

Whitesbog Preservation Trust

NEWSLETTER

4th Quarter

www.whitesbog.org

2015

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

New Jersey Cranberry Labels ... Decoded

Brand Labels of the Growers' Cranberry Company, Inc.

by Mark Ehlenfeldt

Every quarter, I try to bring you information you won't find anywhere else. This quarter, I bring a bit of somewhat technical, but nonetheless fascinating information on cranberry labels and what they mean.

If you live in New Jersey and have a little bit of an interest in cranberry history or antique shows, you've probably seen colorful, rectangular ¼ barrel cranberry crate labels, about 7" x 10", usually with the Eatmor Brand.¹ There are also the occasional circular 15" barrel end labels.² The labels typically have a pale yellow background, descriptive names emblazoned in red vertically at either end, and a colorful central cameo image to accompany the name. If you've looked around for these for any length of time you will recognize that there are many, many labels. Some of them are rather common, whereas others are fairly rare. Nothing on the labels, however, tells you how a crate of "American Beauty Brand" cranberries was any different from a crate of "Laurel Brand" cranberries. You can search extensively on the internet (I've tried) and you won't easily find the answer, but there IS an answer.

Even rarer than any of the crate labels are the charts describing the Eatmor grades (**and** the grades **not allowed** to be labeled as Eatmor). Whereas a grower or packer might have had hundreds of any given label to be applied to crates each season, there might have been only one or two charts at a packing location describing the grades of cranberries.

I work at the Rutgers Blueberry and Cranberry Research Center near Chatsworth, and on our walls we have many of the ¼ barrel cranberry crate labels, but more importantly in some respects, we also have two packers charts.³ The two charts we have are labeled, respectively:

GROWERS' CRANBERRY COMPANY, Inc.

730 Drexel Building, Philadelphia, Pa.

Revised 1931

Instructions for Labeling

Eatmor Cranberries

and

Protect Your Trade-Mark

[Grades and Brands NOT EATMOR]

The first of these is a 31" x 14" chart listing 26 brands (or labels). The second is a 19" x 12" chart similarly listing 10 brands (or labels) not to be associated as Eatmor. The latter, however, it should be noted, was also issued by the Growers' Cranberry Company, Inc.

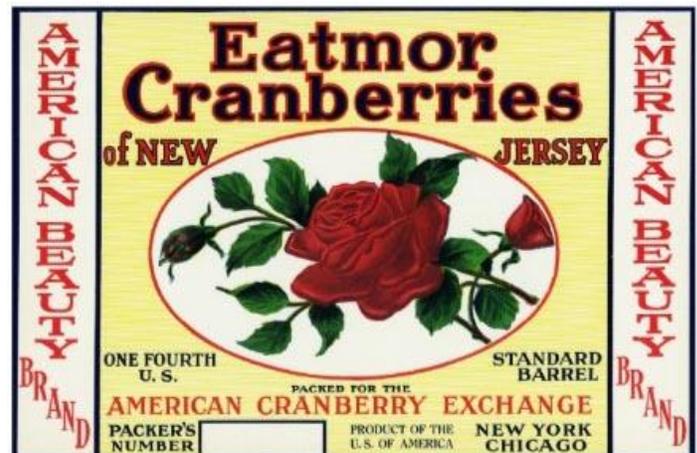
So, what do the charts tell us? The first chart is the premium list of cranberry varieties and their labels. So for example, under the Early Black variety, we see the following information/categories (*ed. - boldface and italics added*):

Early Black – Well colored or dark color – **American Beauty Brand** and **Silver Medal Brand** – Average at least 90 per cent. colored, with no all white berries; no berries of a green color; count not over 125 per cup; fit for 15 days' travel.

Early Black – Well colored or dark color – **Princeton Brand** – All berries uniform red or dark color; count not over 105 per cup; fit for 15 days' travel. (*ed. - a better grade because these are bigger [i.e. fewer per cup] and all berries are colored*)

Early Black – Well-colored or dark color – **Red Bell Brand** – Graded over half inch screen; average at least 90 per cent. colored; with no all white berries; no berries of a green color; count not over 95 per cup; fit for 15 days' travel. (*ed. - a better grade as far as size, but the color allowance is similar to American Beauty Brand*)

(continued on page 2)



Early Black – Medium color – **Heather Brand** - Average at least 75 per cent. colored, with not over 10 per cent. all white berries; no berries of a green color; count not over 130 per cup; fit for 15 days' travel. (*ed. - a lesser grade as far as both coloration and size*)

The *Fit for ___ days travel* notation designated that berries were expected to pass grade requirements and not show more than 4 per cent. unsound berries at the expiration of the proscribed travel time.

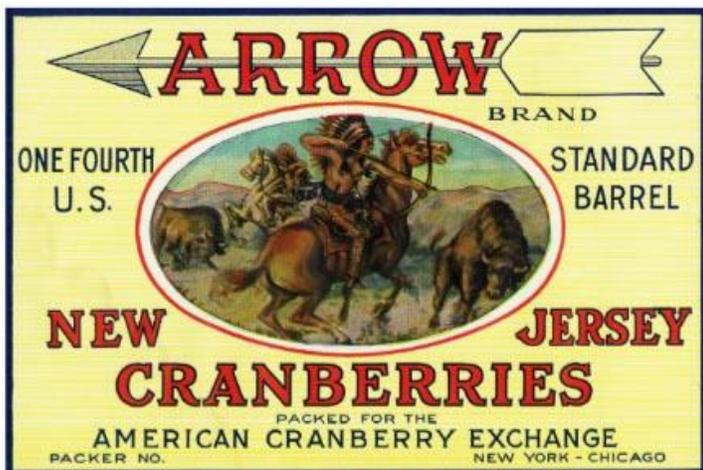
There were no other premium grades specifically for the Early Black variety, but there were other options as we'll see in the second chart. The first chart goes on to list similar designations and descriptions for 12 additional varieties, comprising 21 additional grades. Different cranberry varieties had different numbers of options available for their packing because of both cultural and genetic differences. Some varieties were naturally lighter, some were naturally smaller, some had uneven coloration, and some did not store or travel as well. The brands/categories were typically tailored to what could be expected from the specific variety.

