



# Whitesbog Preservation Trust

## NEWSLETTER

1st Quarter

2007

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

### - "Jewels of the Moorland"



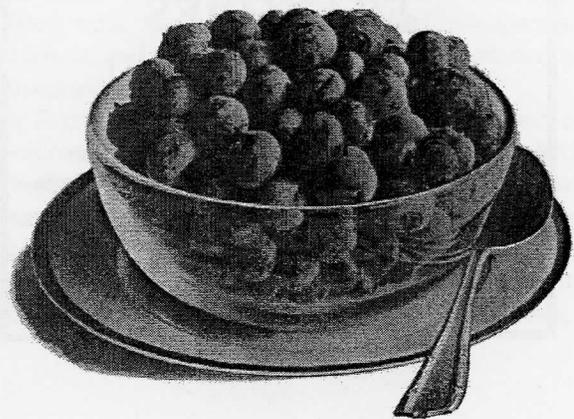
The archives at Whitesbog contain many papers from the White and Fenwick families, both handwritten and printed. They document many aspects of the local history of blueberry and cranberry culture. During the early heyday of the blueberry industry, there was much interest in developing (a viable) the commercial blueberry industry, both on the part of the White family, the USDA, and those already involved in the harvesting of wild highbush blueberries. Among the artifacts in the Whitesbog archives are promotional flyers produced (presumably) by Elizabeth White under the corporate name of Joseph J. White, Inc. that offered plants of early blueberry cultivars for sale, discussed their soil requirements, offered testimonials from satisfied customers, and displayed tantalizing pictures of big, luscious highbush blueberries. The accompanying photographs came from a flyer entitled "Jewels of the Moorland". This flyer is undated, but from context, it is likely from about 1923. Because of

space limitations this flyer cannot be reproduced in the printed version of this newsletter; however, a high resolution scan of it can be seen on the internet version of this newsletter at <[www.whitesbog.org](http://www.whitesbog.org)>.

The title, "Jewels of the Moorland" itself conveys a romantic notion and about the plants being sold. What is a moorland anyway? In general, a moor is a broad tract of open land, often high, but poorly drained, with patches of heath and peat bogs. While this description is apt for areas of New Jersey, the state was probably never before and has never since been described as a moorland. The areas most properly described as moors are areas of the United Kingdom in North Yorkshire, Wales, Cumbria, and Dartmoor. For people of a E.C. White's era, the word "moor" undoubtedly conjured up visions of "Wuthering Heights", the melancholy Victorian novel by Emily Brontë, set in the heather-covered Yorkshire moors.

The photo of the turbaned woman adds a further reinforcement to the overall romantic notion of blueberry culture, in that it alludes to the Moorish culture of Spain. The woman harvesting the blueberries certainly bears a resemblance to what might be a Spanish Moor with her dark skin, white turban, and neck scarf. All things Oriental were in vogue toward the end of the 19<sup>th</sup> century, and Moorish Revival style reached the height of its popularity during this era. The style continued to wax and wane into the early 20<sup>th</sup> century, and even if not in vogue at the time of this brochure, it was certainly a part of a well-established style vernacular. Who was this woman? A look at

*(continued on page 5)*



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.

**This newsletter is available in large print !**  
**Contact the Whitesbog Preservation Trust**  
**120-34 Whitesbog Road**  
**Browns Mills, NJ 08015**  
**Phone: 609 893 4646**  
**Fax: 609 893 8297**  
**E-mail:**  
**Whitesbog@hotmail.com**

**See this Newsletter WITH ADDED FEATURES on the Internet!**

The Whitesbog Preservation Trust Newsletter is now available on our website at [www.whitesbog.org](http://www.whitesbog.org) with additional pages of photos. Log on and check it out!

