

Whitesbog Preservation Trust

NEWSLETTER

4th Quarter

2007

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

The Original General Store Opened at the End of Whitesbog Road in August of 1899

The original Whitesbog General Store had a row of ten rural route mailboxes out front. It had screens on the windows that protected the storekeeper's family (living upstairs), the patrons, and the food sold in the store from flies and other insects. A telephone pole with two insulators could be seen in front of the store. A sign next to the window advertised that the store offered telephone service.

We know from a letter written by Elizabeth White dated November 13, 1913 that the store sold a lot of candy and cake. She wrote, "you may be interested to know that 150 pounds of lemon stick candy were sold to our pickers the past season. Lemon candy is the favorite with the Italians, but other candies and mixtures in great varieties were sold in slightly less proportion." We know from the specifications for the new store dated April 11, 1924 that they also sold pies.



This structure served the public until 1924 when it was decided that a new store was needed to accommodate the expansion of activity at Whitesbog due to the success of Elizabeth White and Dr. Coville's work domesticating the highbush blueberry. Jas. W. Hartshorne of Moorestown, New Jersey, known as "the man that moves things with the newest of equipment" was hired to move the

building from its original location to a spot next to the two-story cottage on the road to Hanover Furnace. Hartshorne charged "five dollars per day for each man, except the foreman, who shall be paid six dollars per day, and thirty dollars a day for myself and equipment" to move the building. At the new location, J. J. White Inc. built a new

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At 118 years, the General Store continues to Welcome & Serve the Public. Visit us this Holiday Season to see our unique merchandise, and experience the hospitality and atmosphere of the historic Whitesbog country store.



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foundation for the old store. At this new site the building housed workers living at Whitesbog. Residents of the village still live in the "Old Store" today. Meanwhile, at the old site J.J. White Inc. excavated a basement for the new store and poured the solid ten-inch thick cement walls for the foundation.



The General Store from 1924 until the 1960's

Franz Faltum designed a store with many innovative features, including the Hill Dry-Cold Refrigerator and a Sedgwick Elevator. Carpenters installed the elevator in the feed room (to the left of the current double