I invite you to peruse the details of this chart as well as the second chart reproduced in-full in our online version.

Moving to the second chart, we see that fruit of lesser quality (of Early Black or any other variety) could ultimately be packed under the **Arrow Brand** or **Oak Brand** (neither an "Eatmor" Brand).

The **Arrow Brand** specified: This brand may be used only on sound berries, but of any variety, that have a keeping quality fit for 15 days' travel and for anyone [*sic*] or all of the following reasons:

- A. Mixed varieties.
- B. Odd varieties that have no established grade label.
- C. Any variety too light in color for a regular label.
- D. Any variety too small in size for the regular label.
- E. Any berries that are very irregular in size, making them unsuitable for a regular label.
- F. Jerseys that contain more than 10 per cent. white berries or more than 5 per cent. berries of a green color.
- G. Any variety, other than Jerseys, that contain any berries of a green color.



The **Oak Brand** specified: This label may be used on any variety or grade that does not have sufficient keeping quality (as judged by their condition, or appearance or experience with berries off the same vines) for a regular label and carry sound for the time required for the grade. The berries for this label must be of such quality that would be good plain head stock and contain not more than 5 per cent. unsound berries when packed. This label shall not be used except by permission of the inspector in each case. As with the previous chart, various other specifications were listed on this chart for different varieties and conditions.



Now, a few additional thoughts. Berries COULD potentially be sorted up to a better grade if color was the main issue; however, this could be laborious, and really, this is why lesser grades were created. Sorting for size improvement might also be possible in some cases depending upon the specific sample. The bottom line though on both of these options would be economics – the cost of sorting versus the market price of the grade. I haven't seen any information on the price differential of various brands, but it had to exist.

In Massachusetts, the American Cranberry Exchange (a consolidation of the National Fruit Exchange with the aforementioned Growers' Cranberry Company) used the locality designation "Cape Cod Cranberries" and had a number of similar labels, at least some of which carried the Eatmor trademark. (Interestingly, on these labels the Eatmor designation appears vertically on either end, rather than the brand name typical on New Jersey labels). These labels all generally had a soft gray or blue background and a more muted color scheme with only a few colors. "Cape Cod Cranberries" used 44 labels, in different thematic categories. This number is similar to that for New Jersey cranberries (36), and represented a similar grading system; however Massachusetts grew somewhat different cultivars than New Jersey at the time and thus the two localities were not exactly comparable. Among the "Cape Cod Cranberries" Eatmor brands (30) were:

Plant themes: Iris, Lone Pine, Magnolia
 Animal themes: Blue Heron, Honker, Lion, Peacock, Pheasant, Pointer
 Holiday themes: Holiday (2 versions, ¼ bbl. & ½ bbl. designs), Mistletoe, Santa Claus
 Pilgrim themes: Mayflower, Myles Standish, Pilgrim, Pocahontas, Priscilla, Puritan, Samoset
 Landmark themes: Bunker Hill, Capitol, Harvard, Minot's Light, White House, Windmill, Yale
 Waterway themes: Beacon, Fisherman, Skipper
 And finally, one that simply says: "Inspected"



Also among "Cape Cod Cranberries" were brands designated as "not Eatmor" (14 brands). These were: Battleship, Blue Bird, Chanticleer, Chipmunk, Dragon, Eagle, Faneuil Hall, John Alden, Paul Revere, Pioneer, Plymouth Rock, Red Cedar, Turkey, and another (and different design of) "Inspected".

An internet search turns up no chart to decode "Cape Cod Cranberries", but there is information about what cultivars and grades these labels represented. Eatmor also had brand labels for Wisconsin and Canadian growers. All of this adds to our knowledge of what cultivars were grown, and when and where they were grown, but it's too much to tell here, and will be left for a future issue or issues. ■

Footnotes

- ¹ An additional note, there were other private labels outside of Eatmor, but most have no specific variety designations that we know of.
- ² Circular barrel labels were used until only about 1924, at which time barrels were discontinued for shipping. Quarter barrel crates (Eatmor) continued in use until about 1953.
- ³ The collection of labels and the packers' charts were collected, organized, and framed through the efforts of Mary Ann Thompson of Birches Cranberry Farm. ■

GROWERS' CRANBERRY COMPANY, Inc.
 730 Drexel Building, Philadelphia, Pa.

Revised 1931

Instructions for Labeling

GRADES:
 Each variety of cranberries is divided into grades, according to color, size and condition and a special brand label is provided for each grade. All growers are expected to use proper care in packing in order that their berries conform to the grade required for the label used—(Consult the Company's inspector when in doubt).

General Requirements

All cranberries bearing any of the following labels must conform to the grade as to color, size (which must be reasonably uniform) and variety. They must be graded over a 3/8 to 1/2 inch screen to remove the pile berries; be solidly and cleanly packed; be dry and sound and free from frosted and worm berries. (Unsound cranberries consist of berries, any part of which are soft, sticky, spongy, withered or frozen.)

PERCENTAGE OF COLOR as applied to all of the grades means the average appearance of the whole lot of berries, and is not intended to apply to the individual berries.

