

Whitesbog Preservation Trust

NEWSLETTER

1st Quarter

www.whitesbog.org

2014

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

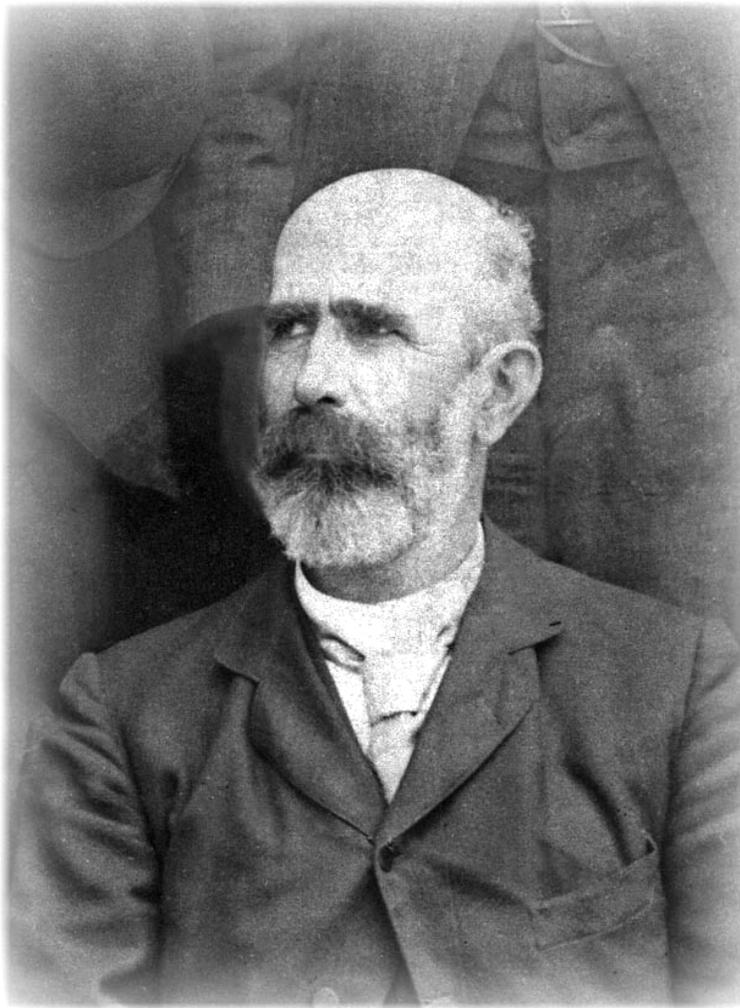
ADVISE TO THE OFFICERS OF JOSEPH J. WHITE, Inc.

The Philosophy and Business Wisdom of J. J. White

In 1915, J. J. White was a general manager of the H. B. Smith Co., of Smithville, N.J., and had been so since 1878. Dedicated and energetic, he had, from 1880 to 1897, commuted weekly to Philadelphia, to manage the Smith Company's main retail franchise in Philadelphia, returning only on weekends to New Jersey. This hard work and dedication made him one of H. B. Smith's most trusted colleagues. Upon H. B. Smith's death in 1887, White was amongst the very few considered to lead the company.

J. J. White was also the owner and manager of his own cranberry company and company town, Whitesbog. By 1915, Whitesbog was the largest cranberry farm in New Jersey and was considered a progressive model for other growers to emulate. Many years earlier (1870), White had written the book '*Cranberry Culture*' which was a standard guide to cranberry cultivation and made his advice much sought after.

In 1915, he was also President of the Growers' Cranberry Company (of New Jersey), and the Vice-President of the American Cranberry Exchange, a cooperative that allowed



New Jersey cranberry growers to join with growers in other states in marketing of their cranberries.

And finally, it is worth noting that J. J. White was a Quaker. There is much that could be said about the religious and moral principles of Quakers, but it is perhaps enough to say that they are guided by the precepts of simplicity, peace, integrity, community, equality and stewardship.

On January 5th, 1915, J. J. White drafted a short letter giving the officers of J. J. White Inc. advice on how to effectively deal with their business, and with their subordinates. In his letter, he called upon his officers to practice civility, respect, modesty, persistence, steadfastness, efficiency, and character development in the company's business dealings not only with business contacts, but especially with employees.

