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FROM THE FRONT PORCH

THE NEWSLETTER OF THE
HISTORICAL SOCIETY
OF MOORESTOWN



House Tours and Gift Shop Hours:

Sunday 1-3 PM
Tuesdays 1-3 PM

Research Library Hours:

Tuesday 1-4 PM
Second Sunday of
each Month 1-3 PM

Address

Historical Society of
Moorestown
Smith-Cadbury Mansion
12 High St.
Moorestown, NJ 08057

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www.moorestown.com/history

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Facebook

facebook.com/historical-societyofmoorestown

Published by

*The Historical Society
of Moorestown*

View From the Porch

In a turn of perfect symmetry, our Annual Meeting this year will be held on April 9th. As I am sure you all know the Annual Meeting is where we elect or re-elect our board members and officers for the coming year. Typically we also invite a guest speaker on a subject that is related to the new exhibit that we plan to roll out for the next year. This year will be no different. Our exhibit for the 2015-2016 season will be based on the Native American artifacts discovered during a recent dig off of Oldershaw Avenue, by Ilene Grossman-Bailey, Ph. D. and her team. The exhibit will feature many of the over 500 items that were taken from the site and placed into the care of the Historical Society of Moorestown.

Our speaker for the annual meeting will be Jean Soderlund, Ph. D., Professor of History at Lehigh University. Dr. Soderlund is the author of the book *Lenape Country: Delaware Valley Society Before William Penn*. She has also written extensively on the relations between the Lenape and the Quakers. It should be a fascinating presentation.

April 9th also happens to be the 150th anniversary of Robert E. Lee's surrender at Appomattox, which brought the American Civil War to an end. (Some of the men from Moorestown in Company E of the 4th Regiment were in attendance around the courthouse where Lee and Grant met.) And so it is that we will be breaking down our current exhibit *Moorestown During the Civil War* over the next few months. If you have not had a chance to check it out you should take the opportunity soon. The exhibit traces the experiences of the men from Moorestown who fought in the Civil War along with a glimpse of what life was like on the home front during those turbulent times.

We will also be introducing a new Trustee at the annual meeting. Michael DiCamillo has had extensive experience teaching K-12 gifted and talented students as well as currently teaching American history at several area universities and colleges including LaSalle University and Camden County College. In addition to history, Mickey is also credentialed in Library and Archival Studies. He and his family have recently relocated to Moorestown and he has been volunteering on a variety of projects for a number of months and will make a great addition to our board.

Last but not least, our events committee headed up by Julie Maravich is beginning to plan for our annual fund-raiser. The group is putting the final touches on the follow-up to last year's wildly successful Cinco de Mayo event. Stay tuned for more details as they unfold.

I hope to see everyone at our annual meeting on April 9th. As usual it will be held at the Community House and will begin at 7:30.

Lenny Wagner, President

MARCH 2015

Event for Home-Schooled Students



Calling all Patriots ... Join your fellow revolutionaries (ages 8-14) and Professor Michael DiCamillo (LaSalle University) on Thursday, March 26th from 1 PM to 3 PM for *"Do You Want a Revolution?"* a program that explains the American Revolution while simulating the critical choices leaders make when stakes are high and weighing every option is a must.

We will discuss the decisions made by British and American leaders during the Revolutionary War era and engage in a computerized simulation of a fictional colony on the brink of revolution. Students will be challenged to make decisions for the Colony of Catalan, persuade their fellow revolutionaries to back their decisions, and help the colony reach its stated goals.

Photo of William Snyder Discovered in HSM Archives

Back when the Historical Society was putting together our "Moorestonians In Time of War" exhibit and the documentary film based on that exhibit, we were looking for a photo of Moorestown's William Snyder. Snyder served in the Machine Gun Company of the 311th Infantry, World War I and was killed in action in France on October 3, 1918. In light of the fact that the Moorestown American Legion Post is named in his honor, we thought for

sure that the Post would be a likely place to turn to obtain a photo of the fallen hero. We were surprised to learn that they did not have a photograph of Mr. Snyder and so our exhibit and film never featured his likeness. However, while sorting through photographs that we contributed to the Moorestown Improvement Association's *Images of America: Moorestown* book, we discovered a previously unindexed photograph of Will Snyder in our extensive photo collection.

Trustee John Watson went to work enhancing Snyder's photo, along with others, for inclusion in the veteran's memorial display at Moorestown High School. He made a second copy which the Historical Society recently presented to the William Snyder American Legion Post.

