

IN THIS ISSUE:

The "Balsam of Life" (p. 2)

The Interesting History of Moorestown Homes (p. 3)

Whence Lenola? (p. 4)

Business Corner (p. 4)

Help Wanted! and Membership News (p. 6)

Calendar of Events (p. 7)

HSM Student Trustees (p. 7)

FROM THE FRONT PORCH

THE NEWSLETTER OF THE
HISTORICAL SOCIETY
OF MOORESTOWN



View From the Porch

I wanted to use this space in this edition of our newsletter to acknowledge that this year marks forty years since the Historical Society of Moorestown launched its historic home plaque program. The program began in 1982 in conjunction with the celebration of the town's tricentennial. Since that time the Historical Society has been offering hand painted wooden house plaques to identify historic homes and landmarks in Moorestown. Properties are acknowledged by date of construction and by the original or historically recognized owner. Buildings 100 years old or older are eligible for a plaque.

Since the program started, the Historical Society staff conducts a deed search to determine the age of the home. Changes of Title for a house or property are kept on file in the courthouse in Mt. Holly and are searched using deed books, will books, and probate records. A simple deed search will yield the name of the owners of the house, when they sold the house, and who bought the house or received it as the result of probate action. This process is done backwards, from the current owner to the first owner or original property holder. In addition to the chain of ownership, we also provide any information about the former residents that we come across in our research.

Over the past 40 years our team has done this process for over 225 homes throughout the town. The program was begun by HSM Trustee Nan Pillsbury who was

the lead researcher for over 30 years. Over the years a number of volunteers have worked on different aspects of the program including former Moorestown citizen of the year Milt McFalls, who helped build the plaques, and former Historical Society president Lisa Hammell who helped research the houses.

Today three people make up the team that keeps this program going. HSM Trustee Stephanie Herz does all the research on the houses and prepares the reports that accompany each of the plaques. HSM member Dave Schill donates his time and materials to build and paint the plaques and HSM Trustee Julie Maravich hand paints the letters and numbers on each one.

I know that there are probably volunteers that I am omitting who worked on the program in its infancy and for that I apologize.

The cost for research and the plaque is \$275. If you have an eligible property and would like a plaque for your home please contact the Society via email at moorestownhistory@comcast.net or visit us when the Library is open: Tuesdays 1-4pm (except holidays) and the second and fourth Sundays of the month 1-3pm (except holidays) [note that summer hours are by appointment only].

Lenny Wagner, President
(Lwagner559@comcast.net)



Two of the handpainted wood plaques that identify houses the history of houses that are at least 100 years old. The Historical Society conducts a deed search to determine the name(s) and date.



House Tours and Gift Shop Hours:

2nd & 4th 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

Phone

856-235-0353

Web Site

moorestownhistory.org

E-mail

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Facebook

facebook.com/historical_societyofmoorestown

Instagram

www.instagram.com/moorestownhistory/

*Published by
The Historical Society
of Moorestown*

March-June 2022

Turlington's "Balsam of Life" Finds its way to South Jersey

Writing in the "History Revealed" website (<https://www.historyrevealed.co/post/turlingtons-balsam-of-life>), Andrew Abbott of the University of Central Florida and Molly Kerr of *History Revealed, Inc.* told the story of an elixir known as *Turlington's Balsam of*

Life which was prevalent in Virginia in the 18th century. Abbott and Kerr write that "Turlington's Balsam of Life" was a medicine patented by Robert Turlington in 1744. He claimed that it would cure a wide variety of maladies including "kidney and bladder stones, cholic

and inward weakness". The patent also allowed him to specify what stores could sell it and so there were a number of locations in Virginia where it could be purchased. One of the problems faced by Turlington and others

who held patents for such concoctions was the marketing of similar product using a similar name. This led to a decrease in sales and in 1754 he came up with a clever way to make sure

that people were buying his product. He started using a new bottle with a distinct pear shape. The popularity of his product led to what Abbott and Kerr described as "one of the more unique mass-produced glass containers found in colonial times".

