

Whitesbog Preservation Trust

NEWSLETTER

1st Quarter

www.whitesbog.org

2017

Birthplace of the Highbush Blueberry - Historic Center for Cranberry Innovation

Joseph Josiah White

by Albertine Senske, Whitesbog Preservation Trust Archivist

"One of nature's noblemen, in every line of activity he touched, he left a monument to his achievements."

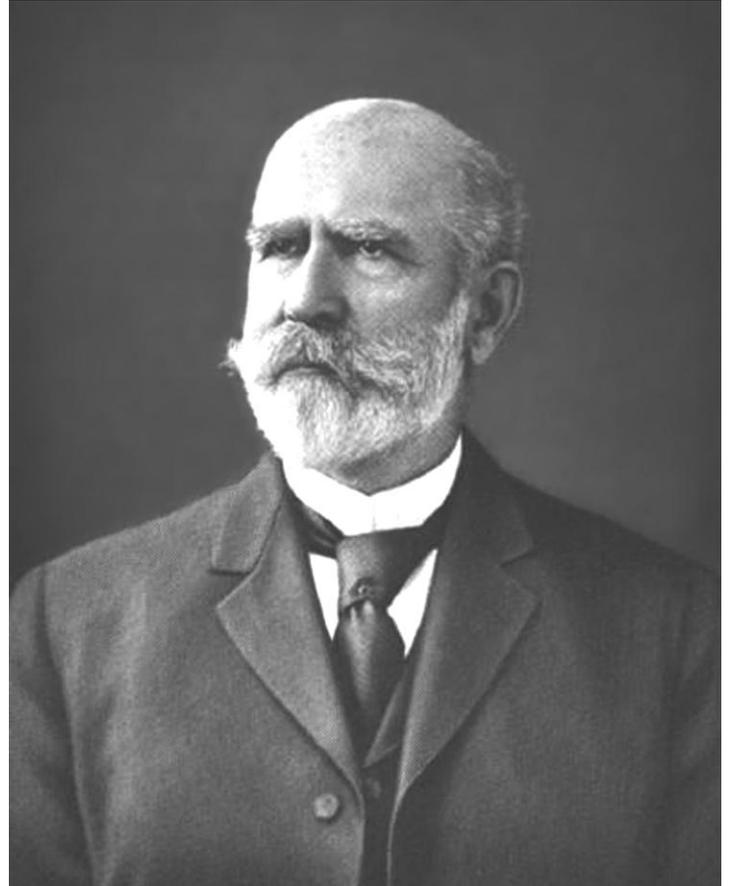
Who was this man to deserve such an accolade from fellow cranberry growers and what were his achievements? Joseph Josiah White, son of Barclay and Rebecca Lamb White, was born in Springfield Township, Burlington County, New Jersey on January 22, 1846. Joseph was only four years old when his mother died following the birth of her fourthson. His father then married Beulah Shreve who raised Rebecca's four sons, as well as the son she had with Barclay, Daniel Smith White. The Whites were a Quaker family and Joseph's education was entrusted to a series of Quaker schools. He also attended the Philadelphia Polytechnic College but does not seem to have completed the full curriculum.

It was following his time at the Polytechnic that Joseph, or J.J. as he was called, began to look seriously at cranberry cultivation. He already had had some experience in his youth, as he recounts in his autobiographical account.

He [Barclay White] also owned a large tract of pine and swamp land on Wading River in the southern part of the County and about 25 miles from our home. There were numerous wild cranberry patches on this property and he was one of the pioneers in attempting to cultivate the fruit....When a boy I made occasional trips to this property and became interested in cranberry culture.¹

In 1860, Restore S. Lamb, White's maternal grandfather, presented each of Rebecca's sons with a gift of 100 acres of land in the Rake Pond Tract, just south of New Lisbon. When he was just 20, J.J. White sought the advice of his uncle Restore J. Lamb, who had experienced some success in farming cranberries. Lamb inspected the Rake Pond parcel and found that it suitable for cranberries. White began clearing and planting the first 30 acres of his property, using bequests of \$2300 from various relatives as capital. In time, he expanded his Rake Pond property, buying his brother George's portion and incorporating the 200 acres as the Rake Pond Cranberry Company. He would later dissolve this company.