"FIT FOR _____ DAYS' TRAVEL" means that the cranberries bearing any of the brands are expected to pass inspection at destination as to the grade, and show not over 4 per cent. of unsound berries at the expiration of the time specified for each grade, provided they pass through normal transit or storage conditions.

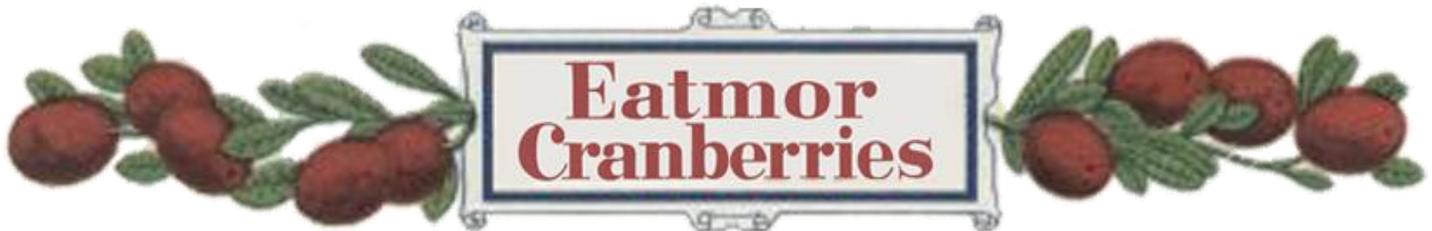
DO NOT PACK EATMOR CRANBERRIES, in badly discolored or secondhand boxes.

ADVERTISING MATTER (coupons or cards) are to be put only in boxes bearing the following brands, **ALL OF WHICH BEAR THE EATMOR TRADE-MARK.**

Special Requirements for Each Brand

VARIETY	WELL COLORED OR DARK COLOR	MEDIUM COLOR
EARLY BLACK	AMERICAN BEAUTY Brand SILVER MEDAL Brand Average at least 90 per cent. colored, with no all white berries; no berries of a green color; count not over 125 per cup; fit for 15 days' travel.	HEATHER Brand Average at least 75 per cent. colored, with not over 10 per cent. all white berries; no berries of a green color; count not over 130 per cup; fit for 15 days' travel.
	PRINCETON Brand All berries uniform red or dark color; count not over 100 per cup; fit for 15 days' travel.	 CRANBERRY MEASURING CUP HOW THE CUP SHOULD BE FILLED Cup should be filled as shown after shaking gently. Note that about one-half of each berry, of the top layer, is above the rim of the cup.
	RED BELL Brand Graded over half inch screen; average at least 90 per cent. colored, with no all white berries; no berries of a green color; count not over 95 per cup; fit for 15 days' travel.	
LATE HOWES	JERSEY BELLE Brand QUAIL Brand Average at least 85 per cent. colored; no all white berries; no berries of a green color; count not over 120 per cup; fit for 20 days' travel.	
	NONMOUTH Brand All berries of uniform red color; count not over 95 per cup; fit for 20 days' travel.	
	ATLANTIC Brand Average at least 90 per cent. colored; no all white berries; no berries of a green color; count not over 115 per cup; fit for 15 days' travel.	
GARWOOD BELL	RED CLOVER Brand Medium to well colored; average at least 80 per cent. colored; count not over 115 per cup; fit for 15 days' travel. (If lighter color ship under Sunrise or Arrow Brand, according to color.)	
JERSEYS	ARBUSUS Brand Average at least 90 per cent. colored; no all white berries; no berries of a green color; count not over 105 per cup; fit for 15 days' travel.	SUNRISE Brand HOVESTAD Brand Average at least 70 per cent. colored; not over 4 per cent. all white berries; not over 2 per cent. berries of a green color; count not over 120 per cup; fit for 20 days' travel.
	GOLDEN ROD Brand Same as Arbusus grade, except smaller in size; count 106 to 120 per cup.	 OLIVE Brand Medium to well colored; average at least 80 per cent. colored; no all white berries; no berries of a green color; count not over 105 per cup; fit for 15 days' travel. (When this variety is of lighter color or smaller size and the berries are fit for 20 days' travel they may be packed under Sunrise or Shamrock Brand of Arrow, according to their color and size. Otherwise under Arrow or Oak Brand, according to their condition.)
	HOWARD BELL Medium to well colored; average at least 80 per cent. colored; no all white berries; no berries of a green color; count not over 105 per cup; fit for 15 days' travel.	
CENTENNIAL	FENWICK Brand Graded over 5/8 inch screen; average at least 85 per cent. colored; no all white berries; no berries of a green or yellowish color; fit for 10 days' travel.	LIBERTY BELL Brand Average at least 75 per cent. colored; not over 2 per cent. all white berries; no berries of a green or yellowish color; count not over 75 per cup; fit for 10 days' travel.
	SWAN Brand Graded over 5/8 inch screen; average at least 95 per cent. colored; no white or white checked berries; no berries of a green color; fit for 10 days' travel.	
CHAMPION	GLOBE Brand Well colored; average at least 95 per cent. colored; no all white berries; no berries of a green color; count not over 90 per cup; fit for 10 days' travel.	
	GEM Brand All berries all red or dark color; no white, partially white or pink berries; no berries of a green color; count not over 80 per cup; fit for 10 days' travel.	
McFARLIN	COTTAGE Brand Graded over 1/2 inch screen; well colored; average at least 85 per cent. colored; no all white berries; no berries of a green color; fit for 10 days' travel.	MALLARD Brand Medium color, average 85 per cent. colored; no all white berries; no berries of a green color; count not over 90 per cup; fit for 10 days' travel. (If lighter color ship under Arrow or Oak Brand according to their condition.)
RICHARDS	ALPINE Brand Well colored, average at least 90 per cent. colored; no all white berries; no berries of a green color; count not over 115 per cup; fit for 10 days' travel. (If lighter color, use Arrow or Oak Brand according to their condition. If the berries appear to be fit for 20 days' travel use Sunrise or Shamrock Brand, according to size and color.)	
BRADDOCK BELL	RUBY Brand Average at least 85 per cent. colored; no all white berries or berries of a green color; count not over 110 per cup; fit for 15 days' travel.	
LONG KEEPERS (Blues)	PLANTATION Brand Average at least 85 per cent. colored; no all white berries or berries of a green color; fit for 20 days' travel.	
PLUM	PLUM Brand Average at least 95 per cent. colored; no all white berries or berries of a green color; count not more than 75 per cup; fit for 15 days' travel.	