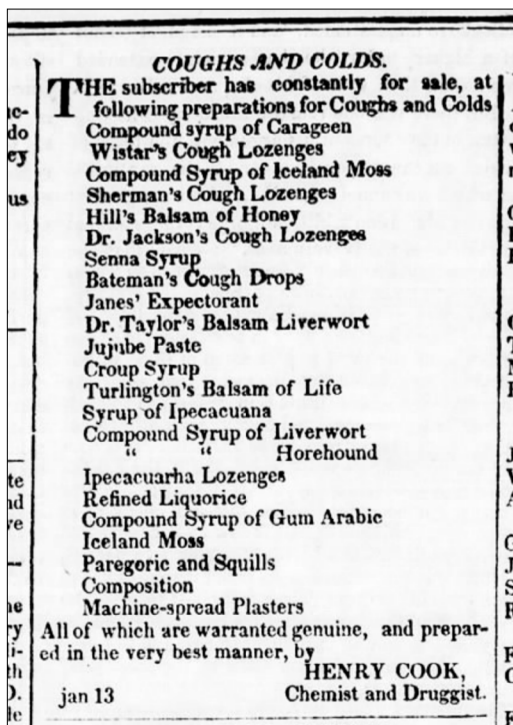
The new bottle design apparently did the trick as advertisements for the product still appeared in newspapers, like the *Pennsylvania Journal*, until at least 1885. Recently Historical Society Trustee Julie Maravich was doing some exploring along the Rancocas Creek when she discovered one of the pear-shaped bottles. After mentioning her find on Facebook she began to get a number of comments from people saying that they had made similar finds in the same area.

So it would seem that Turlington's "Balsam of Life" found its way to New Jersey.

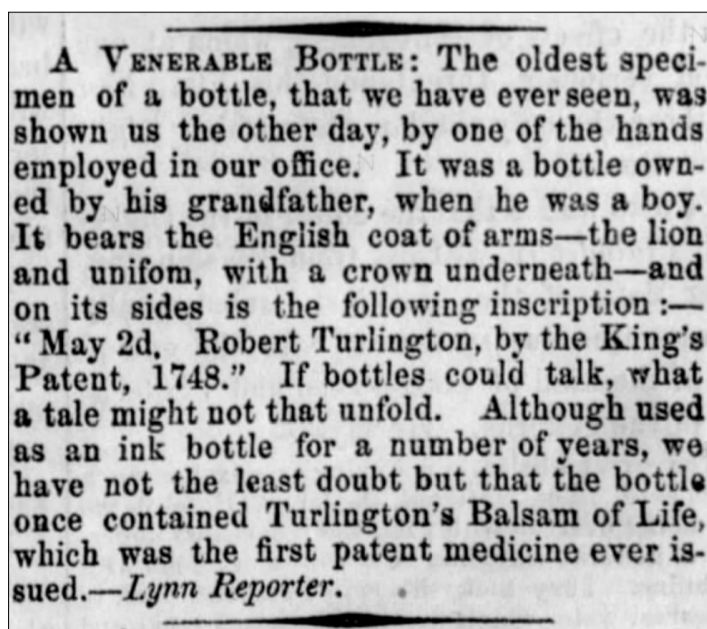
— Lenny Wagner



Text on bottle (top, right image):
BY THE KING'S ROYAL PATENT GRANTED TO
 (The "KING" was England's King George II)
 PHOTO: Julie Maravich.



SOURCE: [TOP] Alexandria Gazette (Alexandria, Virginia) 03 Feb 1843; [RIGHT] The Daily Evening Express (Lancaster, Pennsylvania) 10 Mar 1857



The Historical Society of Moorestown

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Linda Vizi

Lenny Wagner

John Watson

Jill Weiss

Student Trustee:

Peyton Delorme

Newsletter Editor

Lisa Knell

Library

Stephanie Herz



The Interesting History of Moorestown Homes: Prospect Avenue & High Street



Corner of Prospect Avenue and High Street in Moorestown

The house on the corner of Prospect Ave. and High Street is a contributing property in the Moorestown Historic District which is listed on the National and State Historic Registers. It appears for the first time on the Moorestown Tax Assessor Duplicates found on microfilm in the Township Clerk's office, in 1910 with a house and lot valued at \$6500.

William Matlack (1844-1921) was a proprietor of Matlack's Store on the corner of Chester Avenue and Main Street. He built and moved to this house as a widower in his retirement at age 65. His wife was Rebecca Haverstick and his three children were Alice, Emma, and William, Jr.

In addition to being a merchant, he was also a Treasurer of the Moorestown branch of the State Mutual Building and Loan Association, and served on

the boards of the Burlington County Safe Deposit and Trust Company and the Moorestown National Bank.