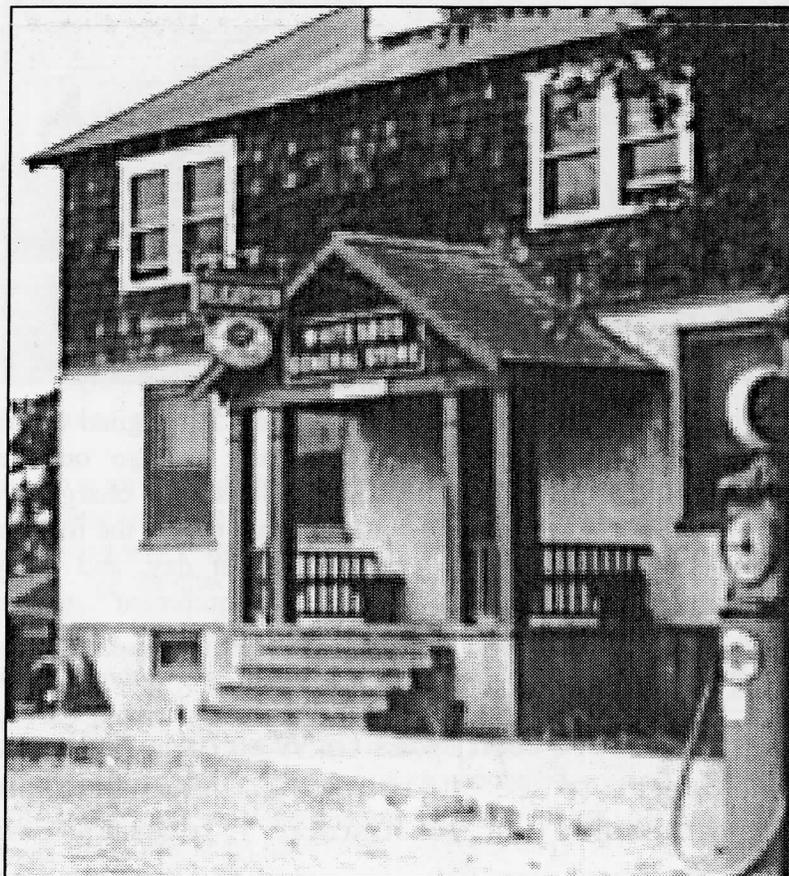
What Might Have Been Built in 1924

Early in 1924, Franklin Chambers, manager of Whitesbog, hired Franz Faltum of C.V. Hill Company to design a new General Store. This front exterior schematic depicts a wrap-around, raised, covered porch with Doric columns. On the left is an enclosed loading dock with its own sheltered door. An extra door appears at the left front of the main section. In correspondence, Franklin Chambers mentions that he had on hand a large supply of white cedar shingles that should be used on the new store. Forest fire was a concern and Faltum recommended the stucco wall treatment and the asbestos shingles on the roof. Several changes were made to Franz Faltum's store design before it was built. In truth, the current store is nearly a horizontally transposed version of this design.

doors on the back room) next to the loading dock. This hand-powered machine gave the shopkeeper access to the spacious basement where he kept his inventory. The dumb-waiter cost \$880. It was shipped from New York to Upton Station late in the summer of 1924 via the Pennsylvania Railroad.

The photo of the general store shows the ultimately constructed smaller porch and no extra door.

Hanging from the porch roof are a Breyer's Ice Cream sign and a Delicatessen sign. The two benches on the porch could be used by patrons enjoying their ice cream on hot days. Ethyl fuel was available from the gas pump on the right. A letter from the Breyer Ice Cream Company dated November 26, 1948 described "electrically refrigerated equipment consisting of one 8-hole double portable cabinet" that was used for ice cream. (The Whitesbog Preservation Trust still uses the cabinet to



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2007-2008 Board of Trustees Meetings

Wednesdays at 6:30 p.m. (except as noted).

2007 - November 28.

2008 - January 23, February 27, March 26,
April 27

Holiday Party, Saturday, December 15, 4:30
p.m.

Annual Membership Meeting, Sunday, April
27, 12:00 Noon.

Board of Trustees

Mark Ehlenfeldt, Pres.	John Joyce, Vice Pres.
John Kallelis, Treas.	Ellen Terry, Secretary
Bart Amato	Chris Bethmann
Tom Darlington	Ted Gordon
Nora Hayes	Richard Prickett
Stephanie Schrader	

Staff

Theresa Jacks, Executive Director
Joyce Kuwae, Program Coordinator
Esther Kubiczky, Bookkeeper/Assistant

Newsletter

Mark Ehlenfeldt & Theresa Jacks - Editors

Committee Information – 2007

Buildings Committee – John Joyce, chair – Meets
quarterly – contact WPT office for schedule

Events Committee – Joyce Kuwae, chair – contact
WPT office for schedule – New members welcome

Finance Committee – John Kallelis, chair

Fund Development Committee – Mark Ehlenfeldt,
chair – contact WPT office for schedule

General Store Committee – Esther Kubiczky, chair –
contact WPT office for schedule

Interpretative Education/Archives Committee –
Ted Gordon, chair – contact WPT office for
schedule – New members welcome

Landscape and Garden Committee – Ellen Terry,
chair - 2nd Wednesdays of Jan, Apr, July, Oct at
6:30 pm

Marketing/Public Relations/Newsletter Committee
- Mark Ehlenfeldt, chair – contact WPT office for
schedule - New members welcome

Membership/Nominating Committee – Stephanie
Schrader, chair – contact WPT office for schedule -
New members welcome