—Lenny Wagner



HSM President Lenny Wagner presents Gene Clark (commander of the William Snyder American Legion Post) with a framed photo of William Snyder that we discovered in our collection

The Historical Society
of Moorestown

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Edmund Moore

Barbara Rabinowicz

Lenny Wagner

John Watson

Jill Weiss

Student Trustee:

Carrie Wagner

Trustee Emeritus

Nan Pillsbury

Newsletter Editor

Lisa Knell

Library

Stephanie Herz



BOOK CLUB Launches in March

The Readable & Relevant History Book Club, our new book club hosted by Michael DiCamillo (LaSalle University) will have its inaugural meeting in March. Each month this book club will explore a new history book that packs a poignant message inside an enjoyable read.

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Join us on **March 29th** at **1:30PM** at the Smith-Cadbury Mansion for light refreshments and a discussion of Will Swift's *Pat and Dick: The Nixons, An Intimate Portrait of a Marriage*.

Swift's book is a fascinating and very accessible read that details the ups and downs of the Nixons' political lives while it also analyzes the relationship between this much maligned husband and wife. Does an exploration of Richard Nixon's personal life change your impressions of his public persona and performance? Since the Kennedys' Camelot was pure mythology, does Tricky Dick and Plastic Pat provide us with a better mirror for American marriages of the late 20th Century? More importantly, does the Nixons' relationship help us understand and appreciate our own intimate relationships? These questions and others promise a lively and enlightening discussion.

Read the book, bring a spouse and/or a friend, and let's talk about history!



Do you remember Bowers Peanut Crunch & Cashew Crunch?



According to *Made in the Twentieth Century: A Guide to Contemporary Collectibles* by Larry R. Paul, Bowers Candy was founded in Moorestown in 1928. They also had a facility in Philadelphia. The candy was a popular fund-raising item for the scouts as shown in the ad from a 1966 edition of *Boy Scouts of America Scouting*.

**MANUFACTURED BY EARLE S. BOWERS CO.,
MOORESTOWN, NEW JERSEY
DIVISION OF CHAS. J. WEBB SONS CO., INC.**

Bowers tins photos courtesy of Dave Homer (top) and Stephanie Herz (bottom)



NEED MONEY

For Equipment,
Camping Expenses,
Other Projects ?

EARN \$50-\$750
(or even more)
WITH

BOWERS

Money-Earning Plan

Sell Bowers Old-Fashioned Peanut Crunch, Cashew Crunch, Creamy Mints, Coconut Nut Crisps, Chipmunks, Chocolate Bars, other candy specialties. Realize up to 77% profit on every sale. Liberal terms! Free Bonus Cases! Immediate *prepaid* delivery! Powerful selling aids! Superb quality that assures repeat sales and gives customer his full money's worth!

MAIL THIS COUPON TODAY

Earle S. Bowers Co., Dept. SK69
Moorestown, N. J. 08057

SOURCE: Boy Scouts of America. Scouting, Volume 54, Number 9, November 1966, Journal/Magazine/ Newsletter, November 1966; (<http://texashistory.unt.edu/ark:/67531/metaph331775/>); accessed February 25, 2015), University of North Texas Libraries, The Portal to Texas History, <http://texashistory.unt.edu>; crediting Boy Scouts of America National Scouting Museum, Irving, Texas.

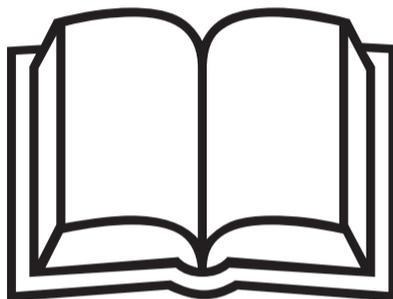
Library News

18th Century Ledger Book Mystery

An intriguing and mysterious item was recently donated to the Historical Society. It was discovered by the donor in a living room cupboard of a parent's house several years ago in Lower Bank, NJ near Egg Harbor City. The house is one of the oldest in that vicinity. The item is a ledger book that spans the years 1798 to 1802 and records a variety of business transactions from that period. The mystery of the ledger book is the book's original owner and the business the book was tied to. The ledger was donated without a cover and the first several pages of the book are missing. Subsequently, volunteers at the historical society are investigating the book's origins and hoping that a bit of detective work will lead to some conclusions about the book's past.