From the 1901 Boyd's Burlington County Directory:

in Massachusetts.
Matlack & Harrington and Laessle & Hendricks, both have new grocery wagons.
Mrs. Joseph T. Sullivan will read the

In 1905 new grocery wagons were being purchased: "Matlack & Harrington and Laessle & Hendricks, both have new grocery wagons. SOURCE: "Moorestown Mentionings" column, Courier-Post (Camden, NJ), 31 March 1905.

Matlack William (Matlack & Harrington), h 149 E Main
MATLACK & HARRINGTON (William Matlack and William B Harrington), general store, 101 E Main
Matthews Philip, laborer, h 489 N Church ave

Burlington Co. Ins. Rooms — Established 1866. —
CHAS. M. SLOAN, Mgr., Mt. Holly, N. J.
Burlington Office, 329 High St.
Bordentown Office, 38 Crosswicks St.
FIRE, LIFE AND ACCIDENTAL.

IN MOORESTOWN

The funeral of William Matlack, Sr., a former well known grocer of Moorestown, who passed away at his home, No. 1 East Prospect avenue, on Saturday, after an extended illness, took place from that address yesterday afternoon, the service being after the manner of Friends, with which Society he had been identified throughout his life time of 77 years. Interment was made in the Friends' Cemetery. The deceased is survived by one son, William, and two daughters, Miss Alice Matlack, with whom he resided, and Mrs. Clement A. Allen, of Media, Pa. A semi-monthly meeting of Chester

Obituary for William Matlack, Sr. ("former well known grocer of Moorestown"; age 77 years)
SOURCE: The Morning Post (Camden, NJ), 19 January 1921.

Miss Georgianna Busby and Miss Alice Matlack, both of Prospect avenue, are expected home this week from their extended trip through the West and the Yellowstone National Park.

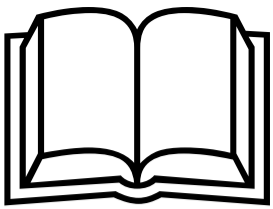
In 1923, the local paper reported that Alice Matlack had taken a trip: "Miss Georgianna Busby and Miss Alice Matlack, both of Prospect avenue, are expected home this week from their extended trip through the West and the Yellowstone National Park." (See more about Alice Matlack on page 8.)

[SOURCE: Courier-Post (Camden, NJ), 7 August 1923]

His daughter Alice, who inherited the property, was active in the *Women's Christian Temperance Union*, the *Moorestown Women's Club* (see a related story on page 8), and the *Moorestown Red Cross*.

She sold the property to Dr. Reginald "Rex" Teague who had his osteopathic practice office at the house for nearly 40 years. Teague was the doctor for the Mt. Laurel School System from 1940 to 1983 and the team doctor for the Moorestown High School football team from 1942 to 1987. He received the Honorary Citizen Award in 1980 and was a member and past president of Moorestown Y's Men Club. He was a member of both the Moorestown Relief Engine Company and Hose Fire Company. He was also a noted photographer and a member of the Moorestown Camera Club. Many of his photos are in the collection of the Historical Society.

— Stephanie Herz



LIBRARY NEWS

The Historical Society Library has received many questions over the years about the origin of the name Lenola. The traditional thinking was that it was named after the small village of Lenola, Italy by Italian Pennsylvania Railroad workers who were reminded of their ancestral home. Aside from the fact that Lenola is in a mountainous region of Italy at an altitude of nearly 1400 feet, there was always something that didn't ring true about that story.

