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WILLINGBORO HISTORICAL SOCIETY Oral History Project

Interview March 31, 1983

Speakers: J. Cresswell Stuart

J. Cresswell Stuart
Maurice Goldman
Bernard Sharrow Marie George

Goldman:

I'll start by saying that today is March 31, 1983 and the oral history project committee of the Willingboro Historical Society is gathered at the home of J. Cresswell Stuart to recall and tape a session dealing with the early history of modern Willingboro. Cress, as you may recall, the interest and focus of this project is to investigate and try to learn as much as possible about the period of time in Willingboro history when Levitt came to Willingboro and began to develop a project of making Willingboro what it is today. More specifically, we are interested primarily in the years from about 1952 to 1958 or so. Now we will be talking to you about that period of time and we are very appreciative of talking to you about that period of time and we are very appreciative of your having us come into your home, sit with you and review that period of history to the extent that you can enlighten us. For the record, I would like to introduce the members of the oral history project committee: myself, my name is Murray Goldman; Marie George; Bernard Sharrow; and Hal Vogel. And, in order to get started, I think we will have initial questions

In 1952 we all know Levitt had agents who were visiting various people in Willingboro and discussion the purchase of property and other things that were of interest to him. And, the information that Levitt was planning to take this farming community and convert it into a housing development became of general knowledge only gradually. Now, can you tell us when you first became aware that Levitt was doing this and how did you find out and how did you feel about it.

Stuart:

Well, as you say, it developed rather secretively. The first I know about it was -- I don't know if it was '52 or '53, but neverthe less -- shall I mention names on here?

Surely.

Stuart:

Well, Alex Denbo came with two gentlemen.

How would you spell that?

Stuart:

Denbo? D-E-N-B-O.

And they had a big black Cadillac car and introduced them as Jim Sutton and Bob Greene from Philadelphia. And they were interested in buying a farm for a client. Did I know of any farms for sale? There were two, well one each side of my place. We talked a while and they said, "Well, are they worth?" My answer was, "What difference does it make to you?" Because I never heard tell of a farmer sending out three lawyers in a black Cadillac to buy a farm. So, evidently whoever is interested in the land here is not interested in farming for money. He is interested in farming with money. So we got no where as far as price was concerned. I had no idea. Then I found out that they were going to other people, see, and asking questions. And, a friend of mine came in the next day or so and, well, then we heard that the Waltons had sold their farm. Not to Levitt, but to Levitt's secretary whom he later married.

Are you saying that that sale had mothing to do with the company?

Stuart:

I did not say that. It was to his secretary. They just got options. And they agreed on a price and they were given eight percent of the sale price for the option. But, it wasn't a matter of two or three weeks when they had made enough contacts and two or three other sales that it became known that they were going to buy the whole township. Well, that changed the picture quite a lot. Then they used the story to some farmers -- if you don't sell, we are going to pull out. We will go over . We will develop over there, we don't have to develop here. And, there were quite a few farmers who were willing to sell and that used that tactic on a good many guys that we have to have so many by a certain date or forget it. And, they got them and there were all kinds of prices. Each was an individual thing and some, I think Alex was -- well, for instance, he had drawn up Bob's will and mine and he was our lawyer (Denbo) and he began carrying things on both shoulders you know. He was representing Levitt and yet he had represented us. But it wasn't a very happy situation. We weren't the first ones to sell, but anyhow, it finally went and those that held out the longest got higher prices and, of course, it made a lot of other people angry who did not have land to sell. They did not want to see this thing happen. The people in Rancocas -- two thirds of Rancocas was in Willingboro -- and then the other spots on Lake Drive, some and they began a group of anti-Levitts and it wasn't that those of us houses down there and who sold were pro-Levitt, but that is what we were labelled. It even carried into the school board election and township committee election and, of course, the anti-Levitts were not the majority because the farmers who sold and eventually moved out reduced the balance of power and we went through some pretty miserable times being friends really. And those who had positions in the township were accused of a lot of things that weren't true, but the only thing you could do is ...

