



# Whitesbog Preservation Trust

## NEWSLETTER

4th Quarter

www.whitesbog.org

2010

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

## TRU-BLU BERRIES

The Blueberry Cooperative Association's trademark was quality, assured through grading and packing standards

by Rick Prickett, President Whitesbog Preservation Trust

The history of TRU-BLU-BERRIES begins with the incorporation of the Blueberry Cooperative Association. This was made possible when the New Jersey Legislature passed "An act to provide for the incorporation and regulation of cooperative agriculture associations" on February 28<sup>th</sup> 1924.

The first meeting of the Blueberry Cooperative three years later set the course for how the association would transact business over the next seventy years. Discovering how the association assured both the quality of the berries that the consumer ate, and the profits that the growers' received, illustrates in many ways the history of the Blueberry Cooperative Association.

"The first meeting of the incorporators of the Blueberry Cooperative Association was held at the office of the New Jersey Cranberry and Blueberry Sub-station at Pemberton, New Jersey, on the 22<sup>nd</sup> day of March, 1927, at 1 P.M.". Elizabeth C. White was unanimously elected as Chairman of the meeting and Franklin S. Chambers as Secretary. The By-Laws of the cooperative were adopted, and Elizabeth C. White, Harold B. Scammell, Stanley Coville, Franklin S. Chambers, Theodore H. Budd, Sidney B. Hutton, and Charles S. Beckwith were "elected as directors for the ensuing year."

The Certificate of Incorporation that established the corporation had been filed by the incorporators with the Office of Clerk of Burlington County, William H. Reeves,

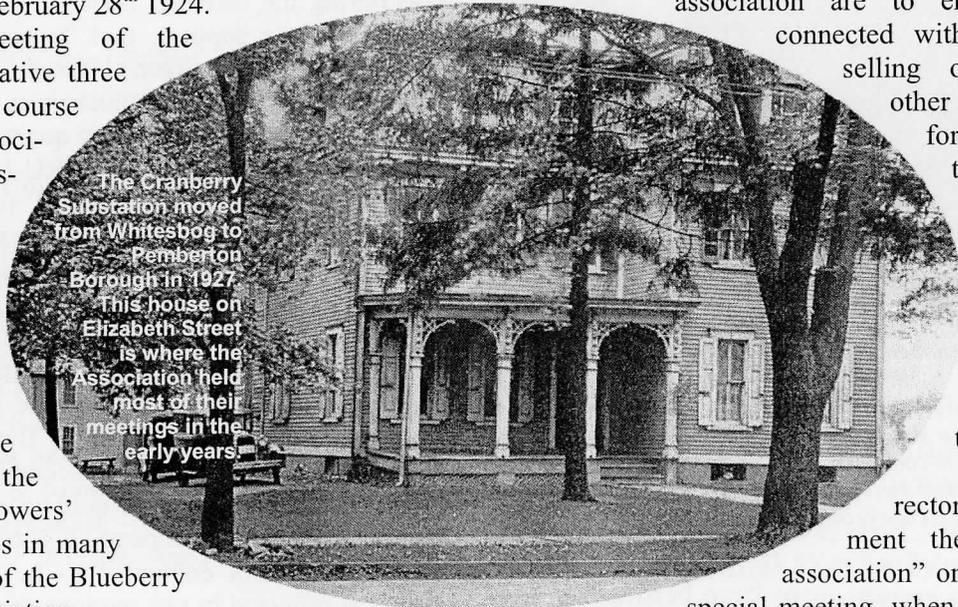
earlier that day in Mount Holly. The certificate established the corporation's name as the Blueberry Cooperative Association with its principal office located in New Lisbon, and named Sidney B. Hutton as the agent in charge. It also stated that, "The objects of this

association are to engage in activities connected with the marketing or selling of blueberries and other agricultural products for its members, with the production, manufacture, harvesting, preserving, drying, processing, canning, packing, storing, handling, shipping, or utilization there-of; ...".