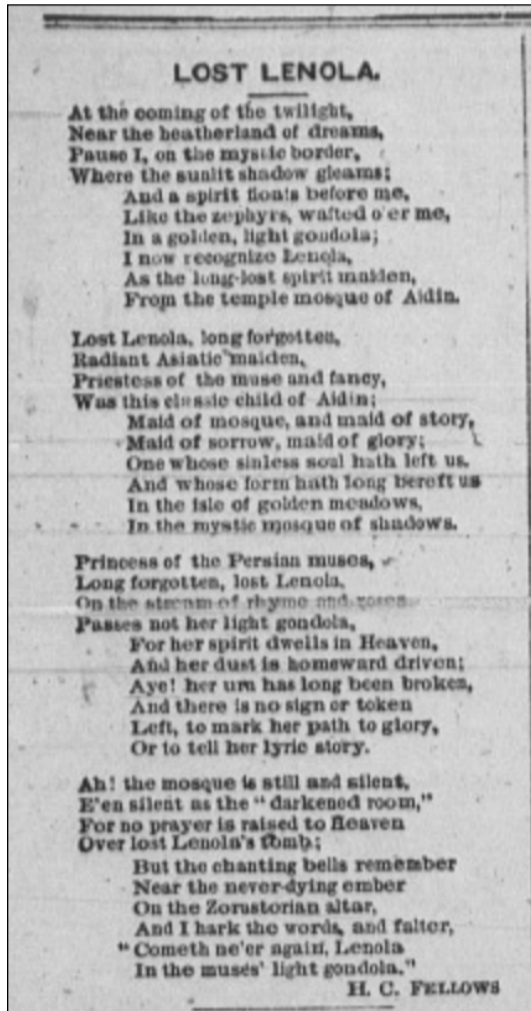
The train station, at the current location of Walter T. Maahs park, was originally called Wilson's after the name of the landowner where the station was located. Supposedly the PRR changed the name to Lenola station sometime in the early 1890s. As we researched NJ railroad maps however, we discovered that the station continued to be called Wilson's until at least 1895.

We were recently contacted by Josh Coneby, a Moorestown resident who shared our misgivings. He had discovered a poem in an 1887 midwestern newspaper called "Lost Lenola" about a Persian spirit maiden by Harry Coffin Fellows, a graduate of Earlham, a Quaker college in Indiana.

The poem "Lost Lenola" was first published in the Earlhamite Literary Magazine in June 1885 according to the Alumni Office at the college. Harry Fellows graduated in 1886 and went on to earn his Masters degree at Earlham in 1891. Although it's not known exactly how Fellows learned about Persian princess muses, it was most likely in a college literature class. There was a growing interest in Persian literature and Orientalism throughout the 19th century in the English-speaking world and it may have been taught in more than one Quaker high school or college. According to a spokesperson for the college, The

WHENCE LENOLA?

Earlhamite exchanged content with a number of other college journals, and the poem may also have been reprinted in local Quaker publications.



Quite a few Moorestown Quakers have gone to Earlham over the years. During the time that Harry Fellows was getting his Master's there were two Moorestonians there as undergraduates – Benjamin Cadbury and his eventual wife, Anna Moore. They both graduated in 1894, so their time might have overlapped briefly with Fellows', enough that they could have been exposed through him or through a class to the poem. Benjamin Cadbury was a son of Joel Cadbury, one of the owners of the Hajoca Corporation. Hajoca was one of the largest plumbing, heating and industrial supply companies in the US. Benjamin was also an uncle of John W. Cadbury who was the last owner of the Smith-Cadbury

BUSINESS CORNER

BUSINESS MEMBERSHIPS

Local businesses play an important role when they support the preservation of Moorestown's history. We welcome and thank our business members!

EVENT SPONSOR

Powers Kirn Law Office

BUSINESS PARTNER

David Ramsay Cabinetry & Fine Woodworking
Hanamirian Law Firm
Whitesell Construction

FRIENDS

Tait Co/Tait Roofing
Lewis Funeral Home
GCF Organizing
The BAYADA Way Institute
Moorestown True Value Hardware
Leonberg Nursery

Your generous support helps to sustain the Society's commitment to preserving Moorestown's heritage for generations to come.

Again, thank you!

New Business memberships are always welcome! We'll feature your company's name on our website and in our award winning quarterly newsletter. For details, visit us at <http://moorestownhistory.org/membership/become-a-business-partner/>

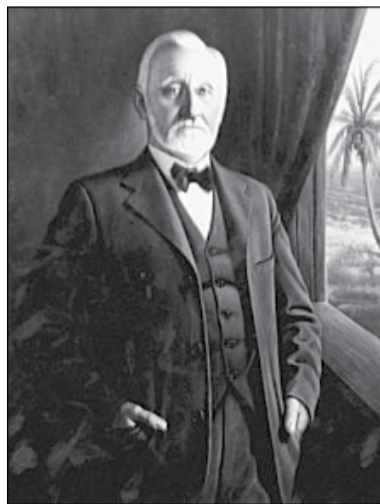
The Historical Society is a registered 501(c)(3)

(continued from page 4)

Mansion before it became the headquarters of the Historical Society.

After the publication of the poem, the first mention of the word Lenola in this part of the world was printed on John S. Collins' "Plan of Lots at Lenola, N.J." The Plan was officially filed with the County Clerk, May 2, 1891. An even earlier copy of the plan from the map files at the Historical Society has a written notation on the back, "said to be 1888."