“An efficient and harmonious organization is of the first importance.”

In 2011, Whitesbog's Archivist, Albertine Senske, discovered this letter while cataloging the Whitesbog Heritage Collection, and shared it with Susan Phillips, Whitesbog's Executive Director, who then shared it with me. We admired its succinct and sage message. It is good advice to be practiced by all individuals, and good advice for the functioning of an organization of any kind. I pass it along to you and let the letter speak for itself in the following pages. – M.E. –

ADVISE TO THE OFFICERS OF JOSEPH J. WHITE, Inc.

Although not large stockholders of the Company you represent officially, you are vitally interested in its success. Our business is of a hazardous nature and to make it a success we must exercise unceasing vigilance. A little neglect may cause a big loss. We should avoid side issues and concentrate our attention upon the business of producing and selling our special products in the best and most economical manner.

An efficient and harmonious organization is of the first importance. Every officer should have his duties and responsibilities defined, so that all may work together smoothly without friction or heat.

You are especially urged to use tact and good judgment in dealing with each other and with the help, avoiding every semblance of bossism. Do not interfere with the duties of each other excepting in cases where delay would cause loss. If you can improve conditions in a department for which you are not responsible, consult with the responsible officer or with the President in a friendly and helpful spirit.

In dealing with our employees, unlimited care should be exercised to deserve and retain their confidence and good will; any other policy is likely to result in poor service and labor troubles. None of us know enough about the Cranberry business, and we should be anxious to learn from every source, even from the help. We should be especially careful never to pretend to know, what we do not know. Such a course instead of increasing our importance in the estimation of our experienced help, will inevitably lead to the loss of their confidence and respect.

Our labor bill is the heaviest item of expense and all matters pertaining to the labor problem should be carefully studied, with the view of obtaining the best results with the least waste.

To avoid confusion, the Superintendent has been empowered, with the advise and consent of the President, to employ and discharge the help

2-

and to fix their compensation, and he is held responsible for the efficiency of the help retained on the pay roll.

Any officer needing helpers should obtain them through the Supt. by request, and not by order. Any Superintendent fit to hold the place, will properly object to having three or four bosses.

Any officer or foreman may suspend unsatisfactory help allotted to him, but the final discharge of such help should be the act of the Superintendent. If he fails to do his duty in this respect, appeal may be made to the President.

When any course of action is decided upon, or any new development undertaken, act promptly, concentrate your energies upon the work in hand, and do not let up until it is in the way of successful completion. Look your fields over frequently, selecting the most important things for prompt attention, but never losing sight of the main issue. Having once undertaken a job, never leave it in an unfinished condition, otherwise the labor already expended on it will be lost. Procrastination at the beginning of any undertaking is apt to lead to an unseemly rush at the finish and failure to produce the best results. It should be habitually avoided. While charting the path toward increased efficiency I would especially emphasize the importance of building up character. "Let your light so shine before men that they may see your good works and glorify your Father which is in heaven."

New Lisbon, N. J.

1-5-1915

Joseph J. White
President -



Plans Advance for the Whitesbog Agricultural Museum

Plans for museum space at Whitesbog go back at least as far as the Whitesbog Master Plan drafted by the Whitesbog Preservation Trust in 1991.¹ It was probably a twinkle in many members' minds even before that, perhaps going back to the origins of the Trust.

In 1991, the cranberry packing warehouse was still standing (although un-restored) and early diagrams and descriptions envisioned two floors of displays covering virtually every imaginable topic related to Whitesbog history, New Jersey Pinelands history, the White family, blueberries, cranberries, and Pine Barrens natural history.

