

Whitesbog Preservation Trust

NEWSLETTER

3rd Quarter

www.whitesbog.org

2016

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

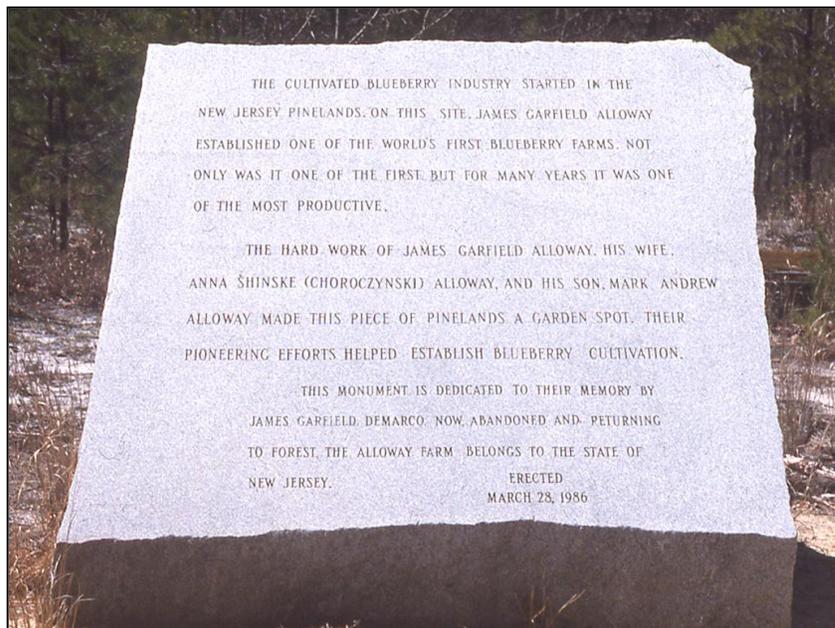
The Hamlet of Friendship and the Alloways *The History Behind the Alloway Memorial Stone*

by Ted Gordon, Pine Barrens Historian

In this Blueberry Centennial Year, we look at another putative claim to the origins of the blueberry industry. Visitors to Whitesbog have occasionally asked about the Alloway Memorial Stone, a large granite marker along an unnamed dirt road near Speedwell that purports to mark the place where the blueberry industry began. There is little information to be found regarding the Alloway Memorial Stone in casual searches, so we called on Ted Gordon, our font of knowledge for Pine Barrens history, to tell us the story. – ed.-

In the deep silence of the regenerating forest at Friendship rests a massive block of granite bearing the following moving inscription: *The cultivated blueberry industry started in the New Jersey Pinelands on this site. James Garfield Alloway established one of the world's first blueberry farms. Not only was it one of the first but for many years it was one of the most productive. // The hard work of James Garfield Alloway, his wife, Anna Shinske (Choroczynski) Alloway, and his son, Mark Andrew Alloway made this piece of Pinelands a garden spot. Their pioneering efforts helped establish blueberry cultivation. // This monument is dedicated to their memory by James Garfield De Marco. Now abandoned and returning to forest, the Alloway farm belongs to the State of New Jersey. // Erected March 28, 1986.*

About 2.4 miles west of the Lee Brothers' cranberry bogs at historic Speedwell in Burlington County along Route 563 south of Chatsworth rest the depressing, crumbling, iron stone foundations of what was once the remote and peaceful hamlet of Friendship. Here during the second half of the 19th century, the Wills brothers, Henry, John, and Joseph, owned in partnership a parcel of land of about 1200 acres at Friendship Neck. They visited this tract infrequently during autumn to gather wild cranberries and do a little hunting. Joseph Evans and his brother-in-law Joshua S. Wills (son of Henry) shared a passionate desire to grow cranberries. In 1868, after favorable negotiations with their relatives to obtain this vast acreage, these two friends immediately commenced the



The Alloway Memorial at Friendship. This marker is located on the Alloway parcel. This tract was sold to the State of New Jersey in 1983.