Quaker John S. Collins began life working on the family farm in Moorestown. In 1855 he started the Pleasant Valley Nursery located off what was then Elbow Lane, now Pleasant Valley Avenue. He then established a farm supply store where Moorestown Hardware is now that eventually became a lumber/coal/feed/hardware chain of four stores throughout



John S. Collins

the Burlington and Camden County area.

In 1891, right around the time that he submitted plans for the "Lots at Lenola, NJ" he started buying land in what is now

Miami Beach, Florida.

Collins went on to own about 5 miles of the island (about 50 blocks worth) and very successfully farmed coconuts, mangoes, avocados, tomatoes and potatoes there. He financed the bridge to Miami Beach and became one of the island's first big developers, with the main thoroughfare, Collins Avenue, being named after him.



Lenola Railroad Station



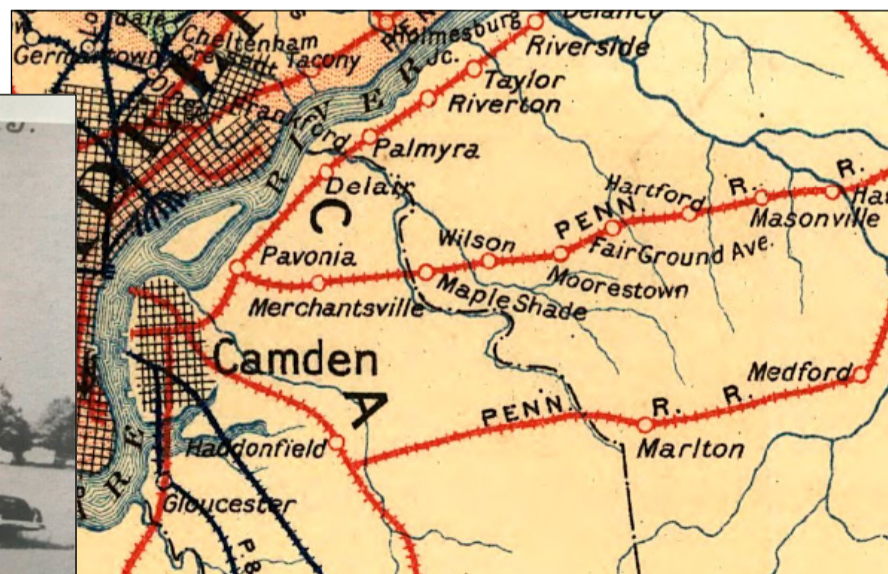
From the map files of the Historical Society: Plan of Lots at LENOLA, N.J. J.S. COLLINS & SON

Collins and the Cadburys were Quaker businessmen in a small town and surely knew each other pretty well both through the Society of Friends and in the business world. Isn't it possible that around 1890, maybe even a little earlier, John S. Collins was brainstorming with friends and associates for an interesting and catchy name for his new development on the west end of Moorestown? Maybe Benjamin Cadbury was home on spring or summer break eager to share some of things he learned in college that year. Perhaps someone suggested the lovely name of the princess muse from Persia, that they had read about in a college course, literary magazine or Quaker journal. In any case, it was certainly John S. Collins, and not the Pennsylvania Railroad who made the name official.

— Stephanie Herz

Lenola Lots
Free Carriage to Lenola.
 We offer to take you to Lenola, only eight miles from the city and return with out charge, to see the best
LOCATED BUILDING LOTS
50x150, from \$100 to \$200
Payable \$5.00 Per Month
 near the city, high, dry and healthy. Examine these lots.
AT OUR EXPENSE
 Before determining on a location.
LENOLA is being rapidly improved. 14 trains each way daily. Coach leaves our offices in Camden every Wednesday and Saturday, at 2 o'clock P. M. Come with us. Free to all.
J. F. STANGER,
 305 Market Street.
JOHN W. ANDERSON,
 at Lenola,

From the Courier Post May 31, 1892



From the Rail road map of Pennsylvania published by the Department of Internal Affairs of Pennsylvania, 1895 (with "Wilson" as the name of the station). <http://hdl.loc.gov/loc.gmd/g3821p.rr002970>

HELP WANTED:

Tired of cleaning your own house?

Come de-clutter ours!



Activities/Events: Help plan, organize and execute events.

Docent Training: Become a Museum and special exhibit guide.