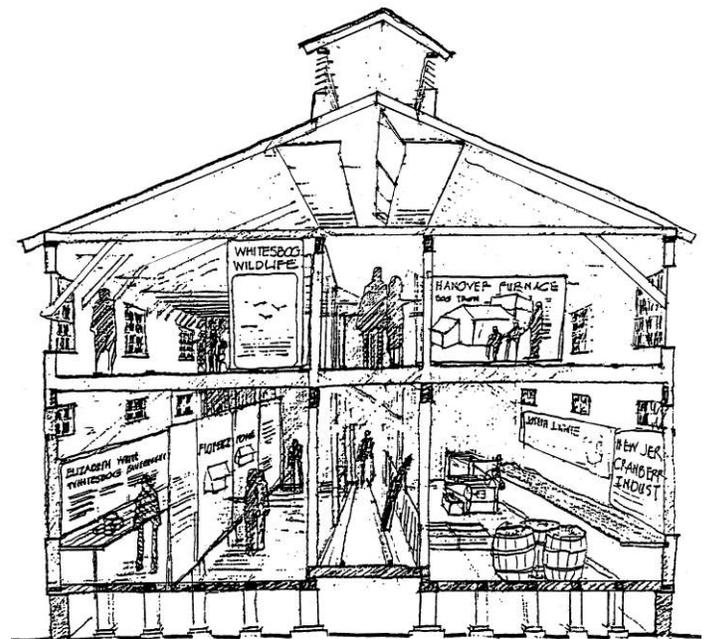
Although such a museum was the dream, the realities of village restoration mandated that many of the lesser cottages and houses be stabilized and occupied first, to provide both a modest revenue stream and ongoing building security. The restorations of these houses were all manageable projects with tangible outcomes, and easily described measures of success. The cranberry packing warehouse was considered too big of a project, to do without an appropriate grant, and rightly so. Its stabilization would be a major cost, and beyond its stabilization and restoration would be the major project of completing the repurposing the building.

In the early 1990 and 2000 several grants were received that funded the restoration of many of the existing buildings at Whitesbog. Two of the most notable fundings were the \$603,000 state-funded restoration of the Barrel Storage Warehouse in 1994-95, and the \$379,000 'Bricks and Mortar' grant of 2004 from the state of New Jersey that funded the restoration of many village buildings. Buildings were restored, reconstructed, resided, reroofed, repainted,

repointed, re-(you-name-it).² Sadly, during the same time period that much of this restoration was taking place (and even before), the Cranberry Packing Warehouse was slowly crumbling beyond retrieval.

In the early 2000s, the P.I.N.E.S. program under the impetus of then director Maria Peter worked to develop some displays for the Barrel Storage Warehouse (the white building across the road from the Cranberry Packing Warehouse) that could be used for their children's education programs. The P.I.N.E.S. program prevailed upon the Trust to conduct various interior upgrades of the Barrel Storage Warehouse. Primary among these was flooring work that restored many parts of the slatted flooring, and other flooring work that installed solid flooring in selected areas. Spot-lighting was installed in rafter areas, and stainless steel guardrails were installed to partition public areas from display areas. Following this, several basic displays of blueberry and cranberry agriculture were developed, but little money was available for further development.

With the closing of the New Jersey Museum of Agriculture in the spring of 2012, the Trust acquired (on permanent loan) several important collections directly relating to Whitesbog, its culture and the cranberry and blueberry industries that produced many of New Jersey's most important agricultural innovations.³ These collections, include *Cranberries*, *Blueberries*, and *Pollination* displays (in their entirety), as well as selected items from *Packing for Market*, *Rural Electrification*, and *Pruning* displays.



VISITOR'S & INTERPRETIVE CENTER

Museum display space in the Cranberry Packing Warehouse as envisioned in the 1991 Whitesbog Master Plan.

These displays and artifacts enhanced our existing collections and greatly increased our potential ability to share the rich, textured story of Whitesbog; however, they also served to complicate our in-house interpretive planning process and compounded the difficulty of redesigning and reorganizing the exhibit space on our own.

The Trust's Agricultural Museum taskforce recognized that to move forward in a meaningful way, the Trust needed to engage an experienced consulting and planning group to further the design of the museum. Such a group would not only aid in the development of displays, but the planning document produced would be a benefit (and a necessity) in securing further grants for museum development.

In consultation with the Roebing Museum, the Alice Paul Institute, the Burlington County Historical Society, and others, the Trust investigated and interviewed several professional consultant groups, and selected The Cherry Valley Group of Cobleskill, New York to assist us in the research, planning and schematic redesign of the Museum's exhibition space. The members of The Cherry Valley Group have years of experience in the planning and design of exhibitions and interpretations, much of it in the area of agricultural history. More importantly, in the last five years they have worked on three projects that focused on agriculture and rural life in New Jersey. This work and research has provided them with the opportunity to glean a good deal of baseline knowledge about agriculture in the "Garden State" during the eighteenth, nineteenth and twentieth centuries.