The full-sized version of this chart can be seen online at our website.



A New Year's Greeting from the New Whitesbog Preservation Trust President, John Joyce

As we begin the New Year at Whitesbog, it is my pleasure and honor to take on the responsibilities of leading the Whitesbog Preservation Trust as our new president. The year 2015 had, as all years do, its share of gains and losses for the Trust. In spite of a shaky weather forecast which reduced our visitation, the Trust still managed to have a successful Blueberry Festival. We had multiple smaller events which were well attended and received positive reviews. But we also saw the retirement of Susan Phillips, our Executive Director for the past 7 years. We also lost some valuable volunteers who will be sorely missed, and this is one of two key areas of improvement where the Trust needs to focus our efforts during 2016. When the Personnel Committee was interviewing candidates to fill Sue's position, we stressed two issues that I feel will be vital to the future of the Trust, and those are volunteer recruitment and grant writing. Our new Director, Allison Pierson, is well aware of our concerns and she is hard at work trying to find new approaches to address these issues.

We need to revitalize and expand the number of volunteers that are regular contributors to various Whitesbog events. We have always had a dedicated core group of volunteers who seem to be at every event, doing the necessary preparation work, ensuring every base is covered, and cleaning up after all the participants have departed. We have an army of folks that come out to help us every June for the Blueberry Festival, but we need to harness some of that energy and enthusiasm so we can spread out the effort through multiple events during the rest of the year. We intend to reach out to various constituencies, including senior citizen communities, high school clubs who focus on community service, Boy Scout troops and other groups who may have a natural interest in historical preservation efforts. Staffing the Whitesbog Store on weekends is one challenge that the Trust needs to address immediately.

I also think we must improve on our grant writing efforts. Grants are more difficult to win these days, with a large number of groups chasing after what seems to be smaller pots of money. We have to expand our targets past the usual government agencies and pursue opportunities with foundations which fund projects in some of the areas that the Trust addresses, such as education and public participation. We have enlisted the help of a new volunteer who

specializes in grant writing and Allison is currently exploring other possibilities for funding.

On a personal level, I intend to be more visible on Volunteer Saturdays, usually held on the first Saturday of each month. I have also submitted a grant application to the 1772 Foundation to help fund the restoration of Building # 10, which is the Workers Cottage two buildings west of our Welcome Center where Allison's office is located. This restoration will be similar to the work done on Building # 11 during 2015, and it is the only remaining building in Whitesbog that the Trust has not yet restored to a point where it can be used. Due to the fact that I am still working full time and cannot duplicate the time commitment of our past few presidents, I will also be relying heavily on our two vice presidents, Rick Prickett and Joe Darlington, to help me with various tasks throughout the year. Rick has already volunteered to take the lead on jump starting our long dormant project to restore the northern part of Building 35 (the "Old General Store", where Susan Phillips lived in the southern part for the past couple of years) so we can use it as an income-producing rental unit.

I would encourage all of the folks reading this to contact Allison at the Trust office (609-893-4646) if you are interested in volunteering for any jobs/events at Whitesbog. If you are not quite sure where you might fit in but are still interested in helping out, Allison has an excellent "job description" sheet that details the variety of jobs we would like to get done and the skills necessary to accomplish them. Please give it some thought and, as always, talk up the Trust to your potentially interested friends and invite them out to see the village and spark their interest. Thanks to all of our members who are the backbone of the Trust. Without you, we could never have come this far. God bless all of you and, on behalf of the entire Board of Trustees, I wish a happy and healthy new year to you and your families.

- John Joyce -





Greetings from the New Executive Director, Allison Pierson

I'm incredibly honored and excited to have the opportunity to advance Whitesbog Preservation Trust's mission to restore, protect, and enhance historic Whitesbog Village. The Village will be able to inspire audiences of all ages to experience the origins and innovations of cranberry and blueberry cultivation, and the rich culture and unique ecology of the New Jersey Pine Barrens.

As a Temple University graduate with a master's degree in landscape architecture, an experienced event manager, photographer, artist-collective organizer, nonprofit, gallery and museum staff member, teacher, and most importantly, one who relishes history and the outdoors, I am looking forward to what promises to be an exciting time at Whitesbog.

Whitesbog Village appealed to me for a number of reasons. These include (but are not limited to) the beautiful and ecologically rich setting, the deep and intriguing history that still has discoveries to reveal, the important figures in agriculture and women's history, the trails and recreation opportunities as well as the decades-long commitment of volunteers who work to lovingly restore the village cottages, homes and farm buildings.

I am very lucky to be joining an inspiring community of dedicated volunteers. For over three decades, volunteers and staff have poured their hearts into bringing the history of Whitesbog to life through events like the annual summer Blueberry Festival, Living History events, summer music series, the Pinelands Discovery Festival, house and garden

tours, botanist-led hikes, Moonlight Walks, Halloween Hay Rides, the Blueberry Centennial events, 10K runs, the Pinelands Short Course, symposiums, history fairs and hand-made arts and food events.