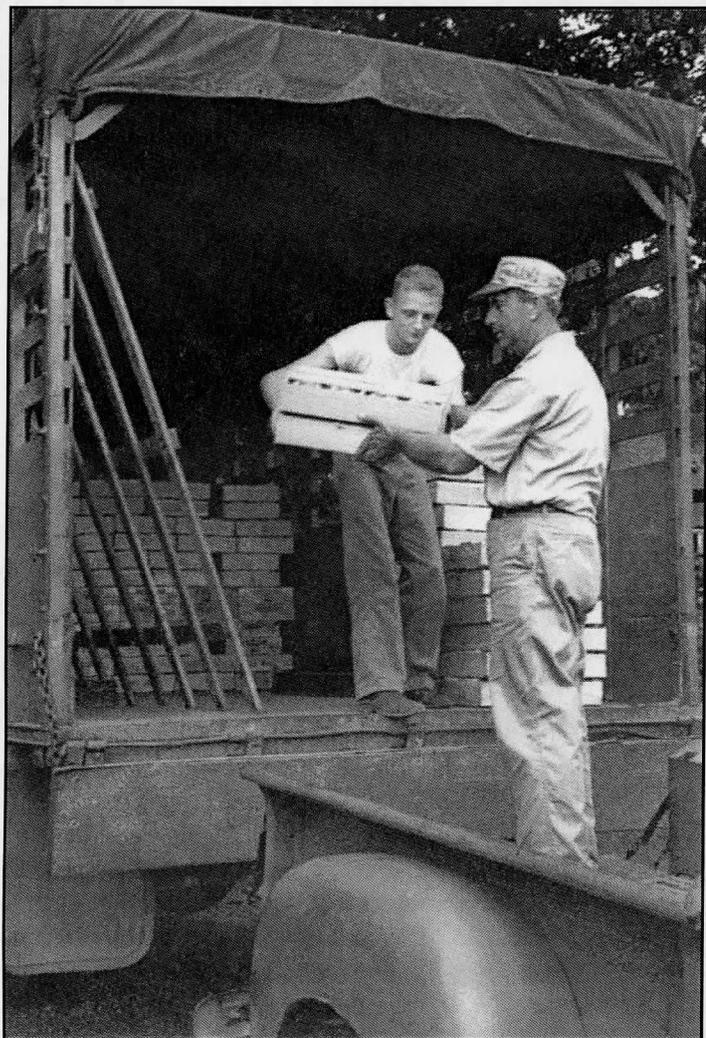
The Board of Directors began to implement the "objects of this association" on April 7, 1927, at a special meeting, when a motion was made

to adopt TRU-BLU-BERRIES as the trade name for first and second grade blueberries shipped by the association. It was also successfully moved to adopt Harvest Moon Brand, Green Leaf Brand, and Star Brand as the brand names for the first, second, and third grades of blueberries. The third grade berries would be packed in quarts and covered with "grey Kraft paper". The "tentative grades (*specifications*) for blueberries were worked out in the field during picking season with the officials of the New Jersey Bureau of Markets", according to S.B. Hutton. The grades were based on the number of berries (and hence sizes) a buyer could expect to find in a standardized cup container. The Harvest Moon Brand

(continued on page 2)



The Cranberry Substation moved from Whitesbog to Pemberton Borough in 1927. This house on Elizabeth Street is where the Association held most of their meetings in the early years.



*In this 1953 picture, blueberry grower John Kilpatrick transfers his crates of blueberries to Blueberry Cooperative employee Everett Robbins for transport to New Lisbon. The pickup site accommodated 4-5 growers and was on a side street off of Route 70 in Lakehurst. The crates held eight pint-containers and the instructions for the construction of the crates were found on the Grading and Packing Standards listed on at least one broadside issued to members.*

*(from page 1)*

would have on the average more large berries than the Green Leaf Brand. Another motion that carried at the meeting established that the gummed paper tape used to seal the covers on quart containers of first and second grades would be printed with: TRU-BLU-BERRIES, Blueberry Cooperative Association, New Lisbon, N.J.