Personnel Committee – Mark Ehlenfeldt, chair

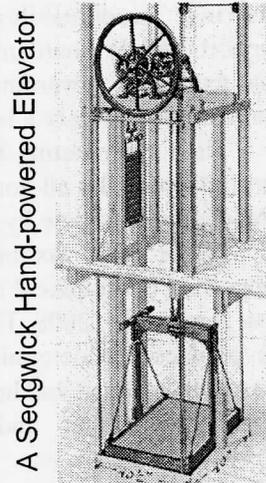
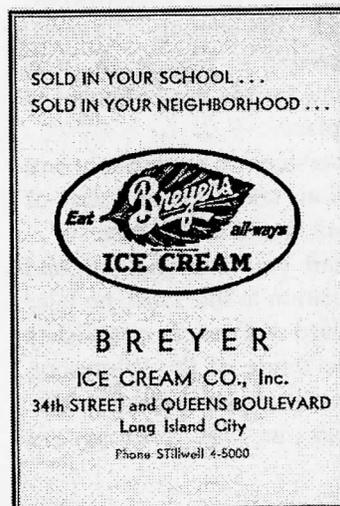
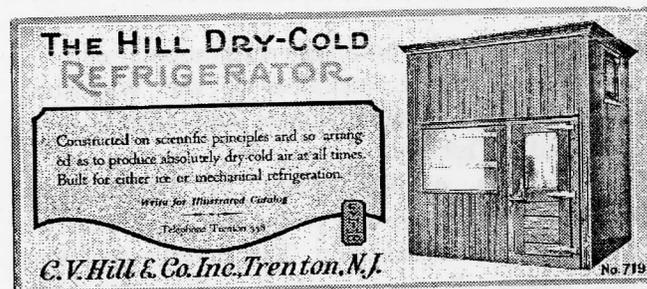
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serve ice cream at the Blueberry Festival and other
events.)

J. J. White Inc. leased the store to Michael A.
Preiksatis in 1946 and to Walter A. Bozarth in 1949
for \$50 a month. The lease gave the lessee the right
to use the various items in the store such as the meat
display cabinet, hand-operated meat slicer, 2
National cash registers, an iron safe, electric
refrigerator, meat block, counter scales, bill file,
showcases, counters, shelves, and other items.
Many of these items are still in the store.

Since Whitesbog was in a remote area, the
shopkeeper's family lived in the store. Their living
room and kitchen were where the public bathrooms
are today. The kitchen was also used to prepare
food for the store. Franz Faltum placed the side
door next to the kitchen so that the shopkeeper's
wife could also attend the gas pump. The upstairs
had two large bedrooms, three closets and a
bathroom with a bathtub that were used by the
shopkeeper's family.

The lease also gave the lessee the right to sublet
part of the store to the United States Post



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Office. Indeed, so heavily did the mail come in to Whitesbog after the beginning of blueberry culture that a post office was initially established at Whitesbog in 1924 according to an article written about Elizabeth White. The Post Office according to 1924 blueprints had a mail slot on the porch that deposited letters to the top of the Post Master's desk and had a mail sorting room in the back of the store. Isabella Preiksats and Eleanor R. Bozarth were the Post Masters during the time that their husbands leased the general store. The Post Office remained open until January 31, 1957. Today on special occasions you can still have your postcards canceled with the Whitesbog Stamp.

In the 1960s, the front porch was extended to accommodate school groups visiting the Conservation and Environmental Studies Center. At this same time the store interior was removed and remodeled, but thanks to availability of old blueprints, it has been largely restored to its original configuration. ■

(To see more pictures of the General Store, see our e-version newsletter extras.)

Call for Nominations

Dear Members of the Whitesbog Preservation Trust,

I invite **YOU**, members of the Whitesbog Preservation Trust, to help nominate individuals to serve on the Board of Trustees.

Members of the Board of Trustees are responsible for the overall governance and strategic leadership of the organization. The Board's functions include setting direction, making policy decisions, providing oversight of the organization's performance, ensuring accountability and developing financial support. While board membership is hard work, it is also extremely rewarding – and boards are obligated to make the community a better place.

The Nominating/Membership Committee will carefully consider all nominations and develop a slate of candidates for review by the full Board of Trustees.