The Cherry Valley Group will guide the process to redesign, reinterpret and revitalize the Barrel Storage Warehouse exhibit space in several ways. Our joint goals for this project are: 1) the development an exhibition plan – helping us to establish the conceptual underpinnings of the exhibit, and to define the story to be told; 2) assist us in identifying the topics and themes that will organize the messages of that story, and identify the key artifacts and images that will illustrate the story; and 3) to establish a schematic design of the exhibition - the physical relationship of the story elements, the objects, graphics and text, within the exhibit space and its required walls, panels and exhibit furniture. The schematic design will also establish the general graphic "look and feel" of the exhibit, and set the standards for graphic presentation.

On March 31st and April 1st of this year, The Cherry Valley Group met with Trust members, gathering information and opinions that will help them focus their planning process. Over the next several months, plans will be made and refined in consultation with the Trust's Museum Taskforce. A finished plan will be delivered by August 2014.

The Trust expects the Whitesbog Agricultural Museum to be the Village's centerpiece, connecting the modern agricultural experience to the rich heritage of the past,

expanding the Trust's heritage tourism appeal and providing educational 'triggers' that encourage students and visitors of all ages to explore the Village's many smaller museums, to experience life as a farm worker in the 1920s, investigate the methods used to control insects and plant disease in 1912, explore Elizabeth White's unique and custom-built home, office space and garden, and to learn more about the rich agricultural heritage of this region. As the project develops, the Trust anticipates a renewed sense of energy generated by the project's plans and exhibit mock-ups that will encourage an increase in visitor response, volunteer participation, and donor support. ■



Current undeveloped display space in the Whitesbog Barrel Storage Warehouse / Agricultural Museum.

References

- ¹ Whitesbog Master Plan, 1991. 45 pp. Whitesbog Archives.
- ² Ehlenfeldt, M.K. 2009. Whitesbog, from Stabilization to Restoration, 1966-2009. Whitesbog Preservation Trust Newsletter, 1st Quarter:1, 3-4.
- ³ Phillips, S. 2012. From the Desk of the Executive Director. Whitesbog Preservation Trust Newsletter, 3rd Quarter:5.

Saturday, May 18 at 10 a.m.

*Suningive's
Gardens in
Bloom*

*Experience Suningive's
gardens in bloom. Learn about
Elizabeth White's plant collection
and efforts to preserve her
gardens and conserve her unique
plant collection.*

*\$5 donation/person
reservations requested*





WHITESBOG EVENT SCHEDULE

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

April

- 27 Emerging Plants Nature Walk** 10 a.m.
Explore Suningive's gardens, the nearby bogs and surrounding Pineland areas with botanist, Mark Szutarski to discover and identify native plants as they begin their springtime display. \$5 donation per person, reservations requested.
- 27 Annual WPT Board Meeting** 12 Noon
- 27 Living History Tours** 1 p.m. - 3 p.m.
Experience life in the 1920's and tour Whitesbog Village with the 'Cranberry King', Joseph J. White, his daughter, Elizabeth, and Charles Beckwith, played by historical interpreters. \$15 donation per person - reservations are required.

May

- 3 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.
- 3 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.
- 10 New Jersey State History Fair**
See Whitesbog at this year's NJ 350 years of history event at Washington's Crossing State Park. FREE. See ad on next page.
- 10 Moonlight Walk** 7 p.m.
Flower Moon. Listen to the night sounds of the Pines, learn about Whitesbog and experience the seasonal changes of the Pinelands. Walks are 3 to 5 miles long, and led by experienced leaders. \$5 donation per person, reservations requested.
- 18 Suningive in Bloom** 10 a.m.
Explore Suningive's gardens, the nearby bogs and surrounding Pineland areas in bloom with Whitesbog botanist, Mark Szutarski. \$5 donation/person, reservations requested.
- 25 Living History Tours** 1 p.m. - 3 p.m.
Experience a life in the 1920's and tour the Village museums historical interpreters. \$15 donation/person - Reservations required.