Many of the approximately 265 people listed in the ledger are from Moorestown, but the business drew people from the entire region as residents from Philadelphia, Cinnaminson, Mount Holly, Evesham, Burlington, Owl Town and Haddonfield are listed in the ledger. The business also seems to have attracted people from all walks of life. Patrons of the mystery business included carpenters, farmers, blacksmiths, wheelwrights, merchants, doctors, shoemakers, weavers, and a druggist. Nearly all the transactions were listed as "mdse" and there are no clues as to what was being exchanged. Anyone with knowledge of colonial bookkeeping would be more than welcome to take a look at the book and share their expertise.

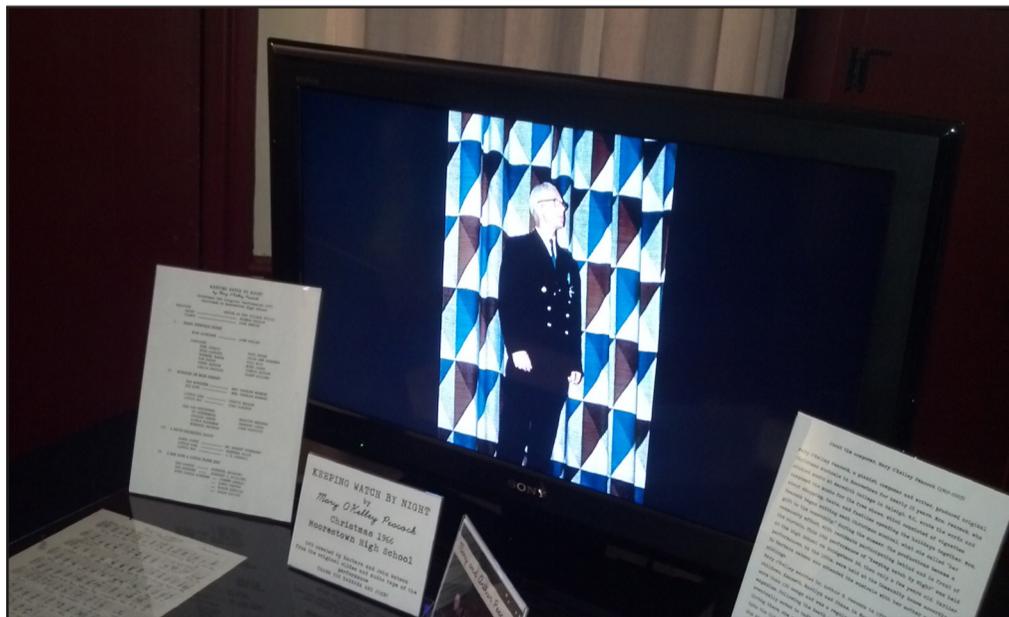
— Stephanie Herz



Library News

Mary Peacock's Pageant Comes to Life

The HSM library staff has been delving into our "antique" media collection and finding some very interesting items. Those who attended the Historical Society Holiday Party back in December were treated to an amazing exhibit of the 1966 Mary Peacock Christmas Pageant



on DVD, painstakingly synchronized and assembled by John Watson from photographic slides and audio cassettes of the event. Mrs. Peacock wrote the scripts and music, played the piano, directed and produced original Christmas musicals in Moorestown for nearly 25 consecutive years. If you missed it, the DVD is available for viewing in the library during regular library hours.

— Stephanie Herz



BRING BACK THE PAST



The Historical Society is always seeking Moorestown artifacts, especially from the Pre-Revolutionary War era to the Civil War era for its collection. If you would like to donate, loan or sell objects or archival items from Moorestown's early history please contact the Society at 856-235-0353 or moorestownhistory@verizon.net.



Library

The Interesting History of Moorestown Homes: Main & Mill

As you drive by the intersection of Main St. and Mill St. in Moorestown, you'll notice one of the most recent historic houses to receive a plaque from the Historical Society. The beautiful, 3-story Greek Revival/Italianate-style house on the northwest corner was recently purchased by Bayada Home Health Care from the most recent realtor to reside at the property, Berkshire Hathaway/Fox&Roach.

The corner location, pretty much at the center of town, has been occupied since the very early days of Moorestown. We know for sure that a house was there from 1783 – 1814, when Dr. Daniel DeBenneville, a well-known surgeon during the Revolutionary War lived there with his family and practiced medicine. The house we see today, however, wasn't built until 1858. According to Clayton Lippincott in his chapter "Chester Township" in Woodward and Hageman's History of Burlington County (1883), Quaker John Buzby bought the property from his brother William who lived across the street on the southeast corner of Main and High Streets.

