement of the rear roof on the vacant side of the Old General Store (35B); and the replacement of a leaking oil tank at the Boarding House (24A) with complete site remediation according to, and in compliance with NJDEP procedures and standards.

Archives & Interpretive Exhibits

Whitesbog's Archives Committee entered the digital age this year with a special project grant from the New Jersey Historical Commission. Whitesbog purchased a new, archive-dedicated computer and a back-up hard drive, *PastPerfect* 5.0 software, and all the supplies necessary for the arduous job of cataloging all of Whitesbog's existing collections. Archives Committee member, Albertine Senske worked to set up our system, Joan Harden helped her to establish policies, standards of practice and procedures, and the Archives Committee, chaired by Ted Gordon, provided oversight and support. Several of Whitesbog's members have stepped forward to assist Albertine with photographing artifacts and cataloging the hundreds of documents in Whitesbog's care.

2011 archival acquisitions included: A photograph of Ezekiel Sooy & family from Dona and Duane Jenkins, a Cranberry sorter from Jean and Richard Bozarth, a Blueberry sorter and belongings used by Tru-Blu grower #309 from Linda and Albert Palendrano, and a collection of photographs (many by Elizabeth White), and documents relating to Joseph J. White, Inc. from the estate of Dr. Eugene Vivian, 2 wooden stools (circa 1930) used by Myrtle Hopkins in the Whitesbog Cranberry Storage Warehouse from Donald and Judy Hopkins, and countless other articles and artifacts donated by members and friends of Whitesbog.

The interpretation of Suningive's first floor 'infirmary' was carefully completed by Stephanie Schrader and the Suningive Museum committee last spring, making it a treasured stop on the tour of Elizabeth White's historic home.

Education and Events

Whitesbog's Education and Events committees welcomed 10,293 documented visitors to the 28th Annual Blueberry Festival, 4 Quarterly Lectures, 11 Moonlight Walks, 7 garden/nature walks, 2 Cranberry Harvest tours, special tours of Suningive, a Blueberry Tasting event, monthly village tours and a cadre of programs and projects for visitors, members & volunteers.

The Trust's new Living History Committee, chaired by Jeffery Macechak, brought the village to life this year with 1920's scripts and costumed interpreters: J.J. White (portrayed by Jeff), Elizabeth White portrayed by Stephanie Schrader, Richard Prickett as Charles Beckwith, Deborah Hartshorn as padrone Gus Denato's wife and Worker's Cottage resident, and Mark Ehlenfeldt as Dr. Fredrick Coville. This Living History program was launched as part of the 2011 Pinelands Short Course, where it garnered rave reviews, and was repeated, in part, during the Blueberry Festival and as part of our Cranberry Harvest Tours.

The 2011 Blueberry Festival kicked-off Whitesbog's Blueberry Centennial Celebration with a Special Arts Project that generated posters, paintings and poems by local school children in honor of Elizabeth C. White and her pioneering work to cultivate the highbush blueberry. The project's in-school program presented Elizabeth Coleman White "live, and in person" and by PowerPoint presentation to the students at J. Harold Van Zant Elementary School (Marlton, NJ) and gave 3rd, 4th and 5th graders a firsthand lesson in blueberry cultivation. Another outreach event honored the 4th Grade students from Veterans Memorial Elementary School (Brick, NJ) who spearheaded the legislation to make the Blueberry New Jersey's State Fruit. Both schools planted highbush blueberry bushes in her honor and submitted dozens of poems and hundreds of blueberry-themed works of art for our Festival's Centennial Exhibit.

Our Village partners, the Pinelands Institute for Natural and Environmental Studies served more than 6,342 children and adults during 2011 with participants enjoying school field trips, summer camp experiences and non-credit Burlington County College courses all at Whitesbog.

Outreach Activities

Whitesbog's staff and volunteers attended 7 major events during the year, including Lines in the Pines, the New Jersey State History Fair, Pemberton's Water Carnival, The Burlington County Farm Fair, Art in the Park at Smithville, and the Pinelands Preservation Alliance (PPA) Green Trading Post. Members and Board members also provided Whitesbog presentations to audiences at the Pinelands Jamboree, PPA and the Southampton Historical Society.