## 2007 Board of Trustees Meetings

Wednesdays at 6:30 p.m. (except as noted).  
2007 - January 24, February 28, March 28, April 22 (Sunday, 10:00 a.m.), May 23, July 25, September 26, October 24, November 28.  
**Annual Membership Meeting**, Sunday, April 22, 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  
Esther Kubiczky, Bookkeeper/Assistant

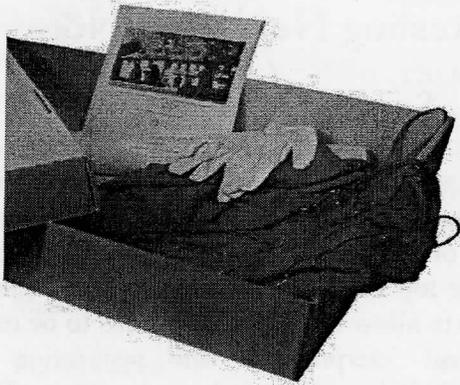
## Newsletter

Mark Ehlenfeldt & Theresa Jacks - Editors

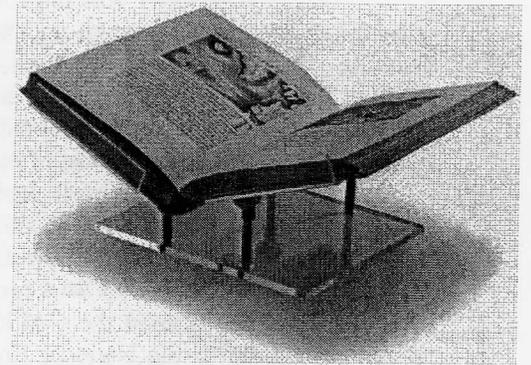
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**Looking for a new opportunity in 2007? Consider sharing your talents with one of the WPT's Committees. Call the Trust today for more information. Make a lasting difference and join a committee.**

**Buildings Committee** – John Joyce, chair  
**Events Committee** – Theresa E. Jacks, chair  
**Fund Development Committee** – Mark Ehlenfeldt, chair  
**General Store Committee** – Esther Kubiczky, chair  
**Interpretative Education/Archives Committee** – Ted Gordon, chair  
**Landscape and Garden Committee** – Ellen Terry, chair  
**Marketing/Public Relations/Newsletter Committee** – Mark Ehlenfeldt, chair  
**Membership/Nominating Committee** – Stephanie Schrader, chair



## Discovering Whitesbog's History Through the Archives



Who knew when the Whitesbog Preservation Trust was founded in 1984 that an important collection of documents would become entrusted to the organization? These documents tell the hidden stories of the buildings and the people that called Whitesbog home. In many ways, the restoration and preservation of the buildings are only the very first part of Whitesbog's story.

The many themes of the story are obvious – the innovations of the cranberry industry, the development of the blueberry, Elizabeth Coleman White's nontraditional role in the early 1900's, the cultural diversity of the many workers of Whitesbog's past, the uniqueness of the New Jersey Pine Barrens, the way of life in a company town, and so on. But to understand and learn about these themes, we must know the whole story. And these stories begin in the documentation of the past.

In 1994, the Whitesbog Preservation Trust received a donation of manuscripts, ledgers, photographs, blueprints, and artifacts from the J. J. White Company relating to the cranberry and blueberry industries at Whitesbog. Over the years other important documentation donations trickled in. Then, in 2004, Ellen Terry, a WPT Trustee, began visiting June Vail, Elizabeth White's former intern. Vail had saved many of Miss White's personal items, pictures, and personal and business records. She began to give these records and items to the Trust. Consequently, her generous donations have greatly added to the allure of the Whitesbog collection and its historical significance.

Today, the collection includes:

- A research ledger dating from 1914 to 1918 documenting the results of blueberry experiments.
- Leaflet from Elizabeth White, dated 1913, entitled "To the Finders of Big Huckleberries". She distributed the leaflet to local residents of the Pinelands hoping to recruit them in her collection efforts.
- Patents and mechanical designs for agricultural equipment invented at Whitesbog.

- Blueprints and engineering narratives for Whitesbog's buildings.
- Elizabeth Coleman White's business card from Holly Haven, Inc. – complete with the telephone number, "TEL. PEMBERTON 7056".

And, as a result of the collection, today we know many interesting facts, such as:

- Elizabeth White was paid \$200 a month by the J.J. White Company in 1943 according to White's financial ledger from 1943 to 1949.
- The Italian workers living at Rome and Florence had to schedule their oven use times with the "oven boss", according to the "Camp Rules for Italians Living at Florence and Rome".
- J. J. White's brother, George Foster, was an avid golf player, according to personal letters between the brothers.