Developing Rake Pond led to the next milestone in young Mister White's life.



While clearing the Rake Pond Bogs, I became acquainted with Mary A. Fenwick, ... daughter of James A. Fenwick, a pioneer cranberry grower, whose plantation was on Cranberry Run. She, concluding to assume the risk, we were married on the 11th of Nov. 1869. This alliance was a direct result of my having engaged in the cranberry business, and proved to be my most successful venture.²

J.J. had learned much about cranberry culture from his father, his uncle, his own experience, and even from his future father-in-law. The growers in the region had been meeting and sharing information since 1859 when they banded together to form the American Cranberry Growers Association. During that first winter following the wedding,

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J.J. White summarized all his knowledge into a guidebook for New Jersey cranberry growers which he called ‘*Cranberry Culture*’.³ His wife provided the illustrations. This book brought him much publicity along with requests to evaluate land for cranberry-growing suitability. One such invitation took White to Illinois. While the original property did not make the grade, J.J. found that land in nearby Wisconsin was quite suitable for cranberry farming. He purchased 3,000 acres, incorporating with Mr. S. H. Comings and Byron Moulton to form The Grand Marsh Cranberry Company. Plans to manage the farm personally were thwarted by circumstances and responsibilities at home in New Jersey. Ultimately, J.J. sold his shares in the Corporation as well as his other land holdings in Wisconsin.

Cranberry Culture remained the continuing thread throughout Joseph White’s life but it was not his sole passion. Family was priority number one. J.J. and Mary Anne had seven children; three (Rebecca, Joseph and Barclay) died in infancy. Four daughters (Elizabeth, Mary, Beulah, and Anne) survived. Although they spent occasional periods in New Lisbon (as when Thane Fenwick, James’ son, died prematurely), the Whites’ main residence was at Sharon until 1875 when they moved to Smithville. Although interested in mechanical engineering, J.J. had never been formally trained. He

began to work at H. B. Smith’s Machine Company around 1874, learning every aspect of the business. Smith recognized White’s dedication and leadership, and when he incorporated his business in 1878, promoted J.J. to a management position at Smithville and later to manager of the Philadelphia Sales Office. After Smith’s death in 1887, following a protracted struggle for management power and ownership, White left to devote his energies to cranberry cultivation once again.

While in Smith’s employ, Joseph White became an excellent mechanical designer, applying for, and being granted multiple patents both on behalf of Smith’s and his own business. He and his brother George had founded the Pennsylvania Machine Company which operated out of the third floor of Smith’s Philadelphia location. Probably his most famous invention is a “Fruit Assorting Machine” which was used in Whitesbog’s cranberry sorting and packing house.⁴ As a member of the Society of Mechanical Engineers, J.J. White was honored twice by the Franklin Institute. In 1887, he was awarded a Certificate of Merit and in 1891, the prestigious Edward Longstreth Medal.

James Fenwick died in July 1882. In his will, he left his estate to his wife and daughter. He also named his son-in-law Joseph White as manager of the farm. In a letter to his cousin Samuel Jones, Fenwick expressed his confidence in J.J.

“... *he more than any human being I know, could bring the same knowledge, experience and interest as myself to looking after my estate. He has good business qualifications, is a good straightforward manager of men and very popular.*”⁵

Between 1882 and the time he resigned from H.B. Smith, Inc., White commuted to Philadelphia daily and to Fenwick’s bogs on Saturday where he met with the farm superintendent to plan the next week’s activities.