I also consider myself fortunate to join a team that partners with wonderful organizations including Brendan T. Byrne State Forest, The Pinelands Preservation Alliance, the Pinelands Institute for Natural and Environmental Studies through Rowan College at Burlington County, the New Jersey Historical Commission, the New Jersey Department of Environmental Protection, the South Jersey Outdoor Club, the Sierra Club, New Jersey Audubon and many more.

There are so many things to look forward to in the coming year. Events such as the Blueberry Centennial (complete with Ice Cream Social), the step-by-step renovation of Worker's Cottage #10 (which will begin in January), the launch of our arts gallery and artist events, photography workshops, bird walks, garden talks, trail hikes, family weekends, painting retreats and of course the 33rd Annual Blueberry Festival. I sincerely hope you will join us!

- Allison Pierson -



Whitesbog at Smithville for Holiday Tours

Whitesbog Preservation Trust was given a room in the Smithville Mansion to decorate for the month of December for the Smithville Holiday Tours. The Whitesbog display was selected to focus on J.J. White. (For those not familiar with the Whitesbog-Smithville association, J. J. White worked for H.B. Smith Co. beginning in about 1875, and while there designed and patented a number of mechanical devices of various sorts.) The Whitesbog decorating team consisted of Stephanie Schrader, Roni Detrick, Terri Chiddenton, Janet Felt, and Jeff Macechak.

(continued on page 7)



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.

February

6 General Store Re-opens 10 a.m. - 4 p.m.

The Store is open Saturdays and Sundays from 10 a.m. to 4 p.m. and by special request.

6 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.

6 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 per person, reservations requested.

20 Moonlight Walk 6:30 p.m.

Snow 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 per person donation, reservations requested 609-893-4646.

27 Photography Workshop 4 p.m.

Experienced landscape photographer Vito Paratore <http://redemptiondesigns.com/> will show us some tricks to taking amazing winter photographs on the trails of Whitesbog Village. Bring your camera (or other device) and tripod (if you have one). Wear appropriate clothing, weather permitting. \$35 - per person donation, 15 person limit, reservations required 609-893-4646, for more information and tickets visit our website: www.whitesbog.org

March

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

(See February 6 listing for details).

5 Whitesbog Village Tour 1 p.m.

\$5 donation/person. (See February 6 listing for details).

12 Pinelands Short Course

This daylong Pineland-themed educational event explores the unique culture, ecology, and history of New Jersey's Pinelands. It includes an exhibit gallery for groups to distribute information and sell Pinelands-themed books and artwork. Visit Stockton University's website to register.

13 The 11th Annual Lines in the Pines

11 a.m. - 4 p.m.

A celebration of Pine Barrens authors, artists and artisans! Over 50 talented Pine Barrens People will be on hand to sign their books, display their artwork or craft, play their music and share their love of the Pine Barrens! **Renault Winery, 72 North Bremen Ave., Egg Harbor City, NJ 08215 Free - Open to the Public!** Visit us at the Whitesbog Booth.

(Post-event dinner by reservation only. See 'Lines in the Pines' website).

19 Moonlight Walk 7 p.m.

Worm Moon. \$5 donation per person, reservations requested. (See February 6 listing for details).

19 Photography Show 4 p.m. - 7 p.m.

Join us for the very first Whitesbog Gallery Show with local photographers who have captured the landscape and buildings of Whitesbog. Located in our recently renovated Cottage #11, the opening will include a Vintage Photo Booth (pictures \$5), drinks, snacks, FREE. For info email: whitesboggallery@gmail.com

April

2 The 3rd Whitesbog Symposium: Celebrating 100 years of Highbush Blueberry History

A symposium featuring presentations on E.C. White, F.V. Coville, blueberry natural history, blueberry breeding, and the present and future of the blueberry industry. Lectures plus a round-table discussion of blueberry topics. Contact Whitesbog office for further details.

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

(See February 6 listing for details).

2 Whitesbog Village Tour 1 p.m.

\$5 donation/person. (See February 6 listing for details).

23 Moonlight Walk 7 p.m.

Fish Moon. \$5 per person donation, reservations requested 609-893-4646. (See February 6 listing for details).

24 Semi-Annual Member Meeting Noon

Learn about Whitesbog's latest activities and upcoming events including the Blueberry Festival.

24 Volunteer Recognition Luncheon 1 p.m.

Notes from the Semi-annual Membership Meeting

The semi-annual membership meeting was held Sunday, November 8, 2015. A major topic was significant personnel changes. The year 2016 brings many changes to the Whitesbog Preservation Trust, including a new Executive Director, Allison Pierson, and three new Board Members.

As a result of Bylaw changes approved by the General Membership in 2014, the Trust now has two General Membership Meetings a year and term limits for Board Members. As a result of this, President Stephanie Schrader, Treasurer Paul Detrick and Newsletter Editor and Vice Pres. Mark Ehlenfeldt end their terms December 30th. There were four nominees to fill the open seats on the Board, and from these, Thomas Besselman, Roni Detrick, Lise Mainor were chosen to become the new Trustees. A brief introduction to their interests is below:

Thomas Besselman is a resident of Browns Mills. He is an active WPT member and volunteer, knowledgeable of Pinelands natural flora and fauna, active in local environmental and improvement associations (Pine Preservation Alliance, Browns Mills Improvement Association, Pemberton Zoning Board), and skilled in carpentry.