On October 4, 1927, Secretary S.B. Hutton reported at a Special Meeting of the Directors that 2,882 crates of blueberries had been shipped to W.O. & H.W. Davis, Inc. during the season, with a gross selling price of \$45,775.38. Of the 2,882 crates shipped to the New York market, 44% were Harvest Moon Brand, 37% Green Leaf Brand, and 19% Star Brand. On average, the cooperative received 20.6% more for the Harvest Moon Brand (1<sup>st</sup> grade) than the Star Brand (3<sup>rd</sup> grade), and 3.6% more for Harvest Moon than the Green Leaf Brand (2<sup>nd</sup> grade). In

view of these statistics, Director Charles S. Beckwith made a successful motion to factor in the average weekly prices for each grade of blueberry sold through the association in order to calculate the payment each member of the association would receive. Growers would then be compensated for not just the quantity of blueberries produced, but also the quality or size of the blueberries they delivered to the cooperative association. The consumers who favored the larger berries would now have a direct influence on the variety of bushes the growers would plant in their fields.

Grades of berries required that the Cooperative make sure that the packaged berries it received from individual growers were of the correct grade, since the berries were sold to consumers as specified brands. A step was taken to assure that consumers received what they paid for during the June 26, 1928 special meeting, when Mr. Budd's motion, seconded by Elizabeth C. White was passed, requiring S.B. Hutton "to inspect the blueberries being shipped by members with a view to securing a uniform pack, such inspections to be made as often as possible." Also during the meeting, Miss White proposed, and the Board voted to support, that "a committee of two be appointed by the president to formulate and distribute to members grading rules for blueberries."

Having taken steps to assure quality to consumers who purchased specific brands of TRU-BLU-BERRIES, the Directors recognized that it was time to protect the corporation by registering the name as a trademark with the U.S. Patent Office. This was discussed at the third annual meeting held on February 9, 1929, at which the secretary submitted a letter from Synnesestvedt & Lechner, Patent Attorneys (with an office in Philadelphia) to the Directors for their consideration. After consulting with Victor J. Evans, another Patent Attorney, at the Feb. 8, 1930 meeting, the Board decided that TRU-BLU BERRIES would be registered at the U.S. Patent Office as the Cooperative's "trade mark".

Quality control continued to be a concern of Miss White, as reflected in two motions she made at the March 22, 1932 Board meeting. The first was "that we make an attempt to get the berries cleaner and free of (Japanese) beetle" and the second was to pass the rules for grading blueberries. The grading rules established the unit of measurement to be used in grading blueberries as the Cup, the commonly used half-pint cooking measure. The two TRU-BLU-BERRY grades were defined as Harvest Moon: not more than 140 berries to the cup, and uniform in appearance, and Green Leaf: not to exceed 200 berries to the cup, and fairly uniform in appearance. The rules required that both grades be firm, sound, ripe, and clean. The Star Grade berries (not labeled TRU-BLU-BERRIES) could not contain more than 200 berries and could include

*(continued on page 6)*

## 2010-11 Board of Trustees Meetings

Wednesdays at 6:30 p.m.  
Oct. 27, Nov. 17, Jan. 26, Feb. 23, March 23  
Annual Membership Meeting, April 24, 10:00 a.m.  
Holiday Party, Dec. 18, 4:30 p.m.