The Trust hosted dozens of tours and outdoor hikes conducted by the South Jersey Outdoors Club, the Sierra Club, the Philadelphia Botanical Club, along with numerous

camera clubs and birding groups. Whitesbog also hosted 13 special events, among them, the Radice-Weigle wedding, an Eagle Scout Court of Honor, several Pinelands Antique Engine Association outings, PPA's Tour de Pines, tours by Rick Darke and the University of Delaware, bus tours by the Burlington County Historian, Joe Laufer, and many other events.

Landscape Restoration

In 2011, Whitesbog's Landscape Committee, chaired by Mark Szutarski, worked to connect the Old Bog Trail to the garden paths at Suningive, an effort that enabled Festival attendees to avoid the roadway traffic during their tours to Suningive. Several dead, dying and dangerous trees were removed last spring with the help of a NJDEP Trail grant, allowing volunteers to expand the trails, reclaim parts of Suningive's beleaguered landscape and prepare the site for replanting. Suningive's front garden sits quietly awaiting spring's arrival and the emergence of Elizabeth's original planting plan. Volunteers have worked throughout the winter to prepare the site and remove the mountains of debris and cat briar that lined the roadway to Elizabeth's historic home, choking off Suningive's northern vista. The garden's restoration and several plans for connecting bridges await this spring's volunteers. Please consider joining the effort!

On another front, work is underway to restore the historic Triangle Field. This blueberry test field was home to many of the original White/Coville experimental cultivars and work is underway to restore this field and its bushes to 'berry-bearing' once again.

Whitesbog's General Store and Visitor's Center

The Whitesbog General Store held its own financially, during 2011, and continued as the center of all Whitesbog's activities and programs. A record 538 individuals and families signed the Store's guestbook, with folks visiting from 16 different States, Italy, England and New Zealand. Thank you to all the shopkeepers who filled in for Steve Young while he helped Richard Rolle with his ongoing recovery from a severe stroke last May. A very special thank you goes out to Sharon Goodman who assumed Richard's role as our monthly Village Tour guide, and Ellen Terry who took on the coordination and publicity of our Moonlight Walks pending his recovery.

Whitesbog's Visitors Center opened this spring, in Worker's Cottage #12, adjacent to the General Store. Outfitted with maps, brochures, guidebooks and gadgets, as well as, access to the General Store's restrooms (and shopping by special request), the Center provides a workspace for volunteers and a 'home base' for village visitors weekdays, year-round.

Several exciting projects are underway as part of Whitesbog's Centennial Celebration – look for additions and improvements to the landscape, our museums and our programming along with the expansion of our volunteer programs and visitors services. Thank you all for your Support!

- Susan B. Phillips -

Alas

Alas Elizabeth White was not elected to the New Jersey Hall of Fame for 2012. The two winners in the Enterprise category were John Dorrance, a chemist who went to work for the Joseph Campbell Preserve Company (later the Campbell Soup Company), where he invented condensed soup, and went on to become the company's president, and Samuel Newhouse, the famous publisher who founded Advance Publications which now owns The Star-Ledger newspaper and magazines such as Vogue, Vanity Fair, and The New Yorker. Don Jay Smith, the Executive Director of the Hall of Fame said that although actual vote tallies are never disclosed, a tally around 5,000 votes is generally needed to win entry to the Hall of Fame, based upon broad average vote counts for recent winners. He expressed the hope that E.C. White could be nominated again at some point in the near future (perhaps in conjunction with the centennial of the first marketed blueberry crop) and encouraged those of us who are E.C.W. supporters to continue to spread the word about Elizabeth White. Thank you to everyone who voted for Elizabeth. ■



Maurice J. Hopkins
1927-2011

Whitesbog Village lost its longest-residing tenant last August, when Maurice Hopkins moved to Buttonwood Hospital. He was born in workers cottage #10 on February 9, 1927 to Myrtle and Harry Hopkins, and lived for many years in that cottage with his mother, father, grandmother, and 4 siblings. The family later moved into the east side of the Boarding House, and Hopkins continued to reside at that location. Four generations of the Hopkins Family have resided at Whitesbog Village and worked for Joseph J. White, Inc. We were saddened to hear of his passing on December 18, 2011. ■



Saturday June 23
10 a.m. – 4 p.m.

**29th ANNUAL
BLUEBERRY
FESTIVAL**

Celebrate all things blueberry at this old-fashioned festival. Great family fun. Enjoy blueberry picking, live country music, children's activities, exhibits, great food, historical presentations and tours, pinelands artists and crafters, our famous blueberry pie eating contest, and lots more.

