

" Remembering Yesterday For The People Of Tomorrow "



Bulletin

P.O. Box 118 • Haddon Heights, NJ 08035

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We meet on the third **MONDAY** of January, April, July, and October - at **7:00pm**

OUR NEXT MEETING: Monday, April 18, 2011 at 7:00 PM, at the Haddon Heights Public Library- 608 Station Avenue. We will be hosting a presentation entitled, "Moments in Time- Pioneer New Jersey Women". Three costumed historical interpreters will present a variety of women pioneers including Elizabeth Haddon- for whom several of our local towns were named, Ann Whithall - whose house still sits on the site of the Red Bank Battlefield in National Park, along the Delaware River, and special guest Betsy Ross, who was believed to be a customer of our own local Glover Fulling Mill. Don't miss these educators and "historical ladies" from the Camden County Historical Society. Admission is free. All are welcome.



PRESIDENT'S MESSAGE- It is with great pleasure that I introduce myself to you as your new President of the Haddon Heights Historical Society. I look forward to working with all of you and seeing your smiling faces at our April 18th meeting. We have an exciting program. The History Ladies will present "Moments in Time" about local pioneer women. Please come and meet Elizabeth Haddon, Ann Whithall, and Betsy Ross. Thank you, to our past president Margaret Westfield, for arranging for these figures of our local history to join us for this program.

We all have talents and our Society needs YOU!!!!!!!!!!!!!! We currently need a Vice President, Photographer, and someone to fill the Programs/Publicity position. Please consider volunteering to fill one of these three positions. Our goal is to have more members who want to help. We have a terrific, hard working board and we would like to include you! See you on April 18th and please consider bringing a friend. *Elena*

HOME NEWSPAPER DELIVERY IN H.H.- Well, It has finally happened.....No, it isn't the return of semi-professional baseball to Haddon Heights; and it isn't that three young boys, riding a horse, a bicycle and a tricycle have appeared again in the middle of the White Horse Pike- like our locally famous photograph. Since you probably haven't guessed yet, I must tell you that someone has actually heeded my request for reminiscences from our town's past. Former Haddon Heights Newspaper boy Gerry Pietsch, sent me the following article which recalls his experiences delivering newspapers around town, as a boy in 1958. I hope you enjoy it.

In the fall of 1958, I joined the business world when I became a self-employed newspaper delivery boy. At that time, Haddon Heights had three daily papers. We had, in the morning, the Philadelphia Inquirer, with both daily and Sunday editions. In the evening there was the Philadelphia Bulletin, also with daily and Sunday editions, and the Camden Courier-Post a daily edition. Boys, ages 12 to 16 delivered all three newspapers by bicycle. Girls, at that time, did not deliver newspapers. Those boys with Inquirer routes were up early and delivered before they went to school. The Bulletin and Courier were delivered after school before dinner.

Paper routes operated as franchises, and common practice in 1958 was to buy a route from a retiring paperboy. The typical purchase price was the profit of one or two weeks, but this was negotiable. As with most businesses, we bought the newspapers at a discounted price, sold them retail, profiting from the mark-up and if lucky any tips we might receive.



The daily editions of the Evening Bulletin and the Inquirer retailed for 30 cents per week plus 20 cents for Sunday. We purchased our papers from these publishers at 25 cents per week for the daily and 15 cents for the Sunday. The Courier-Post retailed for 42 cents per week, and our wholesale price was 35 cents. Most routes at that time had 30 to 60 homes.

My first route, with the Evening Bulletin, had 30 customers. The Bulletin was very exacting about “on time delivery” of their product, and required us to report to the “branch” before 4 pm on weekdays and by 7 am on Sundays. Delivery was to be before 5pm during the week and by 8 am Sunday. Our branch was located beneath the pedestrian bridge over the railroad on West Atlantic Ave. There from the delivery truck, we unloaded bales of 50 papers bound together by wire. Our branch manager, a boy several years older than us, would open the bales and count out our allotment. We recounted our papers before leaving, since we had to replace any shortage with papers purchased retail. Each week, we placed the next week’s paper order with our branch manager, and were billed for the papers ordered whether needed or not. Consequently we had to be careful to put in stops and starts for customers who might be vacationing or moving.

We reported to our branch at 8 am every Saturday to pay our weekly bill. Payment was expected whether collections covered our invoice or not. Most of us collected on Friday afternoon returning Friday evening if the customer wasn’t home. Those from whom we still had not collected, we visited again on Saturday. Generally, if we hadn’t collected on either Friday or Saturday, we would return the following Friday and bill the customer for two weeks. Once it was past due 2 weeks, we attempted collection daily. Consequently record keeping was very important, as profit was that money left after our bill was paid.

When paying our invoices Saturday morning, we were required to pay in bills rather than with the coins with which we were paid. Banks, of course, were not open Friday evening or Saturday morning, thus requiring another source of money exchange. Dick Lindsey of Lindsey’s Food Market, today John’s Friendly Market, was always very cooperative in coin exchange. We arrived at his store early Saturday morning counted out our coins on his checkout counter. He exchanged our coins for bills, and we usually purchased a treat as we departed.

The Bulletin had quarterly sales drives. These “contests” had prizes prorated by the number of new customer “starts”. Sales campaigns began with an evening branch meeting, in which the district manager presented the sales pitch, handed out flyers listing the prizes then sent us out to knock on doors. To confirm our diligence, we were handed a sheet to have solicited homeowners sign. I believe that most of us handled this in the same fashion. Leave the branch, get together with your friends, sign each other’s soliciting sheets, and return in an hour. I never got any starts this way, but it was always fun. At the age of 12 or 13, evening meetings were a great treat allowing me to be out of the house after dark on a school night.