## Board of Trustees

Richard Prickett, President  
Stephanie Schrader, Vice-president  
John Joyce, 2<sup>nd</sup> Vice-president  
Mark Ehlenfeldt, Treasurer  
Christine Lipsack, Secretary  
Ted Gordon                      Bart Amato  
Joseph Darlington          Diane Kelly  
Jeffery Macechak

## Staff

Susan B. Phillips, Executive Director  
Program Coordinator (vacant)  
Jennifer Rubeo, Bookkeeper/Assistant

## Newsletter

Mark Ehlenfeldt & Susan Phillips – Editors

---

### Committees – 2010-11

**Buildings** – John Joyce  
**Finance** – Mark Ehlenfeldt  
**Fund Development** – Susan Phillips  
**General Store** – Steve Young  
**Marketing & Public Relations** – Mark Ehlenfeldt  
**Interpretative Education & Archives** - Ted Gordon  
**Landscape and Garden** – Mark Szutarski  
**Membership & Nominating** - Stephanie Schrader  
**Personnel** – Rick Prickett  
**Events** – vacant

If you are interested in attending the meeting of any  
Committee, please call the Trust office for the  
scheduled meeting time.

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.



## A Holiday Message from the WPT President

*The Village of Whitesbog continues to be a part of modern day life, thanks to the efforts of the fine individuals who volunteer their time to the Whitesbog Preservation Trust. In 2010, many people traveled to the Village to experience a simpler time through our tours, educational events and the General Store. It is commendable that for the last twenty-eight years the Trust has been hosting the Blueberry Festival, South Jersey's premiere Pineland's event. We look forward to 2011 when we will celebrate the centennial of the birth of the domesticated blueberry. In 1911, Elizabeth C. White wrote a historic letter to the Department of Agriculture, offering to host, at Whitesbog, work to domesticate the highbush blueberry. Shortly there-after, Frederick V. Coville arrived on the scene and the local people responded to Miss White's posters by bringing her big blueberries preserved in formaldehyde, the rest is gastronomic history. The production of blueberries and cranberries may no longer sustain the Village directly, but through their history Whitesbog continues to be relevant, alive, and vibrant.*

*On behalf of the Whitesbog Preservation Trust, I would like to thank you all for your support and wish you and your family Seasons Greetings and a happy and healthy New Year.*

- Richard Prickett -  
President, WPT



## Cranberry Upside-down Cake

A special recipe for the Holiday Season, from Nigella Lawson in  
'How to be a Domestic Goddess'

**N**igella sez: It's very useful around this time of year to have one or two seasonal desserts to boost a lunch or dinner otherwise made up of leftovers. Not that I wish to imply that leftovers constitute inadequate eating; indeed, they're my favorite sort of food.

I love the Christmasiness of this, all that glowing, berried redness.

scant $\frac{3}{4}$ cup unsalted butter	1 teaspoon cinnamon
1 cup sugar	2 large eggs
$\frac{3}{4}$ cup or 6 ounces cranberries	1 - $1\frac{1}{2}$ tablespoons whole milk
$\frac{3}{4}$ cup self-rising cake flour	tarte-tatin dish, cast-iron straight-sided
pinch of salt	8-inch frying pan, or similar

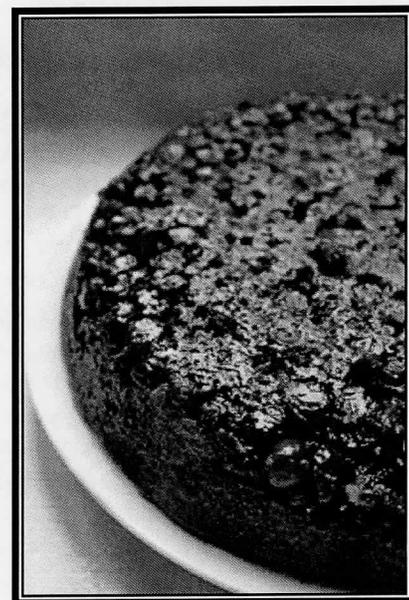
Preheat the oven to 350° F, and put in a baking sheet to heat up at the same time.