growing of cranberries in cultivated beds ("bogs") at this remote site. They gathered and transplanted wild vines that were growing in meadows that bordered small feeder streamlets of the Tulpehocken Creek, a tributary of the West Branch of the Wading River. They called their new venture Evans & Wills.¹

Buildings were erected immediately and more bogs were set out as an 810 acre tract was acquired to the north in 1893.² It

is likely that the vast sorting/packing house at Friendship was constructed during this era. Although I have researched numerous documents pertaining to the Evans & Wills estate,

(continued on page 2)



Fig. 1. The Cranberry Sorting/Packing House was an imposing building that stood to the rear of the houses and several auxiliary structures. It was vandalized and reduced to its foundation only a short time after this photo was taken in 1972. On an August 1973 visit, the building was no longer standing. Photo credit, T. Gordon.

I have yet to encountered specific information pertaining to the erection of homes and other structures here. (Fig. 2)

Although none of the members of the Evans and Wills families ever established permanent residence at Friendship, three generations of Alloways lived here, while faithfully serving the company in various managerial capacities.³ The "Alloway House," with its green clapboards, was perpetually occupied by Alloways, as I would learn from the late Frank Yates, a foreman who toiled and lived on the farm for many years. Frank recalled that during the latter years, the other five houses, including a one-room school house and a long pickers' shanty, were occupied by many different residents for relatively short periods of time (Fig. 2). When I began my photographic documentation of the hamlet in 1971, both the Alloway House and a large house at the intersection of Speedwell Road and Hawkins Bridge Road had already been reduced to cellar holes (Fig. 3-4).



Fig. 2. Three generations of Alloways resided in this house along the west side of East Sandy Ridge Road (aka Speedwell-Hawkins Bridge Road) in the hamlet of Friendship. Serving as managers of the Evans & Wills farm during their respective terms were Mark Alloway (b.1858-d.1928), his son James Garfield Alloway (b.1880-d.1951), and his son Mark Andrew Alloway (b.1911-d.1976). Photo credit, Gary Alloway of Chatsworth.



Fig. 3. Village view, looking northeast across the Alloway House cellar hole at the store/living quarters/recreation hall, both fronting East Sandy Ridge Road (aka Friendship-Hawkins' Bridge Road). The brown house in the distance directly along Speedwell Road was still occupied on July 7, 1975, date of this photo. Photo credit, T. Gordon.



Fig. 4. Village view similar to that in Fig.3 except that the angle is greater to the right. In the foreground the Alloway cellar hole. Clearly visible is East Sandy Ridge Road with the ruins of the store across the road. The little house to the left, concealed by the intact store in Fig. 3, was referred to as the "bungalow" or office by the late Francis W. Sharpless and the late Albert "Andy" Andrews, who were stockholders and officers in Evans & Wills, Inc. and were involved in management of this farm. Both occasionally stayed in this building. During more recent times it served as a residence for laborers. It was the last house standing in the village. The tract was sold to the State of New Jersey by J. Garfield De Marco on 28 April 1983. Photo credit, T. Gordon, July 17, 1975.

The collaborative work of Elizabeth White and Frederick Coville produced its first crop of cultivated blueberries in 1916 at Whitesbog, NJ. For the next 10 years, White promoted the sale of seedlings from six hybrids to encourage local farmers to get involved in the fledgling industry. By 1927 there were enough growers to warrant the

establishment of the Blueberry Cooperative. In 1931, Evans & Wills and Garfield Alloway joined the Coop.⁴ **The extent of experimentation by these three men with cultivation of wild blueberry bushes, prior to 1927, has not been ascertained.** A Burlington County deed reveals that Garfield Alloway was granted 65 acres of land in the 1930s by Evans & Wills which was carved out of their Friendship holdings (Fig. 5). This enabled Garfield to participate in the blueberry industry. His son Gary had assisted his father at various intervals in blueberry cultivation and in nursery work that involved the crafting (budding) of blueberry plants for sale.⁵