J.J. was true to Fenwick’s wish that his estate would be kept separate and secure for his wife and daughter. At the same time, he began to buy and commercialize land that abutted Fenwick’s original property so that by the time he

died, Whitesbog comprised about 3,000 acres. In 1911, J.J. brought his son-in-law Franklin Chambers (Anne’s husband) to the plantation, grooming him to take over management of the business when the time came. Grandmother Fenwick passed later that year, and Mary White inherited Fenwick’s estate. She and J.J. White incorporated their combined

holdings under the name of Joseph J. White, Inc., becoming the principal stockholders together with their four daughters and Frank Chambers. The young women took an active role in the family business as acknowledged by Mr. White. “Although differing somewhat in temperament, tastes and talents they have all done what they could, and they have done much to win success.”⁶ An additional aspect of that success was the development of the cultivated highbush blueberry by J. J.’s daughter Elizabeth in collaboration with USDA botanist Frederick V. Coville. White supported the venture wholeheartedly, knowing that if it succeeded, it would benefit not only his own family, but also to many others in the local farming community.

Joseph White often assumed a leadership role among his fellow cranberry growers. As the industry expanded, it was White who insisted that advertising was essential to continued financial success. He was President of Growers Cranberry Company, a common selling agent for the farmers and was the guiding force that led to consolidation of this group with other agencies, thus forming a national cranberry cooperative known for its “Eatmor Cranberries” trademark.⁷

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*Out of a wilderness he grew
fruitfulness and beauty;
He provided support in comfort and
contentment for villages of employees;
At much personal sacrifice he strove
for good will and co-operation among
the cranberry growers.*

It All Started in a Bog

Impressions of a Whitesbog Volunteer

by

JoAnne R. Claire

I entered the United States thinking “it was the best of times; it was the worst of times”. My mother had died, I got married and moved to Jersey, lost one country and gained another--with bogs! With promise, hope and anticipation, I arrived and noticed three things about Jersey: the trees are huge, the diversity of plant life is amazing, and the colors of fall are stunning. As a landscape painter, I was impressed. I joined the Native Plant Society of New Jersey, attended the Ocean County Soil District workshops. I was beginning to get the lay of the land and had become aware of bogs along Highway 563.

The tourism books wrote about the Pine Barrens, native plants guides talked about the uniqueness of the Pine Barrens, and the books on terrestrial orchids referenced the Pine Barrens bogs. I began to explore the Pine Barrens; I started with Wharton State Park along Atsion Road. I learned about Whitesbog from the Native Plant Society of New Jersey. I decided to go on a Whitesbog spring walk; our botany leaders talked about the highly acidic soil in the Pine Barrens, and they could name every plant in the Suningive garden, in Latin. They told us about volunteer opportunities at Whitesbog, especially in the restoration of Elizabeth White’s garden. The rest, as they say, is history.

I started volunteering in the garden transplanting daffodils. Volunteering opportunities grew from there--gallery attendant, writing ad copy, ticket sales, etc.--and now the pleasure of expressing what Whitesbog means to me: new opportunities to grow as a person, working friendships, inspirations to paint, a splendid opportunity to gratify my fascination with watery places like swamps and bogs, finding fulfillment and purpose through service. That is the big picture.

I have learned about farm history and innovation, blueberry and cranberry cultivation, and about an inspiring woman named Elizabeth White. Also, the generational history of migrant farm workers has been of particularly poignant interest to me because my grandparents immigrated from Ireland and Scotland and started out life in Canada and America as the children of migrant farmers. With the conversion of one of the worker’s cottage into a gallery space I have instructed children and adults in art with emphasis on developing their creativity, which is my joy and passion.

When I was a child, there was a unique gift shop that my parents and I visited at Lake Louise, Banff National Park in Alberta. It was always a childhood dream of mine to work in that old fashioned general store. But by the time I was able to work, it had closed. I have a second chance to live that

dream here in the picturesque General Store at Whitesbog Village.

But the most important aspect of the Whitesbog volunteer experience is the people, getting to know the dedicated people who help preserve the Whitesbog legacy and balance it with the needs of a working cranberry farm operation. This diverse group of people works together. They create a unique and vibrant experience for the young and the young at heart. They accomplish preserving the past while creating diverse educational, cultural, and entertaining activities in the present.