John built a grist mill in back of his house at the current site of the Albert Ellis Plumbing building to replace a mill that had burned down a few years earlier around the same time as he built his big beautiful house. The house remained in the Buzby family until 1920 when John's daughter Caroline sold to James Gallagher, a funeral director from Burlington, and absentee landlord of the property. It remained in his family until 1952. In 1928, the Moorestown Chronicle Directory lists the only resident at 1 W. Main St. as the Vanity Beauty Shop.

According to the 1940 US Census, Walter A. and Edna C. Rulon lived at 1 W. Main St. also known as the Hotel Rulon with their family and ten "hotel guests." In addition, they stated that they were at that location in 1935 as well.

The 1958 Moorestown Township Directory listed the following for 1 W. Main St.: Colonial Inn, Wilbur H. Wills, and C.J. Buehler, AIA.

For those curious as to how John Buzby looked, a large portrait of him hangs in the parlor of our very own Smith-Cadbury Mansion.

— Stephanie Herz



1 West Main Street through the years

MEMBERSHIP NEWS

There is no sign of Spring out my window as I write this but I have confidence it will arrive, as it always does, and these freezing gray days will be a distant memory... Also arriving with the daffodils will be your membership renewal form for 2015-2016! As an all-volunteer non-profit organization, we depend on your continued support! Your membership in the Historical Society ensures the preservation and presentation of Moorestown's history, specifically Smith-Cadbury Mansion, and entitles you to the Society's quarterly newsletter, a 10% discount in our Gift Shop, invitations to member-only events, and access to our research library and archives. This upcoming year we are introducing new donor levels and extra benefits to your membership, so keep an eye on your mailbox in late March for details!

At this time, the Historical Society extends a warm welcome and thanks to our newest members and donors:

New Members:

Mr & Mrs Charles P. Fest •

Contributor Level & Above:

Carol & Dan Roccato • Maureen & John Fries • Beverly D. Kolb • Mr & Mrs Andrew J. Martin •

New members are always welcome! If you have a friend or neighbor who might be interested in supporting the Historical Society by joining us, have them send me via email their name and address to get on our mailing list.

Looking forward to Spring with you!

Jill Weiss, Membership Chair
jill@thewio.com



We are very sorry to report that Bill Archer is recovering from a stroke at PowerBack Rehabilitation in Moorestown. We wish him a speedy recovery and look forward to him resuming his duties as the Town Crier at future events in town.

Back by Popular Demand . . .

¡Cinco de Mayo Fiesta 2015!

Stacey and Andrew Jordan have graciously agreed to host our fiesta this spring at their beautiful historic home at 200 E. Central Avenue.

We are still working out the details, but plan to include a Mexican feast, open bar with specialty cocktails, and a salsa band.

Last year was a tremendous success with 200 attendees!

Invitations will be delivered soon via Paperless Post to your email address. Please direct any questions to Julie Maravich (Juliemaravich@gmail.com). If you have changed your email address let us know ASAP!

**SAVE THE
DATE:**

**Saturday
May 9th**

**Are you good at
fundraising? If so,
we need your help!**

**We are seeking
individuals with energy
and ideas to help us in
our fundraising efforts.**

Interested?

Contact Jill Weiss via
email: jill@thewio.com



**Jobs — big and
small — that we
need help with:**

Activities/Events: Helps plan, organize and hold Society events.

Docents: Museum and special exhibit guides.

Exhibits: Helps create interesting displays.

Fund Raising: Helps plan and hold income-generating events.

Museum: Helps with maintaining collection.

Oral History: Collects oral histories and oversees written work.

Photography: Attends events and take digital photos for our archives and publicity.

Programs: Helps select programs and speakers, coordinates meetings.

Publicity/News/Web: Helps get Society information to the members and public.

If you can help out, call the Society at 856-235-0353 or email Jill Weiss jill@thewio.com



CALENDAR OF UPCOMING EVENTS

MARCH 2015

- 1 *Smith-Cadbury tours, 1-3*
- 3 *Smith-Cadbury library & tours, 1-4*
- 8 *Smith-Cadbury tours & research library, 1-3*
- 10 *Smith-Cadbury library & tours, 1-4*
- 15 *Smith-Cadbury tours, 1-3*
- 17 *Smith-Cadbury library & tours, 1-4*
- 22 *Smith-Cadbury tours, 1-3*
- 24 *Smith-Cadbury library & tours, 1-4*
- 29 *Smith-Cadbury tours, 1-3*
- 31 *Smith-Cadbury library & tours, 1-4*