Roni Detrick is a resident of New Lisbon. She is a certified Nature and Forest Therapy Guide which promotes connections between people and natural places. She is a clinical social worker, and an adjunct professor at Drexel University teaching Aging and Behavioral Health. She is adept at establishing positive relationships with diverse populations, collaboration, and conflict resolution. She has experience facilitating adult community education. She has volunteered at Whitesbog - working on the gardens and grounds of Suningive, the annual Blueberry Festival, Moonlight Walks, and just recently, on grant writing.

Lise Mainor has lived in Pemberton Township since 1972. She is very fond of Whitesbog Village and the surrounding Bogs and wants to ensure it is preserved for future generations. Ms. Mainor is the Supervisor of the Alternative Program for Pemberton Township High School and Helen Fort Middle School and previously was Supervisor of Special Education, Middle School Programs. Lise brings access to diverse groups for outreach programs and projects.

This year the Nomination Committee interviewed Board members to determine who would be recommended to the membership as the slate of new Officers for the Trust. The slate of Officers presented to the membership were John Joyce for President, Richard Prickett for Vice President,

Terri Chiddenton for Treasurer, and Janet Felt for Secretary. The slate was unanimously approved.

Outgoing President Stephanie Schrader presented the new Executive Director, Allison Pierson to the membership at the Meeting. The new Executive Director described herself as a teacher who taught after-school recreational programs in Philadelphia schools, and summer camps, as well as in therapeutic settings. She said she taught photography and fine art to elementary and high school students, and taught nutrition and urban farming in Philadelphia. Most recently she worked with a non-profit that helped build living shorelines and restore water resources throughout the Delaware River Basin. Allison said she had worked with different corporations and nonprofit groups trying to build partnerships over different demographic groups. "I have worked with many nonprofits and I helped them get from not having very many members, not really reaching out to the public, to really being open and available, and I hope to do that here as well." ■

(Smithville from page 5)

The concept was to try to keep to a red and white color scheme with red bells and ornaments and red-beaded garlands to emphasize a cranberry theme. A cranberry scoop was borrowed from the Whitesbog Preservation Trust and another was loaned by Jeff. Smithville provided a work desk (laid out by the decorating team with invention patents and cranberry drawings) and a mannequin to serve as J. J. (that the team made to look a little more like J. J. with accessories, a hat, and facial hair). Placards were posted with photos of J. J. White and Whitesbog, as well as cranberry labels. The tree was decorated beautifully by Stephanie and Roni, and Terri worked on the placards. Janet Felt helped a great deal with the organizing of the project beforehand. Jeff and Mary Thomas-Pressley manned the display at the Smithville Park Mansion on Saturday December 6th as part of Smithville's Victorian Holiday Tour 2015. These volunteers all deserve recognition for their valuable effort. Mary says it was "a great collaboration with Smithville." ■

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.

2016 Whitesbog Board of Trustees

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

Meetings Wednesdays at 6:30 p.m.
Jan. 27: J.J. White Office
Feb. 24: BTB State Forest Office
Mar. 23: Whitesbog General Store
April 24: Trustees Mtg. & Membership Mtg., Barrel Factory

Staff

Allison Pierson, Executive Director
Jennifer Rubeo, Bookkeeper/ Assistant

Newsletter

Mark Ehlenfeldt & Allison Pierson - Editors

Committees - 2016

Buildings & Restoration - John Joyce
Finance - Terri Chiddenton
Fund Development - Allison Pierson
General Store - open
Marketing & Public Relations - Mark Ehlenfeldt
Interpretative Educ. & Archives - Albertine Senske
Landscape and Garden - Mark Szutarski
Nominating - John Joyce
Membership - open
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.



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



NON-PROFIT ORG
U.S. POSTAGE PAID
BROWNS MILLS, NJ
PERMIT NO. 113

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

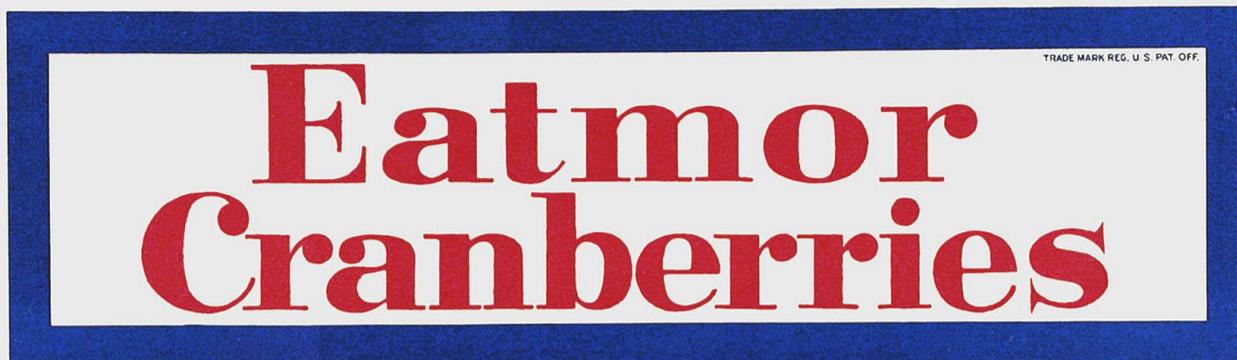


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GROWERS' CRANBERRY COMPANY, Inc. 730 Drexel Building, Philadelphia, Pa.

Revised 1931

Instructions for Labeling



GRADES:

Each variety of cranberries is divided into grades, according to color, size and condition and a special brand label is provided for each grade. All growers are expected to use proper care in packing in order that their berries conform to the grade required for the label used—(Consult the Company's inspector when in doubt).