Exhibits: Help create interesting displays of historical artifacts.

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

Oral History: Conduct oral histories.

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

Speaker Series: Help select speakers, coordinates meetings.

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

If you you'd like to help us (and have fun doing it!) contact us at 856-235-0353 Tuesdays 1-4, or at other times, leave a message. Email us (a better option) at moorestownhistory@comcast.net

Hope to see you soon!



MEMBERSHIP NEWS

Hello Members!

Our 2022-2023 membership letters and remittance envelopes went out in early April. Recall that we skipped membership dues for 2020 and last year's membership drive was delayed, but we're back on track—and we've noticed a recent influx of new members: **WELCOME!**

Our membership year runs May 1, 2022 to April 30, 2023. If the date next to your name on the address label is 04/22 or earlier (for example 04/21 or 04/20 etc.) you haven't yet renewed. You can use the form on this page or renew online via PayPal at our website. Thank you!

A warm welcome to our newest members:

- Susan & Francis McCormick • Carol Foell • David DeVito • Thomas Martin Muccifori • H. Louise Orth • Mary Louise Bianco Smith • Anne Woolley • Nancy Blake • Jean Mervine • Bonnie Powell • Lorraine Scaven • Julia Slater • Katharine Garnie • Kathleen Slotman • Sylvia Jankowski • Kristen Cronk • Joydeep Bhattacharyya • Jolene Bauer • Melissa Young •

A special thank you to our recent Business Sponsors:

- Debbie & Tom Whitesell • PowersKirn Law • Tait Co/Tait Roofing • Lewis Funeral Home • Moorestown Hardware • GCF Organizing • Hanamirian Law Firm • David Ramsay Cabinetry & Fine Woodworking •

And a big thank you to **Kyler & Kim Foster** for their extra special donation!

Jill Weiss, Membership Chair moorestownhistory@comcast.net



HELP WANTED:

Would you like to volunteer in a historic house museum surrounded by beautiful objects?

We need someone to manage the HSM Smith-Cadbury Gift Shop (and our Online Store!)

(See above for contact information)

MEMBERSHIP APPLICATION 2022/2023

RENEWAL

BASIC MEMBERSHIP:

NEW

- Student (\$10) Individual/Family (\$35)

DONOR LEVELS:

- Edward Harris, A Footnote in Time (\$50)
- Pathway to History (\$100)
- Library Sponsor (\$250)
- Patron (\$500) Benefactor (\$1000)

.....
Visit our website,
moorestownhistory.org
.....
for member benefits!
.....

NAME(S):

ADDRESS:

DATE:

PHONE #:

EMAIL:

Make check payable to: Historical Society of Moorestown

Mail to: P.O. Box 477 Moorestown, NJ 08057

Or renew online at: moorestownhistory.org/membership

CALENDAR OF UPCOMING EVENTS

JULY 2022

Open by Appointment



As we put this issue of the newsletter together we are still dealing with the COVID-19 pandemic. At the time of our last issue (December 2021), the *Omicron* variant had emerged; it is now subsiding but new versions are emerging and mask and gathering recommendations are being revised. Please check our website to see the most current status of any of our programs and events.

AUGUST 2022

Open by Appointment

SEPTEMBER 2022

UPCOMING EXHIBIT: Watch for news of our upcoming exhibit of "Signature" quilts.

- 11 Smith-Cadbury library & tours, 1-4
- 13 Smith-Cadbury library & tours, 1-4
- 20 Smith-Cadbury library & tours, 1-4
- 25 Smith-Cadbury tours, 1-3
- 27 Smith-Cadbury library & tours, 1-4



Our third grade tours that bring children into Smith-Cadbury for a local history experience returned for the first time since the Covid-19 pandemic shut things down in 2020.

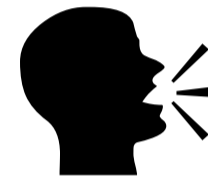
Bill Archer, AKA "The Town Crier" greets the students who tour Smith-Cadbury to learn about local history and how people lived in earlier times.

HSM STUDENT TRUSTEES

Each year the Society seeks a high school student who would like to become part of our Board. They help to serve as a conduit to the schools and community. (They may even have been a student whose interest in history was sparked by a visit to Smith-Cadbury as a third grader!)

Our current student trustee, *Spencer Talbot*, has graduated from high school and will be attending Jefferson University's pre-med program. We thank him for all his efforts and hard work on behalf of the Society!