While these facts in and of themselves are interesting and even fun, the totality of the collection holds the history of Whitesbog. The Trust has long recognized the richness of the collection, but we have only scratched the surface in researching the facts. Over the years, the WPT has made several attempts to organize the collection, and volunteers have copied some of the documents and pictures. But core systems relating to the care and analysis of the collection still need to be developed. Today, the Whitesbog Preservation Trust holds two fire safes packed full of historical documents and pictures, two shelving units filled with boxes of organizational documents and artifacts, and a blueprint cabinet with engineering plans, blueprints and assorted aerial views.

In February and October of 2001, an evaluation of the archives was conducted via the Caucus Archival Projects Evaluation Service (CAPES). The consultant surveyed the collection and made many recommendations for the care and use of the collection. Among these recommendations was developing a disaster plan to ensure the safety of the collections,

*(continued on page 4)*

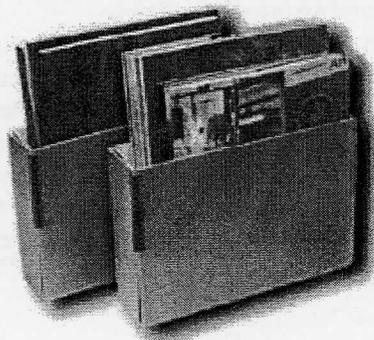
*(Archives from page 3)*

purchasing appropriate storage and housing materials, ensuring specific climate controls, and instituting methods for identifying, arranging and describing the records. The consultant also noted the value and relatively good condition of most of the collection.

Then in 2006, the Pinelands Institute for Natural and Environmental Studies (PINES), a program of Burlington County College (BCC) collaborated with the Whitesbog Preservation Trust on a proposal to preserve the collections based upon the CAPES findings. BCC submitted a grant to the National Endowment for the Humanities (NEH) on behalf of the WPT and PINES. The year ended with the NEH awarding a grant of \$4,660 in support of the project. The grant will provide preservation supplies for the long-term storage of the historical collection and an onsite training workshop to teach staff and volunteers from the WPT and PINES about the methods of care. A consultant from the Conservation Center for Art and Historical Artifacts in Philadelphia will provide the training. After the workshop and purchase of supplies, the archives will be relocated to Suningive's second floor. This new "archive room" will provide for adequate storage and research space.

Even before the grant was awarded, the Education Committee, chaired by Ted Gordon, saw the need to designate an archive subgroup. This group meets prior to the regular Education Committee meeting and has been reviewing the collection in order to improve current programs and develop a self-guided village tour booklet. The preservation and research of the archives will be a major objective for the Education Committee in the next couple of years.

The year 2007 promises to bring much new information as we inventory, catalogue, and research the archives collection. What amazing discoveries await us in the collection is yet to be seen, but we are sure that this information will enrich the story of the buildings at Whitesbog and the people that once called Whitesbog home. CAPES consultant, Stephen Dalia, ended his report by writing, "I understand that the buildings and grounds of the Whitesbog Village are very important. But, I believe that the historical collection stands as the cornerstone to the Whitesbog Preservation Trust." ■

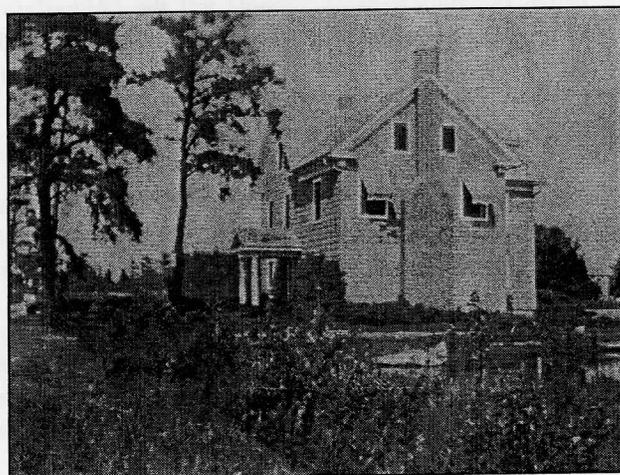


## Whitesbog News and Notes



### Suningive Changes

During the February 3rd Volunteer Workday, the Whitesbog preservation Trust offices will be moved from the first floor of Suningive to rooms on the second floor at the top of the stairs. The move is being undertaken to allow the first floor rooms to be used for historical interpretation and restoration as Elizabeth White's office and work space. This space will also make the house more easily accessible for tours and interpretation by those who have difficulties climbing stairs.