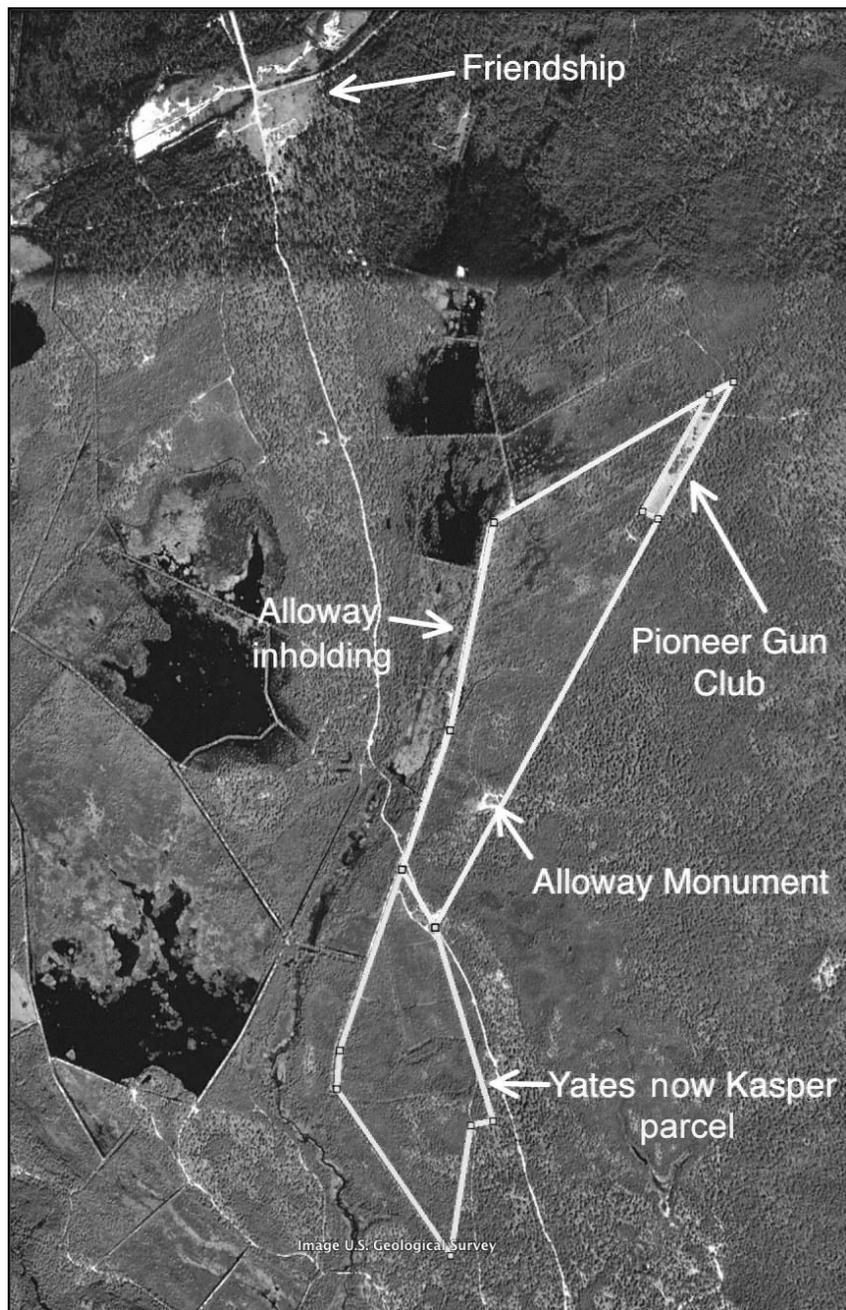


Fig. 5. Outlined on this image is the Alloway parcel of land (65 acres) granted to Garfield Alloway by Evans & Wills for producing his own blueberries and developing a nursery to sell blueberry plants. Four buildings related to these activities were located in the vicinity of the monument dedicated to the Alloways by J. Garfield De Marco. In the upper right is a 3.086 acre tract sold by Alloway to the Pioneer Sportsman Club of Pitman in 1958. The cleared area in the upper left is the location of the hamlet of Friendship. The Yates, now Kasper parcel is privately owned. Sketch comes courtesy of Guy Thompson, based on Burlington County deeds and surveys.