Our new student trustee, is *Peyton Delorme*. She has been working with the Tuesday group at Smith-Cadbury diligently and reliably. Peyton was unanimously approved by the other trustees. We welcome her to the Board!



NEW JERSEY HISTORY SPEAKS LECTURE SERIES

Check the web site for information about Lectures in 2022

The New Jersey History Speaks Lecture Series, hosted by the Historical Society of Moorestown and the Moorestown Public Library continues in 2022.

All lectures that are part of the New Jersey History Speaks series are free and open to the general public — either in person or virtually.

Check the HSM website (moorestownhistory.org) for updates.

If you plan to attend an event, please contact the Moorestown Public Library at (856) 234-0333 to register.

Historical Society of Moorestown

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



**MARCH/
JUNE 2022**

**Non-Profit
Organization**
U.S. Postage Paid
Cinnaminson, NJ 08077
Permit NO. 183

Passed by Congress June 4, 1919, and ratified on August 18, 1920, the 19th Amendment granted some women the right to vote (because of discriminatory state voting laws, many women remained unable to vote long into the 20th century). In 1926, members of the Moorestown Women's Club were taking that hard-fought right seriously — sponsoring talks on "Women in Politics".

"Mrs. Miriam Lee Early Lippincott, of Camden, in her talk before the Voters League in the afternoon, stressed the opportunity and responsibility of women in this age when they have every advantage for constructive legislation."

Miss Alice Matlack [see p. 3] assisted the "chairman in charge of the affair" (an informal tea at the home of Miss Elizabeth Roberts on East Maple avenue).

Departments of Moorestown Club Hold Interesting Program Sessions

Garden Club Meets in Morning at Home of Miss Elizabeth Roberts—Mrs. Miriam Lee Early Lippincott Talks on Women in Politics—Informal Tea Follows

Two unusually interesting department sessions were held by members of the Moorestown Woman's Club yesterday. The Garden Club met in the morning at the home of Miss Elizabeth Roberts, 51 East Maple avenue, and the League of Women Voters met at 6 o'clock in the chapter house.

Mrs. Louis Ferat, of Moorestown, was the speaker at the morning meeting when she talked on "Old English Gardens I Have Known." Mrs. Ferat, who formerly lived in England, described the beautiful gardens from the lowliest peasant patches to the royal gardens. She emphasized the atmospheric conditions which so facilitate gardening in that land.

Mrs. George M. Hillman, chairman of the club, arranged the program.

Mrs. Miriam Lee Early Lippincott, of Camden, in her talk before the Voters League in the afternoon, stressed the opportunity and responsibility of women in this age when they have every advantage for constructive legislation.

She also described her experiences at the last presidential primary which she attended.

An informal tea followed when Mrs. Lippincott received members of the club who were in attendance. Mrs. Howard Goodale was chairman in charge of the affair and was assisted by Mrs. Richard Brown and Miss Alice Matlack.

Club Calendar

- Jan. 12—Business, Beverley Paragraph Club.
- Jan. 12—Study Class, Riverton Porch Club.
- Jan. 13—Current Events Club, Moorestown Woman's Club.
- Jan. 13—Music, Moorestown Woman's Club.
- Jan. 14—Art, Moorestown Woman's Club.
- Jan. 14—Music, East Camden Woman's Club.
- Jan. 14—Current Events, Brooklawn Woman's Club.

Miss Hazel Gardner, of Camden, is hostess to members of her card club this evening. The guests include Miss Catherine Carter, Miss Edna Hyde, Miss Mary Hyde, Miss Eleanor Ramsay, Miss Marion Garwood, Miss Loretta Dugan and Miss Esther McClure.

Mrs. Mary A. Kirkley, of West Collingswood, announces the engagement of her daughter, Doris M. Ware, to Thomas W. Hillegas, of West Collingswood.

Mrs. William E. Cox, Jr., is entertaining at luncheon for the social committee of the Camden Woman's Club on Wednesday.

Mrs. Bryon P. Cobb, of Collingswood, is entertaining today at luncheon for members of Class 57, Brooklawn.

SOURCE: Departments of Moorestown Club Hold Interesting Program Sessions, Garden Club Meets in Morning at Home of Miss Elizabeth Roberts—Mrs. Miriam Lee Early Lippincott Talks on Women in Politics—Informal Tea Follows, The Morning Post (Camden, NJ), 12 January 1926.