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At that time were you on the P	e were you on the planning box	alu.
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Stuart:

Yes. I was

Were you holding any other kind of office? George:

;	Was there a planning board before Levitt came?
Stuart:	Oh, yes. And we had ordinances that said that the lots had to be 75 feet wide.
:	We were under a different impression. We thought there was a zoning board, but thought that a planning board came in at a later date.
Stuart:	No way. The first meeting we had with Mr. Levitt was in the bank building in Burlington. It was around Easter time. '54. It took quite a while for them to come
	One of the members of the Township Committee came to me and said, "Mr. Levitt wants us up in the bank building tomorrow morning at ll:00." I said, "No way. Not me. I have customers coming in for Easter business and I had a customer coming in from Egg Harbor and I am not calling him and telling him not to come." And he said "You got to be there. You got to be there. The Chairman of the planning board "
	I said, "I got to be no where. Get that straight now." So I got there at 12:00 and Mr. Levitt wasn't pleased and in the course of things, he said that we weren't going to need a planning board, that his planners were going to plan. We did not need a planning board. We did not
	need a planning consultant, which we did have, Smith. And all this sounds very strange to me. Every township in the county now are developing planning boards. And, I can see the headlines in the paper Levitt abolishes planning board in Willingboro. And, in the first place, I am the chairman of the planning board and I don't intend to resign.
	And Mr. Levitt said, "Do you have some misgivings about what we are going to do here?" He was angry. I said, "I have no misgivings. I don't know the"
:	Excuse me. Smith when did Smith come into the picture?
Stuart:	Prior to Levitt.
:	Prior to Levitt not in '52 or '53.
Stuart:	Yes, way before that. I would say '52, and Levitt did not come here in '52.
	What caused you to bring in a professional planner?
Stuart:	It was happening all over the county.
	What had he planned? Smith, what had he to do when he came?
Stuart:	Well, of course, most of the areas of the township were agricultural. But he would plan for any development in certain spots as far as size of lot and so forth. We had no idea that this thing was coming through. We did not hire him because Levitt was coming. We had no knowledge of Levitt. In the first place, Levitt did not want Irv Smith at all. Was there any one in the committee? Or who did within the committee was the development of the community had proposed that development
Stuart:	might be taking place? It was general knowledge. Development was taking place in many other pales. Then, we say a need for some regulation of some kinds. You don't have to have something jumping on you back before you can don't have to have something jumping on you back before you can prepare for what might happen. I don't think there was anybody in

Willingboro who knew the development coming was imminent. We had a thousand meetings with the Levitt organization. No records. Everything word of mouth. Nothing written down. What they were doing to do and what they were not going to do. We can't find any records anywhere.

Weren't there records of planning board -- regular meetings?

Stuart:

Levitt didn't meet with us. We met with him at his convenience. His chief counsel would call us and would say, Cress, can we have a meeting next Tuesday in your office? Before they had their office

We would try to find out the Willingboro plan. They did not have any. We had nothing on paper.

: I am sure the various people who lived here had different feelings toward what was happening.

Stuart:

Oh, yes.

How about you personally? How did you feel about converting this place into -- from a farming community into

Stuart:

Well, it got to a point where I knew it was going to happen and no matter what my feelings were or what I could or couldn't do, it was going to happen. Now, the only reason I have stayed here is because I had the greenhouses and he was not interested in buying the greenhouses. He did not offer me enough money to move, you know.

Alex and his other cohorts were giving us so much an acre. I am selling three things. I am selling my home. I am selling a business and I am selling land and I should be paid for all three. The price I gave them them did not even look at. So, they came back with this idea --you keep your home and your business and sell us the rest. So it worked out that I had a irrigation pond in the corner -- I raised a lot of azaleas -- it would have to be from the end of the irrigation pond to Salem Road and at least 75 feet the other end of the greenhouses. Well, how many acres is that? Well, I don't know. I have not stepped it off. I don't know. And the agreement was written up that way. When we went to make settlement, we had an idea it was about three acres. It was ten acres and they started to quibble about the price. I said, "What are you talking about?" So, I got up out of the chair. I said, "You guys want to talk, you talk. I am going to leave." So I said, "You guys want to talk, you talk. I am going to leave." So I finally sold what was on either side and kept the ten acres. And that is how I stayed here. If they had offered me another \$50,000, I might have sold out and gone. Now, Bob sold the other farm -- Bob Stuart. We worked together all our lives. He moved up to Burlington Township, We worked together all our lives. He moved up to Burlington Township, but I stayed. I figured, well when my youngest child gets out of college

in '65, I will sell and get out. Don't ever believe it. If you own a piece of ground in the middle of town, you don't own it. We had three or four offers to sell and the people raised hell and the planning board turned everything down. So, the zoning board, planning board and council own the piece of ground. They tell you what you can do.