Put the cast-iron frying pan or tarte-tatin dish if you've got one on the burner over a medium heat and melt the  $\frac{1}{4}$  cup of butter. Add  $\frac{1}{2}$  cup of sugar, stir, then empty in the cranberries. Heat until the cranberries cook and produce a syrupy liquid. Set aside while you get on with the cake.

Put the flour, salt, cinnamon, remaining sugar,  $\frac{1}{2}$  cup of butter and the eggs in the processor and blitz to combine. Pulse while you add enough milk down the funnel to make a batter of a soft, dropping consistency. Pour it over the berries in the pan and transfer immediately to the heated baking sheet in the oven. Cook for 30 minutes or until the cake is bouncy, gold, and risen, and beginning to shrink back from the edges.

Take out of the oven and place a plate on top of the pan. Turn upside-down and lift the pan off. Be careful here - it's easy to burn yourself, as I prove time and time again.

Serve warm with crème fraîche or ice cream. Serves 6.



---

---

## *What I learned at the Whitesbog Symposium !*

**I**went to the second Whitesbog Symposium held on Saturday, November 6. We started early in the morning in the Barrel Factory building, and the program, with a lunch break, ran until about 3:30 p.m. There were six Whitesbog regulars who served as presenters, and between these six speakers there was a lot of interesting information to absorb! I'd like to share with you just a few of the many interesting (and quirky) things I learned:

- A grand-daughter of John Fenwick of the first West Jersey colony married a black man in 1683 and started the first black settlement in New Jersey - Gouldtown in Cumberland County. (from Millie Moore's talk on White Family history)
- J. J. White was a part-owner of a cranberry farm in Wisconsin at the same time that he was developing Whitesbog. (from Albertine Senske's talk on J.J. White)

- "Rattlesnake Ace" Pittman was a locally-famous rattlesnake handler whose wife Ada, cleaned house for Elizabeth White and assisted her at Holly Haven. (from Ted Gordon's talk on towns surrounding Whitesbog)
- Modern cranberry sorters are computer-operated; they can sort more than 12 tons of berries an hour, and can sort on both color and softness. (from Mark Ehlenfeldt's talk on cranberry sorters)
- The hog-nose snake is a native New Jersey snake that can flatten its body like a cobra. (from John Joyce's talk on snakes of the Pinelands)

It was obvious that all of these speakers put a lot of work into preparing these talks and they were a great resource for those of us interested in Whitesbog history. I'm really glad I went! ■

## WHITESBOG EVENT SCHEDULE

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

### December

- 18 Whitesbog's Holiday Party** 4:30 p.m.  
Members only, *reservations requested.*  
*Celebrate the season and tour the Village homes.*
- 19 General Store Closes** 4 p.m.

### January

- 8 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.
- 8 Whitesbog Village Tour** 1 p.m.  
\$5 per person. Stroll the Historic Village, learn about Whitesbog's role in history and visit Suningive, Elizabeth White's historic home, the worker's cottages and other buildings that speak to Whitesbog's heritage.
- 15 Moonlight Walk** 7 p.m.  
Wolf Moon. \$5 donation/person, *reservations requested.* 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.
- Tundra Swan Tours** TBA  
\$10 donation/person, call for dates & times. if interested, call or e-mail the Trust and be put on the contact list. Availability is conditional based on the arrival of the swans!! *Get a closer look at these magnificent Arctic birds that winter in the Pinelands. Depending upon conditions, the program will either be a walking tour or a car caravan. Bring binoculars and cameras.*

### February

- 5 General Store Re-opens** 10 a.m. - 4 p.m.  
Whitesbog's General Store is open for another season, Saturdays & Sundays - 10 a.m. to 4 p.m.
- 5 WPT Volunteer Workday** 10 a.m. - 3 p.m.  
(See January 8).
- 5 Whitesbog Village Tour** 1 p.m.  
(See January 8).
- Tundra Swan Tours** TBA  
\$10 donation/person, call for dates & times. See comments for January.
- 19 Moonlight Walk** 7 p.m.  
Snow Moon. Reservations requested. \$5 per person. (See January 15 listing for details).