It has been a delightful experience to walk in the bogs, feel the sun on my back, restore Elizabeth’s Whites garden, pick blueberries, see Tundra Swans, teach art, participate in the Blueberry Festival, photograph and paint Whitesbog. The opportunity to serve, to be outdoors, and to be part of this historical and cultural gem is a blessing in my life. ■

(J.J. White continued from page 2)

When the National Child Labor Committee accused the growers of exploitation of migrant laborers and their children, it was J.J. White who first responded on behalf of the group.⁸

Joseph White passed from this life on May 4, 1924. His remains were buried in St. Andrew Cemetery in Mt. Holly.

To complete the eulogy that began this article:

*Out of a wilderness he grew fruitfulness and beauty;
He provided support in comfort and contentment for
villages of employees;
At much personal sacrifice he strove for good will and
cooperation among the cranberry growers. ■*

Footnotes

¹ Joseph J. White. “Cranberry Culture”, October 15, 1914, p. 1. An autobiographical manuscript, Whitesbog Preservation Trust Archives.

² Ibid. p. 4.

³ Joseph J. White. Cranberry Culture, Orange Judd Co., New York, NY, 1870. A very similar book by B. Eastwood had been written in 1856 for New England growers. This publication took New Jersey growing conditions into consideration.

⁴ U.S. Patent No. 731,828. June 23, 1903.

⁵ Letters from James Fenwick to Benjamin and Andrew Jones, 1840-1882, Whitesbog Preservation Trust Archives.

⁶ Joseph J. White. Op. cit., p. 16.

⁷ Correspondence between Joseph White and John Gaynor, Wisconsin cranberry grower (1907-1909). Whitesbog Preservation Trust Archives.

⁸ Letters from Joseph J. White to Owen Lovejoy, General Secretary of Nation Child Labor Committee, 11/29/1910 – 01/13/1911. Whitesbog Preservation Trust Archives. ■



WHITESBOG EVENT SCHEDULE

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

April

- 15 - Hidden Cottages Behind-the-Scenes Tour** 12 p.m.
A worker's cottage tour with master carpenter Al Morison. Free to members, \$10 non-members.
- 13 - 21 - Spring Break in the Village!**
Visit us during the week to walk the trails and enjoy the village! Bring a picnic lunch and relax in the picnic area.
- 20 - Events Meeting: General Store** 5 p.m.
- 22 - Earth Day Clean Up** 10 a.m.
Step into the village and help clean up the trails in celebration of Earth Day!
- 22 - Blueberry Festival Sign Workshop** 12 p.m.
Help create the road signs needed for this year's Annual Blueberry Festival. No reservations required.
- 23 - Children's Craft in The Gallery** 1 p.m.
- 23 - Sojourner Truth Program** 2 p.m.
Dr. Daisy Century from the American Historical Theater performs as Ms. Truth. Offered through a grant from the New Jersey Council of the Arts. Reservations requested. FREE.
- 28 - Arbor Day Program** 10 a.m.
Come help us count the holly, identify them and learn more about them. Free
- 28 - Family Game Night: General Store** 6 p.m.
FREE event with a wide variety of games for the entire family, light refreshments will be served. Reservations requested.
- 29 - Bugs & Plants Tour** 12 p.m.
Tour the Cranberry Research Station, with science teacher Rick Prickett and see the fascinating vintage scientific tools used in this research station by Charles S. Beckwith. Free for members, \$10 non-members.

May

- 6- Volunteer Work Day** 10 a.m. – 3 p.m.
Join our volunteers in outdoor or indoor projects in the village. You can choose from helping to clear trails and garden paths, lending a hand in the General Store or helping to organize our office cottage supplies for events! Everyone shares lunch in the General Store.
- 6- Historic Whitesbog Village Tour** 1 p.m.
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/person, adv. reservations requested, but not required.
- 6 - Local Artists Show Opening** 2 p.m.