June

- 1 Quarterly Lecture Series** 1 p.m.
Wild Orchids of the New Jersey Pine Barrens, by presenter and Botanist, Ted Gordon
\$5 donation – Reservations required.
- 7 WPT Volunteer Workday** 10 a.m. - 3 p.m.
(See May 3 listing for details).
- 7 Whitesbog Village Tour** 1 p.m.
(See May 3 listing for details). \$5 donation/person
- 14 Moonlight Walk** 7 p.m.
Strawberry Moon. (See May 10 listing for details). \$5 donation/person, reservations requested.
- 15 Bonsai Workshop** 1 p.m.
An introduction and demonstration of this living art form. Jay Burton, a bonsaist with 50 years of experience will lead the workshop. If you have a bonsai, you are encouraged to bring it along. \$10 donation/person, reservations required.
- 28 BLUEBERRY FESTIVAL** 10 a.m. - 4 p.m.
Celebrate all things blueberry at this old-fashioned festival. Enjoy blueberry picking, live country music, lots of children's activities, exhibits, great food, historical presentations and tours, pinelands artists and crafters, our famous blueberry pie eating contest and lots more. \$10 per carload.

July

- 5 Whitesbog Village Tour** 1 p.m.
(See May 3 listing for details). \$5 donation/person
- 6 Blueberry Tasting** 1 p.m.
Learn all about Whitesbog's role in blueberry cultivation from Mark Ehlenfeldt, Blueberry Geneticist with the USDA. Sample unique and hard to find varieties and special blueberry baked goods. \$5 donation/person, reservations required.
- 12 WPT Volunteer Workday** 10 a.m. - 3 p.m.
(See May 3 listing for details).
- 12 Moonlight Walk** 7 p.m.
Buck Moon. (See May 10 listing for details). \$5 donation / person, reservations requested.
- 19 Fiddling in the Forest Concert** 7 p.m.
\$5 donation/person, *reservations requested*
- 27 Living History Tours** 1 p.m. - 3 p.m.
Experience a life in the 1920's and tour the Village museums with historical interpreters. \$15 donation - Reservations required.

2013-14 Board of Trustees

Stephanie Schrader, Pres. Mark Ehlenfeldt, V.P.
Joseph Darlington 2nd V.P. Paul Detrick, Treas.
Richard Prickett, Sec.
John Joyce Ted Gordon Christine Lipsack
Jeffery Macechak Perdita Connolly Janet Felt

Meetings Wednesdays at 6:30 p.m.
April 27 (10 a.m. - Board of Trustees), May 21, July 23
April 27 (Noon - annual membership meeting)

Staff

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

Newsletter

Mark Ehlenfeldt & Susan Phillips - Editors

Committees - 2014

Buildings & Restoration - John Joyce
Finance - Paul Detrick
Fund Development - Susan Phillips
General Store - vacant
Marketing & Public Relations - Mark Ehlenfeldt
Interpretative Educ. & Archives - Ted Gordon
Landscape and Garden - Mark Szutarski
Nominating - Stephanie Schrader
Membership - Jeanne Streiter
Personnel - Stephanie Schrader



Coming soon:
The 31ST ANNUAL BLUEBERRY FESTIVAL
Saturday June 28, 10am – 4pm

Celebrate all things blueberry. Great family fun – blueberry picking, historical presentations and tours, arts and country crafts, music, food, and lots more.
Load up the car. \$10 / carload.

Volunteers needed and welcomed. Whole day and ½ day schedules.
Call 609-893-4646 or e-mail:
WhitesbogPreservationTrust@comcast.net



Whitesbog is administered by the State of New Jersey, Department of Environmental Protection, Division of Parks and Forestry as part of Brendan T. Byrne State Forest.