### Blueberry Festival News

The 24th Annual Whitesbog Blueberry Festival is just around the corner. This year's Blueberry Festival is scheduled for **Saturday, June 30<sup>th</sup>, 10 a.m. to 4 p.m.** The Whitesbog Blueberry Festival features unique country crafts, Pinelands art and photography, an antique engine display, tractor parade, walking and wagon tours guided by Pineland historians and naturalists, great food, free children's activities, agricultural museum, 1920's worker's cottage, blueberry picking and Pinelands and Bluegrass music. The Blueberry Festival offers a unique opportunity to glimpse Whitesbog as it was "back then" and the chance to see continuing restoration today. All this festival fun and family activity is set among the beautiful Pinelands where visitors can see the remarkable natural environment, indigenous plants and wildlife and the breathtaking, unspoiled landscapes of the Pine Barrens. Mark your calendar, and plan now to volunteer at or simply attend this great festival. ■

## 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.

### MARCH

- 3<sup>rd</sup> - Volunteer Work Day** - 10 a.m. – 3 p.m.; Free,  
Lunch is provided.
- 3<sup>rd</sup> - Moonlight Walk** at 5:00 p.m. Crow Moon \$5  
per person.
- 24<sup>th</sup> - Elizabeth C. White and the Development  
of the Cultivated Blueberry** in honor of  
National Women's History Month. 1 p.m. Learn  
about the many accomplishments of Elizabeth  
White, best known as the Blueberry Queen.  
Lecture followed by Suningive house and garden  
tour, weather permitting. \$5 – members. \$7  
nonmembers. Limited space. Reservations. Part  
of the Whitesbog lecture series.

### APRIL

- 7<sup>th</sup> - Volunteer Work Day** - 10 a.m. – 3 p.m.; Free  
Lunch is provided.
- 22<sup>nd</sup> - Annual Board Meeting.** Members Only  
12 Noon. Members should RSVP. Luncheon.

### MAY

- 5<sup>th</sup> - Volunteer Work Day** - 10 a.m. – 3 p.m.; Free,  
Lunch is provided.
- 5<sup>th</sup> - Moonlight Walk** - 7:00 p.m. Flower Moon. \$5  
per person.
- 19<sup>th</sup> - Marketing the Blueberry!** Just what did  
Elizabeth White's business model look like when  
she developed and marketed the blueberry? We  
look at the possibilities in an interactive  
workshop and tour. 1 p.m. Refreshments. \$5 –  
members. \$7 nonmembers. Limited space.  
Reservations. Part of the Whitesbog lecture  
series.

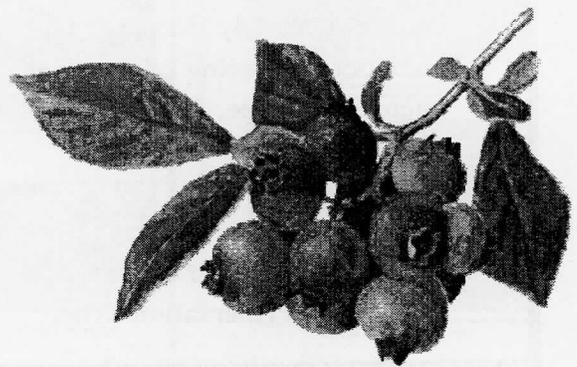
### JUNE

- 2<sup>nd</sup> - Volunteer Work Day** - 10 a.m. – 3 p.m.; Free,  
Lunch is provided.
- 2<sup>nd</sup> - Moonlight Walk** at 7:00 p.m. Celebrating  
May's Blue Moon (May 31). \$5 per person.
- 25<sup>th</sup> – 30<sup>th</sup> - Special Volunteer Work Week!**
- 30<sup>th</sup> - Whitesbog 24<sup>th</sup> Annual Blueberry Festival**  
- 10 a.m. – 4 p.m. Celebrate all things  
BLUEBERRY at Historic Whitesbog Village!  
Tours, food, music, artists, crafters, blueberry  
picking, demonstrations, hayrides and more!  
Family Festival Fun! \$7 per carload. Bus fee -  
\$3 per person. ■

*(Jewels of the Moorland from page 1)*

another photograph taken the same day shows the same woman now standing, wearing mundane, well-worn leather high-top shoes, holding a picking basket between her knees, having decidedly stained clothing, and looking much more like the Italian picker she undoubtedly was (see this photo in the Internet Extras!). Nonetheless, the superposition of the geographic and the cultural concepts was a clever and somewhat subliminal blending of two mysterious and romantic notions designed to make blueberries an attractive and sought after plant.