In 1988, I learned from Francis Wills Sharpless, a long-time manager of all the Evans & Wills farms, that the two families had decided to divide their properties. Francis received the Quoexen bogs in Medford; the Evans, the Friendship and the Willow Farm. Soon, stockholder Albert T. Andrews, Jr. bought the Friendship property and in February 1962 sold it to Friendship Forest Lakes, Inc., owned by a New York land speculator. In June 1981, the latter sold the 2051.85 acres to the State, which annexed it to the Wharton State Forest.

In December 1970, when Garfield Alloway became weary of farming, he sold the Alloway farm to J. Garfield De Marco. Thirteen years later, on April 23, 1983, De Marco sold this once productive tract to the State, with whom he negotiated for the right to grace that precious parcel of land with a lasting memorial to the Alloways (cover figure). ■

Footnotes

¹ A short chronicle of Evans & Wills, Inc. as prepared by Ezra Evans in Feb. 1953. South Jersey Studies archives, Stockton University.

² Ibid.

³ Personal Communications with J. Garfield De Marco, grandson of Mark Alloway, summer 1976.

⁴ Allen, W. H. and Weiss, H. B. 1940. The Cultivated Blueberry Industry in New Jersey, 1939. NJ State Dept. of Agric., Bur. of Plant Industry, Circular #311.

⁵ Personal Communications with Gary Alloway, August, September 2016.

Acknowledgement

Thanks are extended to Gary Alloway of Chatsworth for providing a photo of the Alloway homestead at Friendship and for relating his father's involvement there both with Evans & Wills and with his enterprises with blueberries on the Alloway inholding property. Thanks go to Tom Kinsella of Stockton University for converting four of the author's slides into digital images. Special appreciation goes to Guy Thompson for creating the sketch of the Alloway exception and for researching Burlington County deeds to provide a timeline of events. ■



“To” and “From” a Volunteer

by Terry L. Schmidt

Imagine activities and interests that bring you great joy. Then focus on a location so full of history, culture, and gorgeous natural scenery that you have a hard time deciding which activity you'd like to pursue first. Add to that, kind and generous people with the same ideals, who are so much fun to spend time with, that you call them friends. This is typical of the “conundrum” that I find myself facing when I travel to Whitesbog Village to dedicate my time as a volunteer. Aside from my obvious enjoyment of the area, what appeals to me most about being a volunteer at Whitesbog are the countless opportunities which allow me to contribute to this site. From art projects to botanic & gardening activities, from trail work to historic research, from guiding tours to answering public queries... there are never-ending possibilities for the person or group who find themselves with a desire to share their time.

Like most of you, my life is busy and full of obligations and commitments. When the need to unwind, yet remain productive rolls around, I find myself headed to Whitesbog Village. Personally I relish that it is located off-the beaten path. Here is a place where the world moves along at a quiet pace. But don't get the wrong idea. The staff and Committee members (also volunteers!) at Whitesbog remain bustling behind the scenes; their daily accomplishments are an amazing feat. From planning festivals/activities, promoting events, writing grants and maintaining the buildings you enjoy on your visits, these folks provide smooth running of the site for the thousands of yearly visitors who enjoy its relaxing beauty. The *volunteers*, those like you and I, provide much appreciated support and enhance the site with additional activities for the visiting public.

Through the dedication of our volunteers Whitesbog provides the public with garden tours, bird walks, and moonlight hikes. There are Living History events, historic tours, and research projects to work on. Items need to be built, fixed, and updated. Creation of posters and signs.