: You had this personal contact with William Gold so it would help us to evaluate if you would give us an idea of how you felt about it. Man to man.

Stuart: Man to man -- I thought he was a good guy.

: What to you mean, a good guy?

Stuart: Well, I find he is a good guy, too. You know what I mean. He ...

: A humble man?

Stuart: Humble? I think he was a little sophisticated

The N. J. Supreme Court was known for so he felt at that time .. well, if it is going to be integrated, we will do the best we can. So, he got all the government people and the church people together—the ministers—and they had a couple of and talked at different meetings and it was all announced on one Sunday. Every minister preached about integration the same day and I think we have done a good job with it. You don't erase prejudice, but

Generally, was a find man. He had to have a special on his vocal cords. It was quite a while after the depration

I think it was about '56 or 7 and

You. Garms name and hought a frome, shif this next for his doctorate at I was chairman of the planning board, president of the school board, and we had to have a utilities authority and I was chairman of that. All at the same time. And, I was doind nothing but going to meetings and I said I have got to get out of something. So, I got out of the planning

How do you think you were for all of those organization.

Stuart:

There wasn't anybody left. The farmers had moved out and they were the backbone.

The only people left were down on Lake Drive and kthe houses on Rose Street and Johnny Walton, Charlie Van Sciver, myself,

He was on the township committee.

You better resign because you just . You talk one way to the people and you talk another way to us.

: Why do you think he did that?

Stuart:

Herb just couldn't take a stand. He couldn't be anti-Levitt and he couldn't

a nice guy. He would make speeches agaist it and then go to a meeting and -- I don't know. Herb was a nice guy. Herb is dead. Charlie, dead and dead and

	I heard you mention Ganns a couple of times or at least you expressed
Stuart:	the University of and bought a house did at
Stracts	people and lived here for a year or more. Do you think he did a good job in his book? I don't know if you read
Stuart:	Who wants to read that whole thing? But, it is used as a textbook in
	He had us all classified, you know upper class, middle class, lower class and Herb is all right.
-	Apart from his opinion, how about his facts? Did he get the facts
Stuart:	I guess by and large.
	the Rancousses, or whatever we call them?
	The Boy Weron't consulted.
Stuart:	Well, we were operating. He was building houses in an agricultural zone. changed the ordinance. It was in May of '59. He had people in here. They were living in an agricultural zone.
David.	: How is that possible?
Stuart:	Just done. Get the ordinance done that is all.
National Contract of the Contr	But, it was the intent of the planning board to abridge the plan at that point? And to amend the plan?
Character	
Stuart:	Oh, yeah. He came in and said 75 feet away. You got to have 60 feet. No way, we are not going to change to sixty feet, that is too close. Well, they knew what they were doing. They got their own way because they know how to negotiate. We did not know how to
	negotiate. So, we negotiated. You know how we negotiated. You have to meet them half way. So, we compromised on 65 feet. That is what they wanted. They did not want 65 feet. Sure, they said the wanted

	60, then we gave them five. We came down ten and they went up five which was really
:	What did it take to separate Rancocas from Willingboro?
Stuart:	It simply took a resolution from the township committee to petition the legislature to change the boundry without asking anybody and our senator and assemblyman took care of that business. And, I will tell you, the people in Rancocas were pretty hot. Because
	But, it was the thing to do. It preserved the identity of a little village which it would not have been to have it a part of Willingboro.
Shuart	But, it would not have been done if Levitt had not wanted it to be done.
	Well, when you go through the history of the evolution of the farewell of Rancocas, how did it begin? What were the thoughts of the people involved the Rancocasans, or whatever we call them?
Stuart:	Well, they weren't consulted.
Goldman:	Were or were not?
Stuart:	Were not just the government officials.
:	Why not?
Stuart:	Because they would be another run you would have to block.
Goldman:	Let us start with the first thing. Why would Mr. Levitt feel it necessary to make this change in the boundary?
Stuart:	The overriding thought was that we will preserve the identity of the village.
Goldman:	Was that an excuse? I mean, why would he have wanted to get rid of Rancocas? Would he have some kind of altruistic motive, perhaps?
Stuart:	I think so. Because what happened. He put sewer lines all through Rancocas. He promised
	Before or after? When was this promise made relative to

It wasn't a matter of bargaining with them. I don't remember.