The cultivars offered were Rubel, Sam, Harding, and Grover (selections from the wild), and Adams, Pioneer, and Cabot (selections from breeding and hybridization). Of these cultivars, a few remain today, and despite their vivid descriptions, most would pale in size and quality next to our modern cultivars. At the time of this flyer, single plants were offered for a prices of \$1.60 (for wild selections) to \$2.00 (for hybridized selections) per plant, and packages of 100 blueberry plants sold for as little as \$1.10 to \$1.35 per plant. While this sounds inexpensive, these were the early days of the blueberry industry, supply was limited, and plants were in demand. These plants were aimed at progressive growers and entrepreneurs who were (or at least hoped to be) on the leading edge of the blueberry industry (and for those whose imaginations were fired up by advertising such as this). Conversion figures from a Department of Commerce website suggest an approximately equivalent price in modern dollars would be \$17.00 to \$21.50 per plant (for single plants). The glowing testimonials from locations as diverse as New Zealand, Minnesota, and Washington did everything possible to make the industry sound like an attractive and "sure" thing. Nursery plant sales were surely a profitable business for the J.J. White Company, but these sales also made a valuable contribution to the establishment of the blueberry industry throughout the U.S. These varieties were the vanguard of better varieties soon to follow and Whitesbog led the way in their promotion and distribution. ■



You Asked For It! The 2007 Whitesbog Quarterly Lecture Series  
\$5 for members. \$7 for non-members. Space is limited. Reservations suggested.  
General Store Lecture Room



*In honor of National Women's History Month*

Saturday, March 24 at 1 p.m.

**"Elizabeth C. White and the Development of the  
Cultivated Blueberry"**

An historical re-enactment of a 1934 lecture by Elizabeth White  
to the Philadelphia Society for the Promotion of Agriculture

Historical interpretation and slides, followed by Sunningive house  
and garden tour (weather permitting).

Dr. Mark Ehlenfeldt

**Marketing the Blueberry!**

What was Elizabeth White's  
business model when she  
developed and marketed the  
blueberry? Interactive  
workshop and tour.

Saturday, May, 19 at 1 p.m.

Rick Prickett

**The Child Labor  
Controversy – Who Picked  
Your Cranberries?**

Revisit the child labor issues  
faced by the cranberry industry  
at Whitesbog. Lecture format.

Saturday, Sept. 8 at 1 p.m.

Millie Moore

**Whitesbog's Rome and  
Florence.**

Learn all about the residents  
that called these villages home  
in the early 1900's.

Lecture format.

Saturday, Nov. 10 at 1 p.m.

Ted Gordon

## Annual Meeting Notice

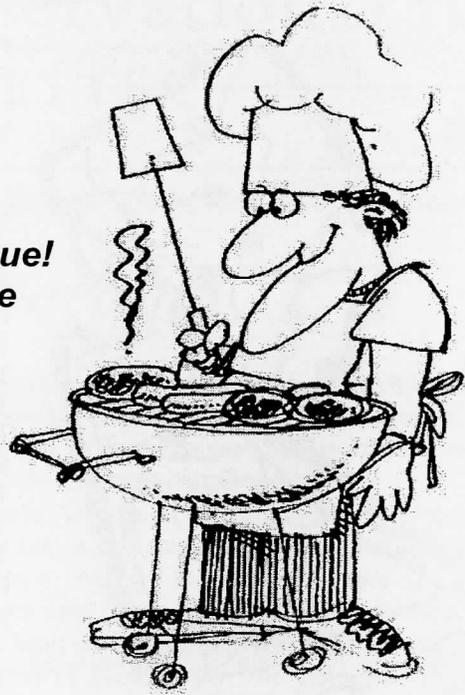
Dear Members,

You are formally invited to our **Annual Meeting of the Whitesbog Preservation Trust** scheduled on **Sunday, April 22, 2007 at 12 Noon**. Our agenda includes the approval of April 2006 meeting minutes, new board member elections, the Treasurer's report, approval of the operating budget, the President's report, and committee chair reports. The meeting will be followed by a luncheon. Please RSVP your attendance by Friday, April 20, 2007 by contacting the Trust at either (609) 893-4646 or whitesbog@hotmail.com. Finally, let me take this opportunity to encourage all members to please send in your membership dues if you have not already done so. Last year we amended our bylaws through the general membership voting process and defined members as individuals that pay an annual membership fee. Thank you. I look forward to seeing all of you at the Annual Meeting.