General Requirements

All cranberries bearing any of the following labels must conform to the grade as to color, size (which must be reasonably uniform) and variety. They must be graded over a 3/8 to 13/32d screen to remove the pie berries; be solidly and cleanly packed; be dry and sound and free from frosted and wormy berries. (Unsound cranberries consist of berries, any part of which are soft, sticky, spongy, withered or frozen.)

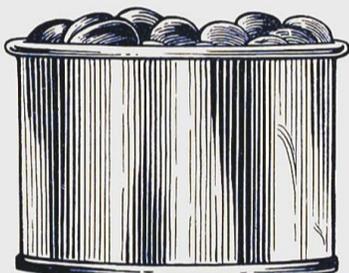
PERCENTAGE OF COLOR as applied to all of the grades means the average appearance of the whole lot of berries, and is not intended to apply to the individual berries.

'FIT FOR.....DAYS' TRAVEL' means that the cranberries bearing any of the brands are expected to pass inspection at destination as to the grade, and show not over 4 per cent. of unsound berries at the expiration of the time specified for each grade, provided they pass through normal transit or storage conditions.

DO NOT PACK, EATMOR CRANBERRIES, in badly discolored or secondhand boxes.

ADVERTISING MATTER (scoops or cards) are to be put only in boxes bearing the following brands, **ALL OF WHICH BEAR THE EATMOR TRADE-MARK.**

Special Requirements for Each Brand

VARIETY	WELL COLORED OR DARK COLOR	MEDIUM COLOR
EARLY BLACK	AMERICAN BEAUTY Brand and SILVER MEDAL Brand Average at least 90 per cent. colored, with no all white berries; no berries of a green color; count not over 125 per cup; fit for 15 days' travel.	HEATHER Brand Average at least 75 per cent. colored, with not over 10 per cent. all white berries; no berries of a green color; count not over 130 per cup; fit for 15 days' travel.
	PRINCETON Brand All berries uniform red or dark color; count not over 105 per cup; fit for 15 days' travel.	 <p>CRANBERRY MEASURING CUP</p> <p>HOW THE CUP SHOULD BE FILLED Cup should be filled as shown after shaking gently. Note that about one-half of each berry, of the top layer, is above the rim of the cup.</p>
	RED BELL Brand Graded over half inch screen; average at least 90 per cent. colored; with no all white berries; no berries of a green color; count not over 95 per cup; fit for 15 days' travel.	
LATE HOWES		
LATE HOWES	JERSEY BELLE Brand and QUAIL Brand Average at least 85 per cent. colored; no all white berries; no berries of a green color; count not over 120 per cup; fit for 20 days' travel.	
	MONMOUTH Brand All berries of uniform red color; count not over 95 per cup; fit for 20 days' travel.	
POINTED HOWES	ATLANTIC Brand Average at least 90 per cent. colored; no all white berries; no berries of a green color; count not over 115 per cup; fit for 15 days' travel.	
GARWOOD BELL	RED CLOVER Brand Medium to well colored; average at least 80 per cent. colored; count not over 115 per cup; fit for 15 days' travel. (If lighter color ship under Sunrise or Arrow Brand, according to color.)	
JERSEYS	ARBUTUS Brand Average at least 90 per cent. colored; no all white berries; no berries of a green color; count not over 105 per cup; fit for 15 days' travel.	SUNRISE Brand and HOMESTEAD Brand Average at least 70 per cent. colored; not over 4 per cent. all white berries; not over 2 per cent. berries of a green color; count not over 120 per cup; fit for 20 days' travel.
	GOLDEN ROD Brand Same as Arbutus grade, except smaller in size; count 106 to 130 per cup.	
HOWARD BELL	OLIVE Brand Medium to well colored; average at least 80 per cent. colored; no all white berries; no berries of a green color; count not over 105 per cup; fit for 15 days' travel. (When this variety is of lighter color or smaller size and the berries are fit for 20 days' travel they may be packed under Sunrise or Shamrock Brand of Jerseys, according to their color and size. Otherwise under Arrow or Oak Brand, according to their condition.)	
CENTENNIAL	FENWICK Brand Graded over 5/8 inch screen; average at least 85 per cent. colored; no all white berries; no berries of a green or yellowish color; fit for 10 days' travel.	LIBERTY BELL Brand Average at least 75 per cent. colored; not over 2 per cent. all white berries; no berries of a green or yellowish color; count not over 75 per cup; fit for 10 days' travel.
	SWAN Brand Graded over 5/8 inch screen; average at least 95 per cent. colored; no white or white cheeked berries; no berries of a green color; fit for 10 days' travel.	
CHAMPION	GLOBE Brand Well colored; average at least 95 per cent. colored; no all white berries; no berries of a green color; count not over 90 per cup; fit for 10 days' travel.	
	GEM Brand All berries all red or dark color; no white, partially white or pink berries; no berries of a green color; count not over 80 per cup; fit for 10 days' travel.	
McFARLIN	COTTAGE Brand Graded over 1/2 inch screen; well colored; average at least 95 per cent. colored; no all white berries; no berries of a green color; fit for 10 days' travel.	MALLARD Brand Medium color, average 85 per cent. colored; no all white berries; no berries of a green color; count not over 90 per cup; fit for 10 days' travel. (If lighter color ship under Arrow or Oak Brand according to their condition.)
RICHARDS	ALPINE Brand Well colored, average at least 90 per cent. colored; no all white berries; no berries of a green color; count not over 115 per cup; fit for 10 days' travel. (If lighter color, use Arrow or Oak Brand according to their condition. If the keeping quality appears to be fit for 20 days' travel use Sunrise or Shamrock Brand, according to size and color.)	
BRADDOCK BELL	RUBY Brand Average at least 85 per cent. colored; no all white berries or berries of a green color; count not over 110 per cup; fit for 15 days' travel.	
LONG KEEPERS (Blues)	PLANTATION Brand Average at least 85 per cent. colored; no all white berries or berries of a green color; fit for 20 days' travel.	
PLUM	PLUM Brand Average at least 95 per cent. colored; no all white berries or berries of a green color; count not more than 75 per cup; fit for 15 days' travel.	