### March

- 5 WPT Volunteer Workday** 10 a.m. - 3 p.m.  
(See January 8).
- 5 Whitesbog Village Tour** 1 p.m.  
\$5 donation/person (See January 8).
- 19 Moonlight Walk** 7 p.m.  
Worm Moon. Reservations requested. \$5 per person. (See January 15 listing for details).
- 26 The Annual Pinelands Short Course**  
Sponsored by the New Jersey Pinelands Commission and Burlington County Community College.

## In the Blogosphere In the Blogosphere

What's up at [www.whitesbog.blogspot.com](http://www.whitesbog.blogspot.com) and [www.whitesbog2.blogspot.com](http://www.whitesbog2.blogspot.com)? If your answer to the question is "I don't know" and you're viewing this on the internet, click on these links right now! You'll find two blogs assembled by Rick Prickett that are respectively titled "Whitesbog Village -The National Center for Cranberry and Blueberry Innovation from 1900-1940" and "WHITESBOG - the Life and Times - 1900-1940s". If you're viewing this article on the printed page, instead of the internet, go to the Whitesbog website at [www.whitesbog.org](http://www.whitesbog.org), find this newsletter through the newsletter tab and then click the links in this article. You will be whisked to two websites that contain loads of pictures and newspaper scans about Whitesbog and Whitesbog-related history, as well as links to many other sources of information. New postings are added regularly so the sites are constantly changing and growing. At the time this was written, the most recent postings at the top of the first site were: 'Pickers at Work, Ocean County, New Jersey' (an historic lithograph) and 'Fresh Cranberry Time' (old Eat-Mor cranberry advertising). At the second site you'd see: '1941, December 8, War Declared' (historic local newspaper scans). Sound intriguing? It is. Immerse yourself in these fonts of historical enlightenment. See if you don't find yourself going back often. ■



The measuring cup on the left was first described by the Grading Committee at the April 3, 1938 meeting. The cup on the right, made from cast aluminum, was furnished to the Growers by the Blueberry Cooperative.

(from page 3)

berries of Harvest Moon or Green Leaf grades that were lightly over-ripe. At the May 1, 1936 meeting, Elizabeth White "suggested that the Association procure uniform standard measuring cups for distribution to members and that, if possible, rules or suggestions be assembled" "to enable us to have a more uniform pack." Even though the standards were originally established in 1932, it was not until April 1938 that the Directors voted to make the standards official.

At the February 10, 1934 Director's Meeting, President Theodore H. Budd read to the Board the recommendations made by a Special Committee appointed to investigate the management of the Association. One of the recommendations was to start an Extra Fancy Grade of blueberry, eventually called the Crown brand consisting of large berries, not to exceed more than 90 berries to the cup. This brand would be accompanied by a recipe card with the packing number in each quart of berries. These recommendations were left to the Executive Committee to decide.

With another recommendation "that all shipments be inspected at New Lisbon before shipment." there was "considerable discussion" by the Board, and "definite action was held for a later meeting". As mentioned previously, in 1928 the board had assigned this responsibility to S.B. Hutton who was the agent-in-charge of the Cooperative at that time. The Board subsequently acted on this issue April 4, 1934, when they voted to hire a "traveling inspector" and stated that the employee's "length of service and salary (would) to be left to the Executive Committee". The minutes show that a year later, on May 1, 1936, S.B. Hutton was "engaged" as inspector at a salary of \$25 per week for eight weeks with five cents per mile traveling expenses. The

following May 8th, 1937, the Board discussed continuing the inspection service, "preferably with a man 35 to 40 years of age or more." Mr. Luhrs was interviewed and hired in 1937, and reemployed May 26th of 1939 along with Guy Kelsay.