Appreciatively,  
Mark Ehlenfeldt, President  
Whitesbog Preservation Trust

**The Whitesbog Preservation Trust  
Board of Trustees  
invites all VOLUNTEERS to the  
1<sup>st</sup> Annual Volunteers Appreciation Barbeque!  
Historic Whitesbog Village – General Store  
Sunday, May 20, 2007  
1 p.m. – 4 p.m.**

**Join Us – We're cooking for YOU to say  
"Thank You" for all you do!  
Please RSVP by May 15, 2007**



**Would you like to receive the Newsletter by e-mail AND by Post??**

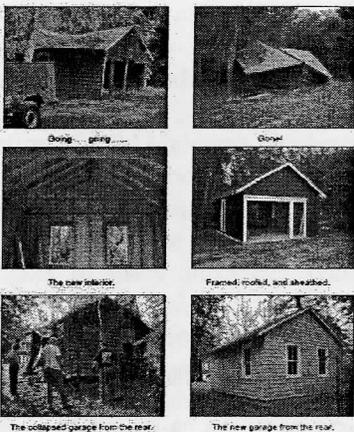
What's the advantage? 1) You get the Newsletter at the same time it is sent to the printer, giving you more opportunities to plan for Whitesbog events! 2) You get a version that's easy to file and hard to misplace. 3) You get the Newsletter with extra content! You see photos and commentary not seen in the printed version. 4) You see it all in color! What are you waiting for?? Contact the Trust Offices and get on the e-newsletter list now! [whitesbog@hotmail.com](mailto:whitesbog@hotmail.com)

What did you miss if you didn't look at the **last** website version of the newsletter? Great photos of construction and restoration at Whitesbog (see below)! AND COLOR!

*Internet Extras Start Here!*

*Entomologist's House Garage*

*Construction – Before, During, & After*



Going... going... ..

Down!

The new interior.

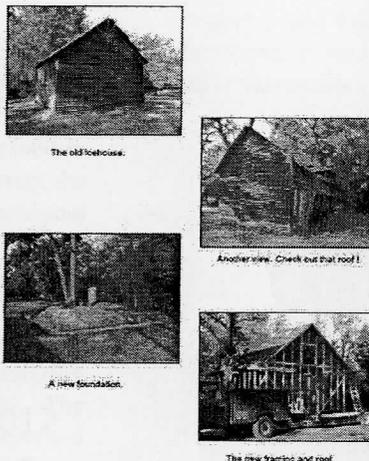
Framed, roofed, and sheathed.

The collapsed garage from the rear.

The new garage from the rear.

*The Icehouse*

*Construction – Before, During, & After*



The old icehouse.

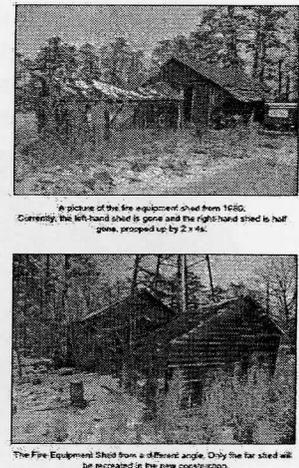
Another view. Check out that roof!

A new foundation.

The new framing and roof.

*The Fire Equipment Shed*

*Construction – Before, During, & After*



A picture of the fire equipment shed from 1930. Currently, the left-hand side is gone and the right-hand side is half gone, propped up by 2 x 4s.

The Fire Equipment Shed from a different angle. Only the far side will be recreated in the new construction.