GROWERS' CRANBERRY COMPANY, Inc.

730 Drexel Building, Philadelphia, Pa.

Protect Your Trade-Mark

DO NOT PACK cranberries bearing any of the following grade brands in boxes on which is printed or stamped the trade-mark EATMOR.

DO NOT PUT ADVERTISING MATTER, such as cards or scoops, in boxes bearing these brands:

Grades and Brands
NOT EATMOR

General Requirements

All cranberries bearing any of the following labels (with the exception of OAK brand) must be dry, sound, free from frosted and wormy berries; must be solidly and cleanly packed; not lighter in average color than the requirements for the grade and must be reasonably uniform in size.

(Unsound cranberries consist of berries, any part of which are soft, sticky, spongy, withered or frozen.)

"FIT FOR..... DAYS' TRAVEL" means that the berries bearing any of these brands are expected to pass inspection at destination as to the grade and show not over 4 per cent. of unsound berries at the expiration of the time specified for each grade provided they pass through normal transit and storage conditions.

PERCENTAGE OF COLOR as applied to all of the grades means the average appearance of the whole lot of berries, and is not intended to apply to the individual berries.

Special Requirements for Each Brand

LATE HOWES Variety

EXCELSIOR Brand (smaller than average size, light color)

Medium to light color, average at least 2/3ds colored, with not over 10 per cent. all white berries; count not over 140 per cup and fit for 15 days' travel.

LAUREL Brand (medium color, average size)

Medium colored, average at least 75 per cent. colored with not over 5 per cent. all white berries; and with no berries of a green color; count not over 120 per cup; fit for 20 days' travel.

(This grade is of the same size berries as the Jersey Belle, but lighter in color, and permits a few all white berries.)

RANCOCAS Brand (under average size, good color)

Well colored, average at least 85 per cent. colored; no all white berries; no berries of a green color; count 121 to 140 per cup; fit for 20 days' travel.

(This grade is of same color as Jersey Belle, but is smaller in size.)

NATIVE JERSEY VARIETY

SHAMROCK Brand

Medium to light color, average at least 50 per cent. colored, with not over 10 per cent. white berries or 5 per cent. berries of a green color; count not over 140 per cup; fit for 20 days' travel.

(This brand also applies to Jerseys of larger size when they contain 5 to 10 per cent. all white berries and/or 3 to 5 per cent. of a green color. Blues may be mixed with Jerseys—half each—under this brand.)

JERSEYS IN CHAFF—UNCLEANED

REX Brand

Well colored, average at least 90 per cent. colored; count not over 120 per cup; must not show an average of over 15 per cent. shrinkage including chaff and unsound fruit; must not contain more than 3 per cent. frosted berries; fit for 20 days' travel, without the shrinkage increasing more than 2 per cent.

OX Brand

Medium color, average at least 2/3ds colored, with not over 5 per cent. white berries; not over 3 per cent. frosted berries; must not show an average of over 15 per cent. shrinkage, including chaff and unsound fruit; fit for 20 days' travel without the shrinkage increasing over 2 per cent.

CENTENNIAL VARIETY

HANOVER Brand

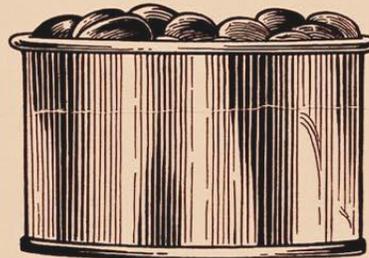
Graded through 5/8 inch screen; average at least 2/3ds colored, with not over 5 per cent. all white berries, or over 1 per cent. berries of a green or yellow color; count not over 100 per cup; fit for 10 days' travel.

CHAMPION VARIETY

DIXIE Brand

Average at least 80 per cent. colored, with not over 4 per cent. all white berries; no berries of a green color; count not over 100 per cup; fit for 10 days' travel.

CRANBERRY MEASURING CUP



HOW THE CUP SHOULD BE FILLED

Cup should be filled as shown after shaking gently. Note that about one-half of each berry, of the top layer, is above the rim of the cup.

GENERAL LABELS

Name of variety must be plainly stamped or marked on the label (if mixed, mark "MIXED VARIETIES"). Sample of each carload shipment made under these brands should be mailed, in cigar box (before car is shipped when possible) bearing a plain identification mark, to American Cranberry Exchange, 90 West Broadway, New York, N. Y.

ARROW Brand

This may be used only on sound berries, but of any variety, that have keeping quality fit for 15 days' travel and for anyone or all of the following reasons:

- A. Mixed varieties.
- B. Odd varieties that have no established grade label.
- C. Any variety too light in color for a regular label.
- D. Any variety too small in size for the regular label.
- E. Any berries that are very irregular in size, making them unsuitable for a regular label.
- F. Jerseys that contain more than 10 per cent. white berries or more than 5 per cent. berries of a green color.
- G. Any variety, other than Jerseys, that contain any berries of a green color.

OAK Brand

This label may be used on any variety or grade that does not have sufficient keeping quality (as judged by their condition, or appearance or previous experience with berries off the same vines) for a regular label and carry sound for the time required for the grade. The berries for this label must be of such quality that would be good plain head stock and contain not more than 5 per cent. unsound berries when packed. This label shall not be used except by permission of the inspector in each case.