Maintenance of website features and calendars. Trails need to be re-blazed, village maps revised, public information and media contacts maintained. There is always a demand for basic computer skills, as well as organizing files & village supplies. Even a monthly visit from a handyperson to cover basic small repairs. Greatly appreciated are people to staff buildings and engage the public in conversation, providing a much needed personal connection to the site. Many of our volunteers arrived and have remained for the long term because of fellow volunteers they have met here and the connection that they gained to the site through sharing stories and time spent together. It is truly an enjoyable group of people who make Whitesbog a special place for visitors and volunteers alike.

So consider your interests or your desire to participate with us here at Whitesbog. If your hobbies include painting or drawing, would you consider sitting on the porch of the Gallery with a sketch pad or an easel so that building could remain open for an afternoon? Are you fascinated with the history of south jersey and want to share that passion with the public through living history tours? Want to share some writing expertise by producing press releases, event information, flyers? Handy?... build some birdhouses! Fascinated with bugs?...lead a “Critter Crawl”. And now with our two, newly renovated buildings we are able to support small workshops & classes! What would you like to share? You name it, we have a place for you to share your knowledge and skills. The choice is yours and we welcome your involvement in a pleasant, low-key setting. Don't be hesitant to reach out or just show up to chat with us. We are a casual group who would love to have you join in the fun! The first Saturday of each month is Volunteer Work Day at Whitesbog. It is the one day each month when you will see volunteers, en masse throughout the village, engaged in many activities. We traditionally work for a few hours in the morning, gather for a provided lunch at the General Store, and then finish the afternoon with a couple of additional hours. However, it's not unusual to see most of us milling about or relaxing until later in the afternoon and often staying if there is a Saturday evening event! The site is comfortable and accommodating for all of our volunteers.



Allison Pierson, our Director, and her team create an inviting atmosphere for every person who comes down the road to visit. Your contribution of time and skills never go unappreciated. I promise when you leave for the day, you will feel as if your involvement was well worth the time you spent here.

Like many not-for-profit organizations that depend on the graciousness of volunteers, there is also the need to maintain support through membership. For obvious financial reasons as well as the ability to qualify for grants, membership in The Whitesbog Preservation Trust is an integral part to the existence of both the Village and the activities which are provided there. There are SEVEN different levels of membership and two levels of Artist/Gallery membership available! Membership personally connects you to the mission of the Trust which is committed to restoration, protection and enhancement of the historic culture and natural environment of the site. Support has always been critical to our existence, now it has been made easy for you to join us. <http://members.whitesbog.us/membership/>.

Rare places such as Whitesbog Village make it hard not to fall in love with the New Jersey Pine Barrens or at the least, gain a fresh sense of wonder of the offerings that lie along the white sand roads, the slow moving dark streams, the quiet whispers of the tree tops. Whitesbog allows you to immerse yourself in the many facets of south jersey history and the important roles that locations such as Whitesbog played in the development of U.S. agriculture. Events of local and regional history also provide additional flair to New Jersey's ever changing growth. Through membership and volunteerism at Whitesbog I have found a means of sharing my experiences and contributing to the mission of the site, all while embracing the sanctuary of this precious area. I invite you to spend an afternoon with us to see why. ■

JOIN US




October 23, 1 – 3 p.m.
Cranberry Living History Tour
 Visit all the village's interpreted museums and historic landscapes, pick vintage cranberries, take a wagon ride and more at the autumn Living History Event!
 \$8 for ages 12 & up, \$5 for ages 4-11, children 3 & under are free



Saturday, November 5, 2016
3 p.m.
Potluck followed by the Semi-Annual Membership Meeting
State of the Trust & Committee Reports, Elections, Strategic Planning
 R.S.V.P. requested

Saturday Oct. 30, 6:30 p.m.

Spooky Lantern History Tour

Our historian guide will lead visitors through some of our historic buildings and trails by lantern light on Mischief Night. \$8 per person, \$5 for members. For age 15+, long pants and sturdy shoes recommended. Call for reservations: 609-893-4646.



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.

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.

October

General Store Family Fun Activity 10 a.m. - 4 p.m. Weekends from Sept. to Nov.