Stuart:

Who is going to hear this?

Goldman:

Who is going to hear this? Posterity.

Stuart:

I don't like that. There are some things I could say that I won't get into.

Goldman:

I think what it does is give a little bit of insight into the kind and extent of the feelings that were held by the people who were affected by some of the movements of this so-called interloper or Mr. Levitt as

he came in.

So far as the people of Rancocas felt, could those people who seemingly cooperated with Mr. Levitt and it is a very interesting sidelight. What were some of the primary objections that the people in Rancocas had?

Stuart:

I don't think they were particularly clear because from an historic point of view they were a part of Willingboro Township since 1688. Now actually whether they wanted to be part of this development or not is another thing. They were anti-Levitt to that extent, but there weren't any houses up around Rancocas at that point.

Still, there were people in there that were not .. that felt that keeping an identity was really

: There was quite a battle about the area that is now Millside Park. The owner of that property objected to selling the property and Levitt was very anxious to get it. Do you know anything about that story?

Stuart:

Millside. That became --- OK, Mill Creek Park.

END TAPE ONE, side one

He said
In the meantime, they wold it to another developer and the other and what not. So, that was another kettle of fish. Then the people have been '62 or '63.

(mention of Nancy Terrell)

--- did a good job too. I ran across her down at the park.

Well, anyhow, they put on a campaign -- the people did -- and worked on the town.

It is a funny thing. People moved in here. As the community went back. You only got a part of a park at a time into the planning board. Then he'd say, "Where are the firehouses going to be, where are the schools going to be? We didn't know. I had to laugh. I would talk to the Chief Engineer — a heck of a guy — to be the head of this thing and you don't know. We want to know where the schools are going to be. We don't get to know either until they get good and ready to tell us.

Then what was Nancy Terrell doing at that time?

Stuart: She organized a group of citizens in opposition to this further development.

So the planning board, the council and everybody else turned down that plan. How can

	Yes, it was Green Acres money. That is why it is an open park.	
	then Levitt came in and than they	
:	Returning to Rancocas for a moment. What was the feeling of the people who remained at Willingboro toward the people who were living the village of Rancocas prior to even the thought or a suggestion that Rancocas should be preserved?	in
Stuart:	This was not a long drawn out thing. It wasn't something that took months to do. It was done rapidly. The township committee petitione the legislature to change the boundary line and nobody know it was happening.	d
III.	township committed to have accepted Levitt's suggestion when, in fact, those people had been part of the community for 150 years?	
	Do yea. Eyen up to Hainespeet. They hauled and out of there for a lot of buildings in Philadelphia - made out of sand itom Hainesport and home	
Total Control	: Who spoke to the village about this before the legislators spoke?	
Stuart:	I don't know that anybody did.	
Stuart	You say you would have preserved the identify of the village. Was the identity of the village preserved when it was a part of the old Willingboro?	
Stuart:	Yeah. Willingboro never had any other villages crossroads and a few houses. It was just a	

Goldman:

The corner up here was and years ago before my time it was Stuart: a blacksmith shop and general store such as was in every rural community in the country in those days so people did not have to travel so far. Well, that Mr. Martin owned the land and he let people build little cottages on the little pieces of ground and charged them so much a year. They never owned the land. That was a sticky part, too. When Levitt came in and then they the township to It was private property. So, since it was in the court, the court had something to do with it, but people had to buy that land from Martin. The land the house was sitting on. You know, on Wall Street the Vanderbilts owned the land under a lot of the building on Wall Street. You call it Martins Beach. Was it ever used for recreation purposes for swimming. Stuart: Oh, yes. It was known as Irish Whar. It was a bad place to swim. Because there was current in the creek there and when the tide ran out it was pretty strong and there was a couple of drownings there. swam out there and could not get back. He wasn't a good swimmer. Didn't they channelize the river up around that way? Stuart: Oh yes. Even up to Hainesport. They hauled sand out of there for a lot of buildings in Philadelphia -- made out of sand from Hainesport and from Olympia Lakes. Olympia Lakes is just a sand hole. They hauled that sand down on scows to Philadelphia. Did swimming take place at the same time that we had the channel? Yes. But, there are bar all over the creek now. No boat of any size can go up there now. Motor boats. As a matter of fact, I went up Stuart: there with Carl last week. I guess we will turn around and go back. We got hung up on a bar. There was only about two feet of water.