Please mail, fax or e-mail your nominations and supporting biographical information to the Trust, no later than January 15, 2008. The Board of Trustees establishes the policies that determine the future of the Whitesbog Preservation Trust and how we serve you and the public. Your involvement and ideas in this process are appreciated. Thank you.

- Stephanie Schrader -

- Chairperson, Nominating/Membership Committee -

Whitesbog Preservation Trust Event Schedule

Reservations can be left on the main voice mail at (609) 893-4646 or whitesbog@hotmail.com. Call for details.

NOVEMBER

3rd - Volunteer Work Day - 10 a.m. – 3 p.m. Assignment: Move archives to Suningive! Free, Lunch is Provided.

10th - South Jersey's Rome and Florence. 1 p.m. Learn all about the residents that called Whitesbog's Rome and Florence home in the early 1900's. Presenter: Ted Gordon. Simple refreshments. Members \$5. Non-members \$7. Limited space – **Reservations required. Part of the Whitesbog Lecture Series.**

24th - Moonlight Walk - at 7:00 p.m. Frost Moon. Last Moonlight Walk of 2007

DECEMBER

1st - Volunteer Work Day - 10 a.m. – 3 p.m. Village Decorating Day. Free, Lunch is Provided.

8th - Winter Celebration at Whitesbog. 1 p.m. – 2:30 p.m. For the kids: candy find on the Old Bog Trail with Santa and make crafts using gifts from Mother Nature. \$5 per person. Reservations appreciated. Pictures with Santa available for a small donation.

8th & 9th - General Store Open House 10 a.m. – 4 p.m. Pick up that special gift that says, "I helped preserve history while getting you this great gift!" Village Tours available \$5 per person. Refreshments.

15th - Holiday Party for members only. 4:30 p.m. Bring your special covered dish. RSVP please 893-4646.

16th - General Store – last chance! Closes for the season at 4 p.m. ■

Thank You for Your Membership !

Just a quick **THANK YOU FOR YOUR MEMBERSHIP** during this our Membership Drive season. If you haven't renewed your membership yet or you are considering becoming a new member – there's no time like today, before the end of 2007! Remember that through your membership, you are enriching the fabric of our historical past and ensuring that the many stories of Whitesbog Village are preserved for generations to come.

- The Whitesbog Preservation Trust Board of Trustees -

The Mission of the Trust is to restore, protect and enhance the land, sites and buildings at Whitesbog and to provide educational and interpretive programs and materials about the history, culture and natural environment of Whitesbog.

The Whitesbog Holiday Party!
Saturday, December 15, 2007 at 4:30 p.m.

The Holiday Party is a Special Part of your Member Benefits and includes a Twilight Tour of Whitesbog Village Buildings, including residence interiors not generally open to the public

Bring yourself, your family and a friend or two!
 The party is a Potluck and you're invited to bring a casserole, pasta dish, or dessert!

Please RSVP by December 11th
 with your dish and number of attendees:
 (609) 893-4646 or
 Whitesbog Preservation Trust @ comcast.net



Give a Gift Membership to a Friend or Loved One!



120-34 Whitesbog Road
 Browns Mills, NJ 08015
 P: (609) 893-4646
 F: (609) 893-8297
Membership-WPT@comcast.net
www.whitesbog.org

Gift Membership For:

\$1,000 and up	_____	Partner	\$100	_____	Patron
\$ 500	_____	Benefactor	\$ 50	_____	Supporter
\$ 250	_____	Sponsor	\$ 25	_____	Contributor

Name: _____

Address: _____

Email: _____ Telephone: _____

Gift Membership Given By:

Name: _____

Address: _____

Email: _____ Telephone: _____

Your Message to the New Member: _____

Please complete and return with your membership check. Make check payable to Whitesbog Preservation Trust.
 Memberships are valid from September 1st to August 31st of each year.
 Donations are tax deductible to the fullest extent of the law. Thank you for joining the Whitesbog Preservation Trust.



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

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

Janet and Everett Robbins
 121 Pine St
 Mt Holly NJ 08060
 10/5/2006

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

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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 Sunningive).