- 12 - Family Hike** 10 a.m.
Explore the sights and sounds of our trails with an experienced leader. Reservations are encouraged. \$5/ family donation request. General Store.
- 12 - Welcome Spring Paint Party** 6:30 - 9:30 p.m.
Come and create your own piece of Pinelands Native Flora. Advance reservations are preferred, tickets will be available through EventBrite.com or you can pay in cash at Whitesbog, but please RSVP at 609-893-4646. \$35/person
- 13 - NJ State History Fair:** 11 a.m. – 5 p.m.
Monmouth Battlefield, on the road event - Join us at the NJ State History Fair in Monmouth Battlefield Park.
- 13 - Moonlight Walk at Whitesbog** 7 p.m.
Listen to the night sounds of the Pines, learn about Whitesbog and experience the seasonal changes of the Pinelands. Walks are 3-5 mi. long, and led by experienced leaders. \$5 donation/person, reservations requested.
- 14 - Mother's Day Make and Take Craft** 1 p.m.
General Store (TAG Pemberton Township)
- 18 - Events Meeting: General Store** 5 p.m.
- 19 - Social Media Workshop** 6 p.m.
Open to volunteers and community members interested in helping to share information online.
- 20 - Spring Celebration** 8:30 a.m. – 4 p.m.
Macro-photography, Bees & Honey: Join us in Whitesbog for a tour of the woodland trail and Suningive Gardens. Free activity.
- 20 - Botany Walk** 10 a.m.
Take a walk through the trails and gardens of Suningive with expert Mark Szutarski and learn about the many types of flora and fauna that are native to the Pinelands and call Whitesbog home. \$5/person.
- 27 - BBF Signage Campaign!!** 10 a.m.
Help put signs along the roads and large signage in key locations to spread the word about the upcoming festival.

June

- 3 - Volunteer Work Day** 10 a.m. – 3 p.m.
(See May 6 for details)
- 3 - Historic Whitesbog Village Tour** 1 p.m.
(See May 6 for details)
- 3 - National Trail's Day & Adult Scavenger Hunt** 10 a.m.
Hike it Baby! and Pemberton Recreation: A family friendly hike and a family fun scavenger hunt. We will also have a 3-5 mile bog hike and a Geocaching Meet-Up & Competition led by Pemberton Twp. Recreation.

WHITESBOG EVENTS continued

- 10 - Canoe, Kayak & Free Fishing Day in the Bogs**
Bring your own kayak or canoe. **All day**
- 10- Everything Blueberry Art Contest**
ALL Media and ALL ages are welcome to enter the Everything Blueberry Art Show. Kids enter FREE! Adult entry fee is \$25, for up to 3 pieces. Deadline for entries is June 11, 2017 at 4 p.m. The General Store will be open June 10 & 11 for entries. Early entries can be dropped off Saturday, June 3rd in the General Store. Entries can be mailed at the entrant's discretion.
- 10 - Moonlight Walk** (See May 13 for details.) **7 p.m.**
- 11- Kid's Blueberry Painting Party** **1 p.m.**
General Store Classroom. A fun canvas painting experience with local children's librarian Miss Theresa, we will be painting still life of blueberries! \$8/participant, advance reservations required.
- 15 - Blueberry Festival Meeting** **5 p.m.**
ALL STAFF/BOARD/Volunteers: General Store
- 17- Eco Walk: Trash & Carry** **10 a.m.**
Join our volunteer leads as we walk the bogs and collect trash along the way.
- 19-23 - Blueberry Festival Workweek**
Cleaning, set-up & staging



**THE 34th ANNUAL
BLUEBERRY FESTIVAL**
Now 2 days !
Sat. June 24 & Sun. June 25
10 a.m. – 4 p.m.

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@
gmail.com

24 & 25 – Our 34TH Annual Blueberry Festival 10 a.m. – 4 p.m.