Regardless of weather, both publisher and customer expected delivery. Rain required keeping the papers dry both in the bicycle basket and at the point of delivery, while deep snow was the most difficult weather. We quickly learned that our bicycle was our best asset even in deep snow, as it was far easier to push a loaded bicycle than to carry the papers on our backs. As a result, we also became adept riding in the snow and on ice since pedaling required much less effort than pushing a loaded bike.

My original route generated approximately \$3.00 per week plus tips. At that time, the typical tip was 5-10 cents per week, and in the Christmas season I might receive a \$1.00 tip. However, perhaps more important, were the lessons which this job provided. My route was a great introduction to the business world teaching record keeping, inventory management, money handling, and customer relations. As a bonus, my paper route introduced me to many Heights residents, making me feel more a part of the town, and provided money which I saved and later used to help pay college tuition. (Editor's Note: The photo in this article is not of the author... or me)

DONATIONS AND THANKS! We regularly remind members and readers of our 501(c)3 charitable status. Each year we receive memorial donations to the Historical Society. We truly appreciate the generosity of those families and friends who chose to remember a loved one with a gift to the Society. Such donations have made it possible for us to fund the recent and projected historical markers in town. Likewise, we, too, maintain memberships in other charitable organizations, and make donations when appropriate.

We have received acknowledgement of donations, which I wanted to share with you. As you know, we utilize the facilities of the Haddon Heights Public Library for our General Membership meetings. While there is no charge to us, our presence and use of the building do represent additional work and inconvenience for library staff. The Historical Society has made regular donations to the library in past years, and made a donation in 2010 of \$100. Our gift was acknowledged by Jim Alexander, Library Board President and Bob Hunter, Library Director.

Additionally, We noted the passing of Patricia Edwards with Memorial donations which were noted gratefully by the First Presbyterian Church and Samaritan Hospice. For those who did not know her, Pat was a merchant in Haddonfield, who was a friend of our society. She regularly kept us supplied with "Cats Meow" collectibles at rates which helped us maximize the return we enjoyed, to continue our work... Pat will be missed.

Finally, we renewed our membership support with the Pinelands Preservation Alliance. This organization has supplied one of our recent meeting presentation speakers, as well as hosting our "Search for the Jersey Devil" field trip. Thanks to everyone who has made charitable gifts to our Historical Society in the name of a loved one. Your donations really DO make a difference!

MEMBERSHIP APPLICATION / RENEWAL 2011 Haddon Heights Historical Society

Name _____

Address _____

Phone (H) _____ (W) _____ E-Mail _____

Type of Membership: _____ Single- \$10.00 _____ Household- \$15.00

I would also like to make a tax deductible donation to the Haddon Heights Historical Society, in the amount of \$ _____.

NOTE: Annual Membership dues are due at this time. Please bring this completed form and payment to the next Historical Society Meeting. If you prefer to mail in your dues, please send to: Haddon Heights Historical Society, P.O. Box 118, Haddon Heights, NJ 08035

COMING EVENTS

Monday April 18, 2011 Historical Society General Membership Meeting 7pm- NJ Women Pioneers

Monday June 27, 2011 Historical Society Board Meeting 7pm- HH Borough Hall

Monday July 18, 2011 Historical Society General Membership Meeting 7pm- Philadelphia's Bartram's Garden

Summer Outing- Plans to tour Bartram's Garden in late July. Watch for details !

Monday September 26, 2011 Historical Society Board Meeting 7pm- HH Borough Hall

October 24, 2010 (NOTE:- Date Change)
Historical Society General Membership Meeting 7pm- The Battle of Red Bank- as told by Ed Cattell a local historian who is a descendant of Jonas Cattell, the hero of Redbank, who ran from Haddonfield to Red Bank to warn colonial troops of the approach of the Hessians. His actions changed the course of the Revolutionary War.

Just a reminder...The Historical Society is a 501(c)3 organization. Please keep us in mind as you plan your charitable donations.

THANKS for listening ... Now that I have heard from Gerry Pietsch, I know there are folks out there who are willing to share their recollections. I believe our readers are more than ready to read your accounts of the past and think back to their own histories. Become active so we can share our stories with future generations! Drop me a line. Let us know your memories of our town. Share some history !
Ken Funkhouser, Editor

2011- 2012 Historical Society Board

<u>President-(2010-2012)</u>	Elena Hill
<u>Vice-President-(2010-2012)</u>	VACANT
<u>Past President-</u>	Margaret Westfield
<u>Treasurer-(Ends 2013)</u>	Art Ritter
<u>Secretary- (Ends 2013)</u>	Judy Buecker
<u>Trustees-(2010-2013)</u>	Virginia Appleby Ken Funkhouser Anne McAdams

COMMITTEES / CHAIRS

<u>Newsletter Ed.-</u>	Ken Funkhouser
<u>Membership Chair-</u>	Jan Ewing
<u>Web Master-</u>	Lisa Ewing
<u>Nominating Comm.-</u>	Bob Hunter/ Peter Hill
<u>Affairs-</u>	Joan Rossler/ Ginny Appleby
<u>Grants-</u>	Rose Fitzgerald/ Anne McAdams
<u>Merch/Fund Raising-</u>	Joan Rossler/ Ginny Appleby
<u>Programs/Publicity-</u>	Peter Hill/ VACANT
<u>Programs/Publicity- Asst.</u>	VACANT
<u>Legislative Chair</u>	Anne McAdams
<u>Digital Photographer</u>	VACANT

Contact the Board : web@heightshistory.org

Mail correspondence- P.O. Box 118 Haddon Heights, NJ 08035

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