Load up the car, \$8 / carload

Spirit of the Jerseys State History Fair

Washington Crossing State Park, Titusville, NJ
Saturday, May 12, 2012 11 A.M. to 5 P.M.

FREE ADMISSION
Parking - \$5.00/Vehicle

RAIN OR SHINE



NJ State Historic Sites
1709 A.C. & S. B.P.A.
Est. 1903

The Whitesbog Preservation Trust has received a General Operating Support grant from the New Jersey Historical Commission, a division of the Department of State, for fiscal year 2012.

Funding for the 2012 Blueberry Festival 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 2012 grant to the Burlington County Board of Chosen Freeholders.

The Whitesbog Preservation Trust also received a 2011 Institutional and Financial Stabilization Grant for History & Humanities Organizations from the New Jersey Cultural Trust. ■



WHITESBOG EVENT SCHEDULE

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

April

- 1 Concert at the Barrel Factory 6 p.m.**
The Greater Pinelands Dulcimer Club & WPT are sponsoring a concert featuring **Jennifer Mylod**, singer and songwriter of traditional and Celtic music. She also plays the violin and dulcimer. \$5 fee per person, reservations requested.
- 7 WPT Volunteer Workday 10 a.m. - 3 p.m.**
Have fun with friends, working in the gardens, repairing trails, restocking the General Store and working around the Village. Lunch provided.
- 7 Whitesbog Village Tour 1 p.m.**
Stroll the Historic Village, learn about Whitesbog's history, and visit Suningive, Elizabeth White's historic home, the worker's cottages and other buildings of Whitesbog's heritage. \$5 donation/person, reservations requested.
- 7 Moonlight Walk 7 p.m.**
Fish Moon. Listen to the night sounds of the Pines, learn about Whitesbog and experience the seasonal changes of the Pinelands. Walks are 3 to 5 miles long, and led by experienced leaders. \$5 donation per person, reservations requested.
- 15 Quarterly Lecture Series 1 p.m.**
\$5 members, \$7 non-members, by reservation. **'Historical Uses of Pine Barrens Plants'**, Presenter: Millicent Moore. From disposable diapers and insect repellent to a reputed small pox cure - the Plants of the Pines had it all, and most of these plants can be found right here at Whitesbog.
- 22 Emerging Plants Nature Walk 10 a.m.**
\$5 donation/person, reservations requested. Explore Suningive's gardens, the nearby bogs and surrounding Pineland areas with botanist, Mark Szutarski to discover and identify native plants as they begin their springtime display.
- 29 Annual WPT Membership Meeting 12 Noon**
Volunteer Recognition Luncheon to follow
April is National Volunteer Recognition Month

May

- 5 WPT Volunteer Workday 10 a.m. - 3 p.m.**
(See April 7).
- 5 Whitesbog Village Tour 1 p.m.**
\$5 donation per person. (See April 7).
- 5 Moonlight Walk 7 p.m.**
Flower Moon. \$5 donation per person, reservations requested. (See April 7 listing for details).

- 6 Quarterly Lecture Series 1 p.m.**
\$5 members, \$7 non-members, by reservation. **'Lure of the Pines'**, presenter: Ted Gordon.
- 12 NJ State History Fair 11 a.m. - 5 p.m.**
Visit Whitesbog at this year's history making event - at Washington's Crossing State Park.
- 19 Whitesbog Village Tour 1 p.m.**
\$5 donation per person. (See April 7).
- 20 Suningive's Gardens 10 a.m.**
\$5 donation per person, reservations requested. Experience Suningive's gardens in bloom with Mark Szutarski. Learn about Elizabeth White's unique plant collection and efforts to preserve her gardens, pond and the surrounding pinelands landscape.

June

- 2 WPT Volunteer Workday 10 a.m. - 3 p.m.**
(See April 7).
- 2 Whitesbog Village Tour 1 p.m.**
\$5 donation per person. (See April 7).
- 2 Moonlight Walk 7 p.m.**
Strawberry Moon. \$5 donation/person, *reservations requested*. (See April 7 listing for details).
- 9 A Day of Reflection with Elizabeth White 11 a.m. - 3 p.m.**
Facilitator: Albertine Senske
Elizabeth White found tranquility in her surrounds. Join us in recalling her reflections on nature, and rejuvenate your own spirit.
- 23 BLUEBERRY FESTIVAL 10 a.m. - 4 p.m.**
\$8/carload. Celebrate all things blueberry at this old-fashioned festival. Great family fun. Enjoy blueberry picking, live country music, lots of children's activities, exhibits, great food, historical presentations and tours, pinelands artists and crafters, our famous blueberry pie eating contest and lots more.