APRIL 2015

- 5 *Smith-Cadbury closed for Easter*
- 7 *Smith-Cadbury library & tours, 1-4*
- 9 *Annual Meeting at 7:30 PM
Community House*
- 12 *Smith-Cadbury tours & research library, 1-3*
- 14 *Smith-Cadbury library & tours, 1-4*
- 19 *Smith-Cadbury tours, 1-3*
- 21 *Smith-Cadbury library & tours, 1-4*
- 26 *Smith-Cadbury tours, 1-3*
- 28 *Smith-Cadbury library & tours, 1-4*

MAY 2015

- 3 *Smith-Cadbury tours, 1-3*
- 5 *Smith-Cadbury library & tours, 1-4*
- 9 *Cinco de Mayo Party*
- 10 *Smith-Cadbury closed for Mother's Day*
- 12 *Smith-Cadbury library & tours, 1-4*
- 17 *Smith-Cadbury tours, 1-3*
- 19 *Smith-Cadbury library & tours, 1-4*
- 24 *Smith-Cadbury tours, 1-3*
- 26 *Smith-Cadbury library & tours, 1-4*
- 31 *Smith-Cadbury tours, 1-3*

“Guess the Location” Contest

This, the second historic photograph of a location in Moorestown for you to identify, was taken by William H. Roberts in 1895.

Again, there is at least one currently recognizable element in it. The first person to either reply correctly on Facebook or in an email sent to moorestownhistory@verizon.net wins a copy of “Moorestown Old and New” written by James Purdy in 1886.

Today's photo:



The previous picture, in the November 2014 issue of the newsletter (at left), was a view from the top of Chestnut Street looking north from a point close to East Main Street. The principal recognizable element is the house at 312 Chestnut Street. In the photograph, it is the house at the bottom of the hill, on the left side of the street.



Historical Society of Moorestown

Smith-Cadbury Mansion
12 High Street, Box 477
Moorestown, NJ 08057



MARCH 2015

**ANNUAL
MEETING**

APRIL 9, 2015

**7:30 PM at the
COMMUNITY HOUSE**

SPEAKER:

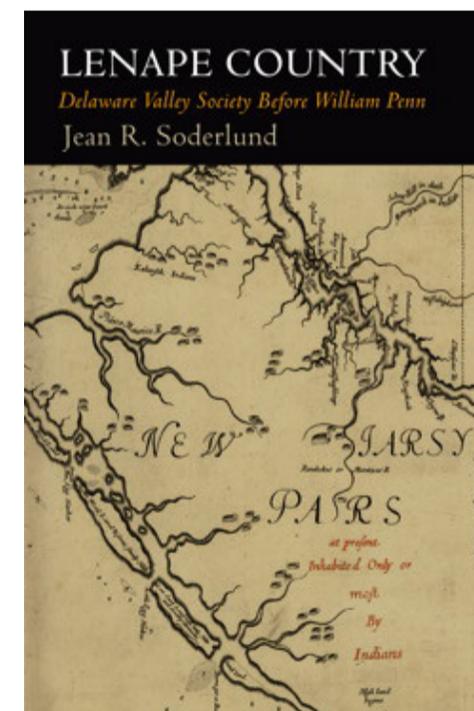
Jean R. Soderlund,
Ph. D., professor
of History at
Lehigh University
and author of
***Lenape Country:
Delaware Valley Society
Before William Penn***



In what specific ways did the Europeans and Lenapes work together to collectively develop Delaware Valley society?

After 1654, the Lenapes and Swedish-Finnish community became more closely allied, as they intermarried and depended on one another for support. They respected and did not try to change each other's culture and religion. They often lived and visited each other in adjacent settlements. When conflict arose over stray livestock or a personal assault, the Lenapes, Swedes, and Finns tried to resolve the issue without further violence. They created a society that favored peace over war, and liberty over slavery, unlike other regions of eastern North America.

[SOURCE: University of Pennsylvania Press Log web site:
<http://pennpress.typepad.com/pennpresslog/page/3/>]



*... author Jean R. Soderlund demonstrates that the hallmarks of Delaware Valley society—commitment to personal freedom, religious liberty, peaceful resolution of conflict, and opposition to hierarchical government—began in the Delaware Valley not with Quaker ideals or the leadership of William Penn but with the Lenape Indians, whose culture played a key role in shaping Delaware Valley society. The first comprehensive account of the Lenape Indians and their encounters with European settlers before Pennsylvania's founding, *Lenape Country* places Native culture at the center of this part of North America.*

[SOURCE: University of Pennsylvania Press web site: <http://www.upenn.edu/pennpress/book/15255.html>]

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