Stop into the General Store Classroom for a seasonal family fun activity. Use craft supplies to create a leaf rubbing with leaves from seasonal native plants while you explore the types of fauna at Whitesbog. Free.

1 - Whitesbog Volunteer Work Day 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.

1 - Historic 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, advance reservations requested but not required - 609-893-4646.

5- Elizabeth White's 145th Birthday! 6:30 p.m.

Join us in ECW's historic home Suningive, for coffee, tea and cake along with WPT archivist and speaker Albertine Senske. Reservations required, \$5/person donation. Call 609-893-4646 or email us at whitesbogpreservationtrust@gmail.com for reservations.

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

Calling all music lovers and musicians! Join experienced musicians in an open jam session on the porch of the General Store. All acoustic musicians are welcome from every music genre. FREE activity.

15 - Moonlight Walk at Whitesbog 7 p.m.

Hunters Moon. Listen to the night sounds of the Pines, learn about Whitesbog and experience the seasonal changes of the Pinelands. Walks are 3-5 mi. long, and led by experienced leaders. \$5 donation/person, reservations requested.

22 - Whitesbog Gallery Members Show Opening 2 - 5 p.m.

The Whitesbog Gallery shows continue with a member's show of all media. Email us at whitesboggallery@gmail.com and check out the website at www.whitesbog.org

22 - Campfires, Wagon Rides & S'More! 5 p.m. - 8 p.m.

Join on a sunset wagon ride, sit by the campfire, listen to music, and create your own s'mores. FREE admission, wagon ride tickets (\$5/person ages 3 & up) S'more kits will be available for sale in the General Store.

23 - Cranberry Bog Hike 10 a.m.

Join a daytime hike through the bogs of historic Whitesbog. Be sure to bring your camera to catch images of Whitesbog in autumn! \$5/person donation, reservations requested 609-893-4646.

23 - Cranberry Living History Event 1 p.m. – 3 p.m.

Visit all of the village's interpreted museums and historic landscapes, pick vintage cranberries, take a wagon ride and more. Call 609-893-4646 for information or to make reservations. \$8 ages 12 & up, \$5 ages 4-11, children 3 & under are free.

23 - Crafting in the Art Gallery! 1 p.m.

Bring your children for craft time. This month we will explore cranberries in a STEM activity. FREE. Pre-registration is encouraged, but not required. To register, please visit whitesbog.org/calendar.

29 & 30 - Special Halloween Craft Time 11 a.m. – 2 p.m.

Visit Historic Whitesbog Village and stop into the General Store for a special make and take craft on the porch. No reservations required.

30 - Blueberry Music Jam 11 a.m. – 2 p.m.

(See Oct. 9 for details.)

30 - Spooky Lantern History Tour 6:30 p.m.

Our guide will lead visitors through some of our historic buildings and trails by lantern light on Mischief Night. Meet at the General Store for hot chocolate and snacks before heading out in the dark. \$8/ person, \$5 for members, for age 15+, long pants and sturdy shoes recommended. Call for reservations: 609-893-4646. Limit 30 guests.

November

5 – Volunteer Work Day 10 a.m. – 3 p.m.

(See Oct. 1 for details)

5 - Village Tour 1 p.m.

(See Oct. 1 for details)

5 - Autumn Bird Exploration 8:30 a.m.

Join an experienced leader and look and listen to all the many types of birds that call Whitesbog home. Meet at the General Store at 8:15 am, no reservation required. This is a FREE activity for all ages.

5 - Whitesbog Membership Bi-Annual Meeting & Potluck 3 p.m.

(Please note the day and time change) Join us for a potluck social hour, followed by the Trust's semi-annual membership meeting in the Barrel Factory. The social hour will give a chance to share our favorite recipes and chat with board nominees. Door Prizes: a general store gift basket and a gift certificate from a local business. Call for information on nominating new board members.

11 - Family Hike 10 a.m.

Explore the sights and sounds of our trails. Reservations encouraged, but not required. You can register via whitesbog.org/calendar; a \$5/family donation requested.