- 30 Moonlight Walk 7 p.m.**
Buck Moon. \$5 donation/person, *reservations requested*. (See April 7 listing for details).

2012 Board of Trustees Meetings

Wednesdays at 6:30 p.m. (except as noted)
April 29, May 23, July 25, Sept. 26, Oct. 24
Annual Membership Meeting, April 29, 10:00 a.m.

Board of Trustees

Richard Prickett, President
Stephanie Schrader, Vice-president
John Joyce, 2nd Vice-president
Mark Ehlenfeldt, Treasurer
Christine Lipsack, Secretary
Ted Gordon Bart Amato
Joseph Darlington Diane Kelly
Jeffery Macechak Paul Dietrick

Staff

Susan B. Phillips, Executive Director
Jennifer Rubeo, Bookkeeper/Assistant

Newsletter

Mark Ehlenfeldt & Susan Phillips – Editors

Committees – 2012

Buildings & Restoration – Rick Prickett
Finance – Mark Ehlenfeldt
Fund Development – Susan Phillips
General Store – Steve Young
Marketing & Public Relations – Mark Ehlenfeldt
Interpretative Educ. & Archives – Ted Gordon
Landscape and Garden – Mark Szutarski
Membership & Nominating – Stephanie Schrader
Personnel – Rick Prickett

If you are interested in attending the meeting of any Committee, please call the Trust office for the scheduled meeting time.

The Mission of the Trust is to restore, protect and enhance the land, historic sites, and structures at Whitesbog, and to provide educational materials and interpretive programs that engage visitors in the history, culture, and natural environment of Whitesbog.



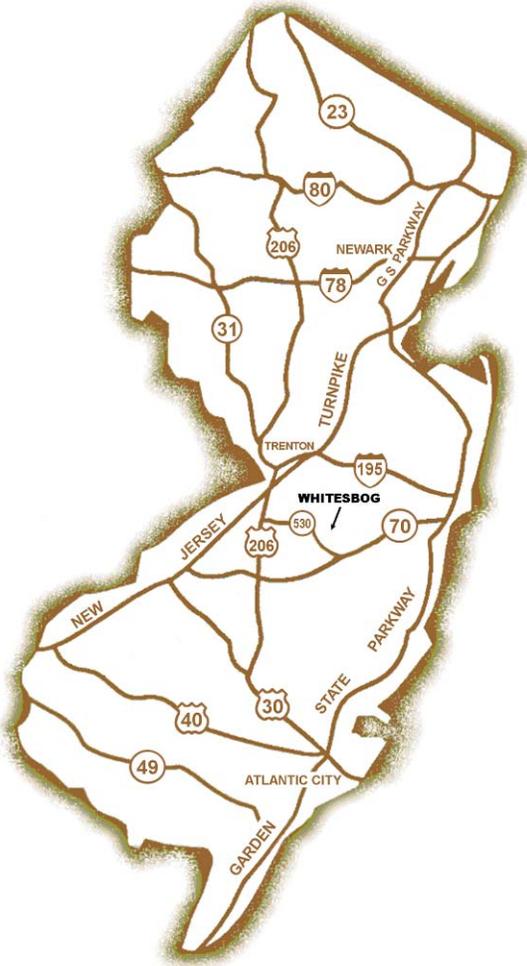
Quarterly Lecture Series
Sunday April 15 at 1 p.m.
*Historical Uses
of Pine Barrens
Plants*
Speaker - Millicent Moore
Explore the history and culture of native plants with a detailed examination of some distinctive Pinelands species.
\$5 members, \$7 non-members
reservations requested



Sunday, April 29, 2012
Annual Membership Meeting - 12 Noon
Volunteer Recognition Luncheon to follow
R.S.V.P. requested



April 22 at 10 a.m.
*Emerging
Plants Nature
Walk*
with Mark Szutarski
Explore Suningive's gardens, the nearby bogs, and Pineland areas to discover and identify native plants as they begin their springtime display.
\$5 per person
reservations requested



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).

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



Whitesbog Preservation Trust
120-34 Whitesbog Road
Browns Mills, NJ 08015



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