He used to come in from fishing with some fish -- perch

What about fishing?

Stuart:

: How about shad. Were there shad?

Stuart:

There must have been some. They were in the river, the Delaware.

That is why I asked.

Goldman:

Cress, I would like to, if I might, go back a little -- to talk about the fact that the people who lived in Rancocas when Levitt came and, of course, the separation from Willingboro. What were the effects on people's relationships and on the social structure and political structure of the town with Levitt's coming to Willingboro? How did it affect the powers and the power structure?

Stuart:

The social structure was centered around farming. There was the school When you talk about school you are talking about You see, they simply disintegrated. I make the statement sometimes when I am showing those slides. I have some picture of fields and farms and so forth. That is all that was here. You can see the same things if you go out in the country, but they want to see what was here before Levittown. So, I say I want to try to — something about what kind of a community. It was a close community. We all know each other. And, there weren't any political fights. There were only half a dozen Democrats anyway. But, we got along well with them. We elected them to positions.

, town clerk, was a Democrat.

Goldman:

What do you mean when you say it disintegrated -- the community?

Stuart:

I mean the PTA they tried to start at school. There was supposed to be the PTA. They wanted me to show some of these slides over there. You don't have the kind of ... We had a school board meeting over there and every once in a while they would have an executive committee meeting of the PTA and they would have pie and ice cream for us afterward. It was a social time.

Goldman:

What were some of the issues the school board had to deal with?

Stuart:

Well, even then we had poorly paid teachers in the county and I would ask some of these girls would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen, we would get some good girls and in a couple of years would happen.

What made it

Now, I mean we go along all together. Once in a while a parent would have a problem with a kid. I have had a man call me on the phone one night. I think he was half drunk. Kid got in trouble in school and the teacher sent him home or something. He started telling me what he

I said, "Listen, don't tell me this over the phone, come over and see me. I am here right now. You get in the car and come over and talk to me face to face like you are talking on the phone. Well, he

This kid that was in trouble was

Unfortunately, the poor kid joined service and was killed. I am a good friend of

You mention now how tight the community was and how favorable it environment was to live in. So, to what to you accord the ease with which Levitt was able to buy up all these properties?

Well, I can go around to a lot of farmers today. I think the It would not take much money. When he offered \$1,000 an acre -- anywhere from \$1,000 an acre to, I guess, two or three. To the little farm that was next to us -- about 40 acres -- she got \$90,000. Couldn't turn that down. That is a lot of money. "Now you can go to the store and buy some decent clothes." She said, "I have been wearing decent clothes all my live. Now I want to dress like the rest of them."

You think about the closeness of the community. Farmers — whether they were vegetable growers, fruit growers, dairymen or whatnot — all have certain things in common. They have the weather to contend with. They have an unstable market. The farmer does not control the market. And, they have insects and diseases. And, when fruit farmers get together, they are talking about one of those things. Farmers throughout — no, I am prejudiced — but I think they are the finest group of people. I do. You say they are not cooperative. They won't stick together. They will. A very independent group, too. Don't try to tell me what to do. I was an officer in I don't know how many organizations.

Stuart:

Stuart:

county board of agriculture The state agriculture convention is held in January every year and they give out four or five citations to people who have contributed to agriculture. And, so the way it starts is nomination to the State for whom they select. Well, I have served on it and I know how it works. They get about 25 names up there. Pick out four each year. So, I got this letter that says they want to nominate me for a citation in January. And, they sent me these forms to fill out of all the organizations that I have been in. And, I took it over yesterday and gave it to ______ and he said, "Oh, my God." and I said, "Well....

I was the director of the group in Beverly for 21 years. I was President of it for fifteen years. The State Associate on of Auction Markets -- I was President of that for a couple of years. I was director of the N.J. Farm Bureau for seven years. And, we organized a committee on farmer coop for a few years before it was a forerunner of the NJ Council of Farmers Cooperatives.

George:

Stuart:

We had cows for a few years. In the late thirties and early forties. I was just telling today. They were not our bag. I said to Bob on morning.. I went out to the barn and said, "Bob, I am sick and tired of these cows." And he said, "I am too." So, this afternoon I called up the dealer and the next day the cows were gone. We were fruit and vegetable people. But, in the thirties you did everything you could to make a dollar. If they think this depression or this recession we have now has any connection at all with what we had in the thirties, they are nuts. Just no way.