*Calling All Members? Have you renewed your Membership?*

120-34 Whitesbog Road  
 Browns Mills, NJ 08015  
 P: (609) 893-4646 F: (609) 893-8297  
[Whitesbog@hotmail.com](mailto:Whitesbog@hotmail.com)  
[www.whitesbog.org](http://www.whitesbog.org)

**Membership Contributions:**

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

Name: \_\_\_\_\_ Renewal:  New Membership:

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

*Please contact me. I am interested in volunteer opportunities at Historic Whitesbog Village.*

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

**Membership Benefits:**

**Each basic membership includes: membership card w/ level, decal, quarterly newsletter, name in newsletter and Members Only Holiday Party**

In addition:

**Supporter** receives:

- Basic perks,
- One free Moonlight Walk

**Patron** receives:

- Basic perks,
- One free Moonlight Walk,
- Special invitation only Village Tour hosted by Board Member (Spring or Fall)

**Sponsor** receives:

- Basic perks
- One free Moonlight Walk
- Special invitation only Village Tour hosted by Board Member (Spring or Fall)
- Blueberry Festival Commemorative T-Shirt

**Benefactor** receives:

- Basic perks
- One free Moonlight Walk
- Special invitation only Village Tour hosted by Board Member (Spring or Fall)
- Blueberry Festival Commemorative T-Shirt
- Framed Blueberry Festival Commemorative Poster signed by the Board of Trustees

**Partner** receives:

- Basic perks
- One free Moonlight Walk
- Special invitation only Village Tour hosted by Board Member (Spring or Fall)
- Blueberry Festival Commemorative T-Shirts
- Framed Blueberry Festival Commemorative Poster signed by the Board of Trustees
- A private tour for your party of 10 led by a Board of Trustees Member (3 weeks notice is necessary)



**VOLUNTEER APPLICATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: Daytime (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Evening (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail: \_\_\_\_\_

Area of Interest: \_\_\_\_\_

**I would like to help with:**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> garden/landscape work | <input type="checkbox"/> tour guide              | <input type="checkbox"/> moonlight walks  |
| <input type="checkbox"/> office assistance     | <input type="checkbox"/> special events          | <input type="checkbox"/> maintenance      |
| <input type="checkbox"/> slide presentations   | <input type="checkbox"/> odd jobs                | <input type="checkbox"/> bulk mailings    |
| <input type="checkbox"/> trail maintenance     | <input type="checkbox"/> staffing monthly events | <input type="checkbox"/> publicity / P.R. |
| <input type="checkbox"/> filing                | <input type="checkbox"/> event set up/clean up   | <input type="checkbox"/> newsletter       |
| <input type="checkbox"/> grant writing         | <input type="checkbox"/> general store keeper    | <input type="checkbox"/> committees       |

Special Talents: \_\_\_\_\_

I am interested in Whitesbog because: \_\_\_\_\_

I am available: \_\_\_\_\_

Please mail or deliver completed form to the Whitesbog Preservation Trust at the address below. Thank you.

+++++

Office Notes: \_\_\_\_\_

120-34 Whitesbog Road • Suningive at Historic Whitesbog Village • Browns Mills, NJ 08015 •  
(609) 893-4646 • [www.whitesbog.org](http://www.whitesbog.org) • [whitesbog@hotmail.com](mailto:whitesbog@hotmail.com)

### Driving Directions:

#### From the 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 is on the left.

#### From the 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.

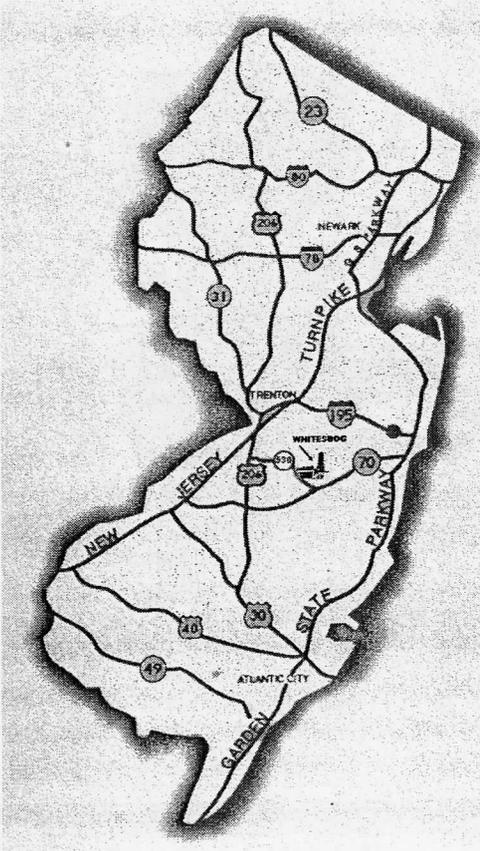
#### From Philadelphia

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](http://WWW.WHITESBOG.ORG) or call: 609.893.4646

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