Between 1935 and 1938, the Board of Directors was faced with infringement issues regarding the use of the TRU-BLU-BERRIES trade mark. The cooperative had been using the "trade-mark" since 1927 and at the August 2, 1935 meeting "President Budd reported his action in the case of John Metkus of Shenadoah, Pa., who was using Tru-Blu as a trade-mark" without being a member of the cooperative. The Board showed their appreciation for the

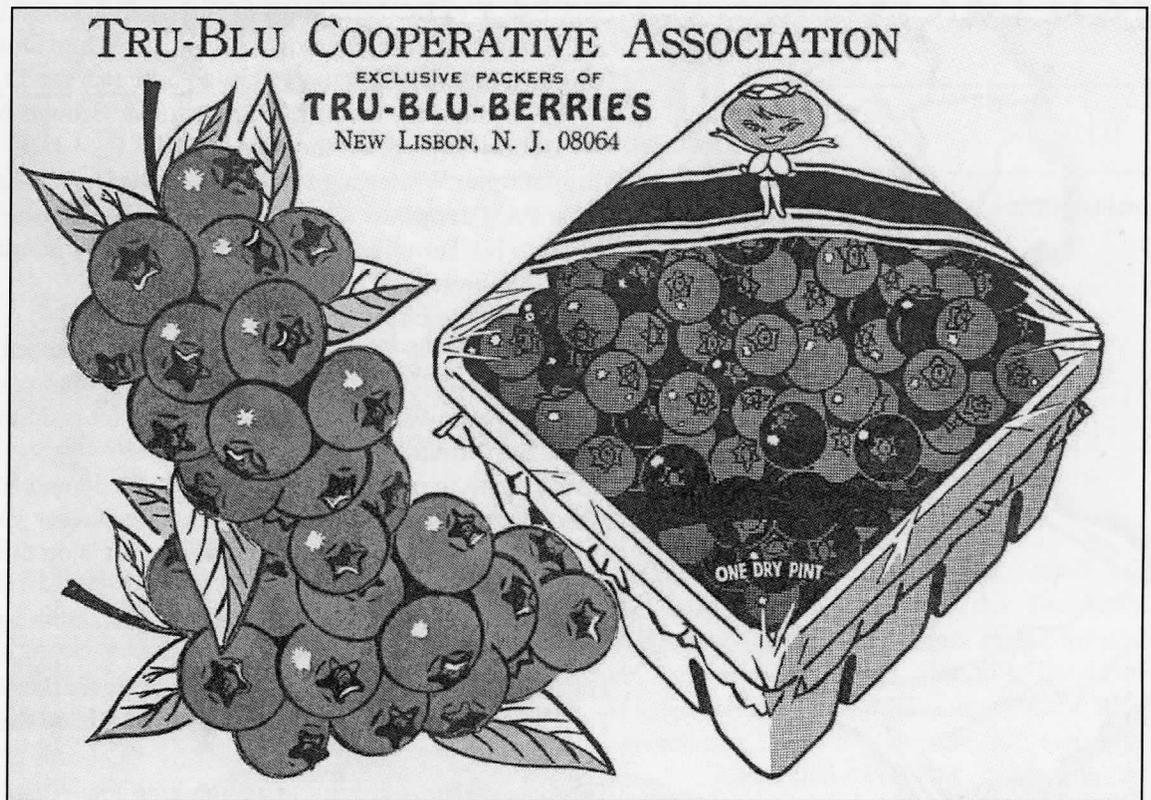
president's handling of this matter with a motion of thanks made by Miss White and seconded by Mr. Spear. Ironically, the tables were turned two years later when on