NEW JERSEY
STATE
COUNCIL
ON THE
ARTS

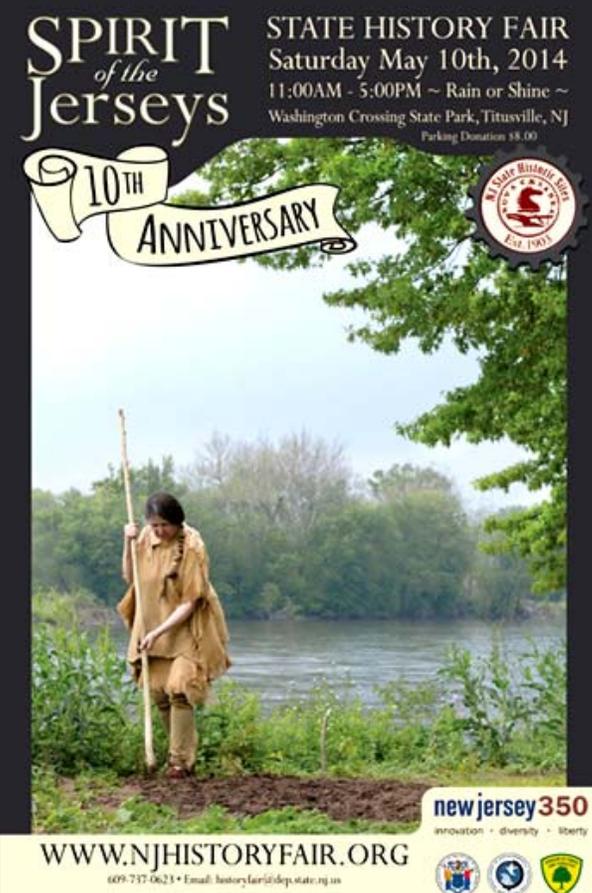
The Whitesbog Preservation Trust has received a General Operating Support Grant for fiscal year 2014 and a 2014 Special Project Grant from the New Jersey Historical Commission (NJHC), a division of the Department of State.

Funding for the 2014 Whitesbog Blueberry Festival, a Local Arts Project, was made possible in part by the New Jersey State Council on the Arts/ Department of State, a Partner Agency of the National Endowment for the Arts from a grant to the Burlington County Board of Chosen Freeholders, Department of Resource Conservation, Division of Parks.



Sunday, April 27, 2014
Annual Membership Meeting
12 Noon

Volunteer Recognition Luncheon & Living History Tour to follow
R.S.V.P. requested



SPiRiT of the Jerseys STATE HISTORY FAIR
Saturday May 10th, 2014
11:00AM - 5:00PM ~ Rain or Shine ~
Washington Crossing State Park, Titusville, NJ
Parking Donation \$8.00

10TH ANNIVERSARY

new jersey 350
innovation • diversity • liberty

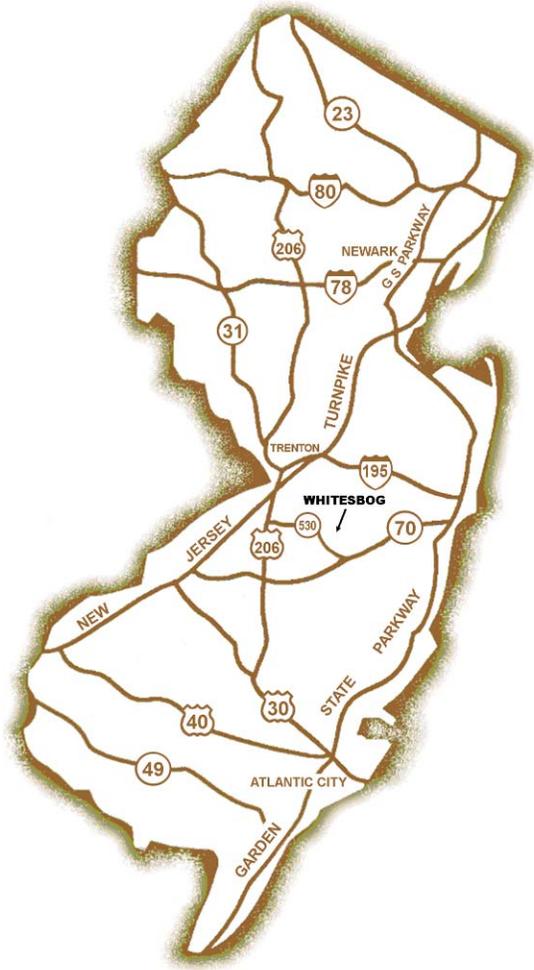
WWW.NJHISTORYFAIR.ORG
609-717-0623 • Email: history.fair@dep.state.nj.us



Living History TOURS
Monthly
April 27 / May 25 / July 27
Sundays 1 – 3 p.m.

Experience life in the 1920's and tour Whitesbog Village with the 'Cranberry King', Joseph J. White, his daughter, Elizabeth, and Charles Beckwith, played by historical interpreters.

\$15 donation per person - reservations are required.



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 Trust Office and Welcome Center is across from the parking lot in the first workers cottage.



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



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



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