- 13 – Cranberry-themed Paint Party! 1 p.m.**
 This program is designed for ages 4 & up. Reservation preferred due to limited seating, non-members \$8 & members \$5 each. Please call 609-893-4646 or email WhitesbogEvents@gmail.com for details.
- 13 - Blueberry Music Jam 11 a.m. - 2 p.m.**
 (See Oct. 9 for details.)
- 20 - Geocache Workshop & Meet-up! 1 p.m.**
 Join us for a mini-workshop on how to get started in geocaching. FREE; pre-registration is requested, but not required. Register at Whitesbog.org/calendar or call 609-893-4646.
- 27 - Crafting in the Art Gallery! 1 p.m.**
 (See Oct. 23 for details.)
- 27 - Blueberry Music Jam 11 a.m. - 2 p.m.**
 (See Oct. 9 for details.)

December

General Store Family Fun Activity - weekends from 10 a.m.-4.p.m. December to March

Visit Whitesbog Village on weekends from December to March and stop into the General Store for a seasonal family fun activity. Use craft supplies to create a one of a kind postcard with a bit of history in the mix!

- 3 – Volunteer Work Day 10 a.m. – 3 p.m.**
 (See Oct. 1 for details)
- 3 - Village Tour 1 p.m.**
 (See Oct. 1 for details)
- 10 - Handmade Holiday in Whitesbog Village 11 - 4 p.m.**
 This special pop-up arts and crafts festival is a FREE admission event. Join us for exhibitions, workshops, and demonstrations of handmade arts and crafts. Take a walk on the nature trail for a candy cane hunt, craft fun and unique ornaments for your Christmas tree and enjoy hot beverages and yummy treats. It's a day of fun for the whole family!
- 10 - Sierra Club Hike 10 a.m.**
 Hike 5 miles, at an easy pace on sandy trails. Last December the Tundra Swans were on the bogs and may be again. Bring lunch and beverage. Meet in the parking lot across from the General Store. The store will be open and carries many unique items in time for the holidays. Leashed dogs are welcome. Optional, guided village tour after lunch for small fee.
- 11 - Blueberry Music Jam 11 a.m. - 2 p.m.**
 (See Oct. 9 for details.)
- 17 - Moonlight Walk 7 p.m.**
 (Wolf Moon. See Oct. 15 for details).
- 18 - Geocache Workshop & Meet-up! 1 p.m.**
 (See Nov. 20 for details.)

2016 Whitesbog Board of Trustees

John Joyce, Pres.	Richard Prickett, V.P.
Joseph Darlington 2 nd V.P.	Terri Chiddenton, Treas.
Janet Felt, Sec.	Jeffery Macechak
Perdita Connolly	Mary Thomas-Pressley
Thomas Besselman	Roni Detrick
Lise Mainor	

Meetings Mondays at 6:30 p.m., General Store

Oct. 24; Dec. 5

Sat. Nov. 5, 1 p.m. Board Mtg.; 3 p.m., Membership Mtg.

Staff

Allison Pierson, Director

Jennifer Rubeo, Bookkeeper/ Assistant

Newsletter

Mark Ehlenfeldt & Allison Pierson - Editors

Committees - 2016

ADA -Sharon Goodman

Agricultural Museum - Ted Gordon

Archives - Albertine Senske

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Education - Lise Mainor

Events - Caroline Weigle

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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.



NEW JERSEY
STATE
COUNCIL
ON THE
ARTS

The Whitesbog Preservation Trust has received a General Operating Support Grant for fiscal year 2016, and a 2016 Special Project Grant from the New Jersey Historical Commission, a division of the Department of State.



Funding has been made possible in part by the New Jersey State Council on the Arts/ Department of State, the National Endowment for the Arts, and the Burlington County Board of Chosen Freeholders, Department of Resource Conservation, Division of Parks.



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.



*Living History events highlight the blueberry and cranberry harvest seasons.
Cranberry Living History Tour – October 23, 2016, 1 - 3 p.m.*



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



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