December 10, 1937 "Mr. Budd presented to the meeting, correspondence received from the Loose Niles Biscuit Company indicating that they had an assignment of the "True Blue trade mark" which was registered in 1909. Subsequent renewals protect them to June 1949." "After a very lengthy discussion, Mr. Lester Collins made a motion that Mr. Budd and Mr. Hefley call on Loose Niles to discuss the problem with them on a friendly basis, and try to get from them authorization to use Tru Blu for the duration of the present renewal of their registration at a maximum cost to us of \$100.00 per annum." It is not known at this time why the legal action initiated at the February 8, 1930 meeting did not discover this conflict. Fortunately, on January 14, 1938, after meeting with Loose Niles, Budd and Hefley told the board "that in their opinion, we would be allowed continued use of the trade mark under agreement with Loose Niles Biscuit Company without cost to the Association provided it is used on berries." The dilemma was finally resolved at the April 29<sup>th</sup>, 1938 meeting when Budd and Hefley reported they "had been successful in receiving permission for the use of the Tru-Blu trade mark."

The Board minutes from the April 13, 1938 meeting show for the first time a detailed list of requirements pertaining to the inspection and grading of blueberries similar to the broadsides that were issued to members over the years. Several of these have survived and are found in the "online extras" portion of this article. During this meeting, Elizabeth White, Chairman of the Inspection and Grading Committee proposed, and the Board approved, several changes to the rules first approved at the March 22, 1932 meeting. These included using 'Cabot' berries in the

(continued on page 7)

*Advertising graphic  
from a brochure  
promoting  
blueberries and  
blueberry recipes.*



*(from page 6)*

Crown Brand and using Star tape to differentiate clean and sound berries from the Circle brand berries which are berries that are “over-ripe, have rain cracks, dirt, stems, bloom rubbed off, or any other course.” The chairman also stated that the grading measuring cup adopted by the Blueberry Cooperative Association would be furnished by the Association. A detailed report followed.

Just thirteen days later on April 29, 1938, the Inspection and Grading Committee recommended that the Crown grade change from a 95 count to 90 and that the description, “uniform in size” and “no small berries” be added to the guidelines. The Board took no action on this proposal at the meeting.

At the Jan. 12, 1940 meeting, the Circle Grade was discontinued, and berries of this type were combined with the Star Grade. Finally at the March 1, 1940 meeting the board approved changes to the Harvest Moon Grade guidelines, changing it to ten berries fewer per cup (i.e. requiring larger berries) than the 1939 guidelines, and making the Green Leaf Grade to be not more than 190 berries per cup. They also approved the proposal to eliminate the TRU-BLU-BERRIES tape from the packaged blueberry.

From 1927 through 1940 the grades of berries and the counts changed from time to time as more Growers joined the Cooperative, and as Growers changed the varieties of bushes they grew to suit the market. Weather, too, may have played a role in the size of berries, requiring seasonal count changes. The consumer however, played the biggest role in

these changes as they purchased the vast array of products containing blueberries from frozen and canned berries to juices, muffins, and, of course, the fresh berry.

The grading of blueberries continued to be a topic of discussion for the Blueberry Cooperative Association right up to 2004 when the Board of Directors voted to dissolve the Association, and to sell the facility in New Lisbon to the Pemberton Township School District for a food storage center. In 2009, the Joseph J. White, Inc. acquired rights to the TRU-BLU-BERRIES trademark, and has begun marketing blueberries under this brand name. ■

*In January of 2010, the minutes and other documents from the Blueberry Cooperative Association were donated to the Whitesbog Preservation Trust archives by the Cooperative’s President Fred Detrick, and directors of the Association, Tom Haines and Robert Reeves. These documents served as the primary source of information for this article. The Trust thanks these men for entrusting these documents to the Whitesbog Preservation Trust’s care, so that they can be conserved and their contents can be made available to the public.*

---

*For more information on TRU-BLU-BERRIES, and to see more blueberry labels and posters, see the online extras of this Newsletter at [www.whitesbog.org](http://www.whitesbog.org).*

**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 Suningive).



Visit our website: [WWW.WHITESBOG.ORG](http://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