\$10/ carload: Load up the car and come out to the village for a day of fun! We will have loads of music, arts and crafts vendors, non-profit and preservation organizations, fine arts, demonstrations, food vendors, hayrides, tours of Suningive, General Store shopping, blueberry picking and more! This year we will have Dancing and a Mural for all to Paint!

- 24 – Everything Blueberry Gallery Opening 10 a.m.**
Winners of the Everything Blueberry Art Contest are exhibited in The Gallery during the 34th Annual Blueberry Festival, admission to the gallery is FREE.

July

- 1 & 2 - Blueberry Picking 10 a.m. – 4 p.m.**
General Store (weather & crop availability permitting)
- 8 - Bird Exploration 8:30 a.m.**
Walk the trails with Bernie Knaupp & Patty Rehn to see what birds call Whitesbog home in the summer months.
- 8 - Blueberry Cultivation Demonstration 10 a.m.**
Joseph Darlington, will teach about cultivation then lead the group into the original triangle test field. Reservations are requested, \$10/person.
- 8 - Volunteer Workday & Picnic Lunch 10 a.m.-3 p.m.**
Thank you picnic for Blueberry Festival Volunteers! All volunteers get lunch in the General Store classroom and time to enjoy the beautiful natural surroundings!
- 8 - Historic Whitesbog Village Tour 1 p.m.**
(See May 6 for details)
- 8 - Moonlight Walk (See May 13 for details.) 7 p.m.**
- 9 - Blueberry Tasting Event 1 p.m.**
Learn about blueberry varieties, and taste common and uncommon blueberries. Reservations are required, \$10/person.
- 14 - Family Hike 10 a.m.**
\$5/family -
- 15 - Photography of Elizabeth White & Whitesbog Gallery Show Opening 3 p.m.**
- 15 - Suningive Open House 11 a.m. – 3 p.m.**
\$5/person
- 16 - Blueberry Tea & Social 2 p.m.**
Enjoy tea and blueberry treats in Elizabeth White's historic Suningive Cottage, the historic home of the cultivator of highbush blueberries. Pre-registration is required. \$15/person.
- 23 - Blueberry Living History 1 – 3 p.m.**
Visit all of the village's interpreted museums and historic landscapes, pick vintage blueberries, take a wagon ride and more. The Village will come alive with workers and residents from the 1920's. Call for details and to reserve. \$8 for ages 12 & up, \$5 ages 4-11, children 3 & under free.



SPIRIT OF THE JERSEYS
State History Fair

WE WANT YOU

Monmouth Battlefield State Park
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Saturday, May 13th, 2017
11:00 AM - 5:00 PM
Suggested parking donation
\$10/vehicle

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NJHISTORYFAIR.ORG

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Board Meetings, Mondays at 6:30 p.m.,
General Store (GS) or Suningive (SN)
April 24 (GS), May 22 (GS).

Staff

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Jennifer Rubeo, Bookkeeper/ Assistant

Newsletter

Mark Ehlenfeldt & Allison Pierson - Editors

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THE 1772 FOUNDATION

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

The Whitesbog Preservation Trust has received a General Operating Support Grant for the fiscal year 2017 from the New Jersey Historical Commission, a division of the Department of State.

Funding is 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 through a grant to the Burlington County Board of Chosen Freeholders.

The Whitesbog Preservation Trust has received a Recreational Trail Grant from the Department of Environmental Protection and the Federal Highway Administration for Trail Restoration & Enhancement during 2015 & 2016.

The 1772 Foundation, in cooperation with the New Jersey Historic Trust, has provided Whitesbog Preservation Trust with a Capital Preservation Grant for the repair and restoration of a worker's cottage.

The Mission of the Trust is to restore, protect and enhance historic Whitesbog Village, in order to preserve the White family legacy and to inspire audiences of all ages to experience:
- the origins and innovations of cranberry and blueberry cultivation
- the rich culture and unique ecology of the New Jersey Pine Barrens.

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



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