Goldman:

Where did the people .. the farmers who sold to Mr. Levitt .. what happened to them? Where did they go?

Stuart:

Some went and bought other farms.

Goldman:

Where? Nearby to Willingboro?

Stuart:

Well, let us see. One went to Hightstown. Two went to Florida.

Goldman:

When they were leaving .. wherever they were going .. did they go with any particular kind of attitude about Willingboro? Were they sick of the place and couldn't care less about what happened to it? Or was it

Stuart:

I think I have known two or three

Share	If you agreed to a certain price and afterward found out somebody else
;	Did any move into Rancocas?
Stuart:	There was no place to move into.
	Can you recall what the economic conditions were at that time? Were they depressed?
Stuart:•	Yeah. Those years let us see, '53 up to about '57-58 I don't think they were terribly depressed.
Shuarn :	If they sold out yet the times weren't depressed, and if they sold out and bought other farms, how could the amount of money have made a difference. Certainly they paid for the farms that they bought and would not the price have been somewhat comparable to what they sold?
Stuart:	I think so. Even in Florida the prices were higher. But, they went broke in Florida. Then they came out even.
Stuart:	You are going to have to sell. You could not keep a farm in hwere with developers coming in.
Goldman	How would it have made a difference?
Stuart:	You just can't. You have all the kids running all over the place and what not.
Stearts	Are you saying that they actually wanted to leave Willingboro at that time?
Stuart:	I think that they realized they had to go. I had one guy tell me
	was in the family for three or four generations. My grandmother bought that piece of ground on Salem Road in 1885. So my
	Then he went down south and got mother and my grandmother bought that farm.
	were being done for or that they were a concerted effort. At that time, then, why did some of the farmers selleven though some land to buy another farm and if so spend the money that they had just received.
Stuart:	Well, when it got to the point that this is going to be an all- encompassing development, that is going to take the whole township.
-	Of course, that was after a number of the sales have already taken place. What happened prior to that? Before that news became current.

Stuart:	Well, they got the land along Route 130 first and worked there way in.
tutets	What do you think led to the decision for those farmers to sell before they know there was going to be a metropolis?
Stuart:	Because the prices along 130 were higher than the prices further back. You will sell anything for a good price.
tuart:	I am trying to understand why, if someone was going to get paid for a farm "X" number of dollars and take that money and buy another farm, then why not stay on the same farm?
Stuart:	Because you couldn't stay here with this development thing.
Goldman:	But, you said earlier, Cress, that at one point the Levitt people even retracted, where if you don't want to sell, we will go and take our development somewhere else.
Stuartr:	That is right. That was in the earlier part to get it started. They had to have so many farm sales by a certain date. They had to have so many options.
Goldman:	OK, the implication though is that if the farmers did not want to sell, they could have said "no" and wanted to stop this development. They could have opted not to sell.
Stuart:	And, that has happened in many townships in NJ. I just was in one today up in Monmouth County where a developer wanted to come in and they all got together and pressured the planning board, council, and everything else. No, we do not want it.
Goldman:	So, what are you telling us then about the organization of the farming community in Willingboro at the time Levitt came? It wasn't able to withstand Levitt? It wasn't together enough to make an effort against the Levitt encroachment?
Stuart:	They won out. I think there were a good many of them that were willing to take the money.
11 11111	: And buy another farm.

So, most of them wanted the money for other purposes. They wanted to get out of farming anyway. Yeah. Some of them. Yes. Well, Johnny Walton. Stuart: They did not go back into farming. Johnny did pretty well on if you ask me. So did Charlie Van Sciver. What did they go into? Stuart: They banked their money in other words. Yes. When Johnny retired this year, he was making \$35,000 there as Stuart: secretary of the Municipal Utilities. I don't know what Charlie was making as head of Public Works. But, I guess he was paid pretty well. So, then, what you are saying is that important niches were made by those who were interested in collecting the money and not resuming farming. Strictly a mercenary interest. Stuart: Yes. How did the others view this? How did you view this? Stuart: Well, I was stuck. I wasn't being offered enough money to get out and I still had four kids to get through college. I figured if you had som real estate, you can borrow against it to do that. And, I did. All my kids are doing better than I ever did. But, if came to the point where I wanted to sell. I didn't get krid of that land until I was 75 years old. I ran those greenhouses till I was 75. Who'd want to do that. We had opportunities to sell and the township got . So, I got a little bit mad and told them what I thought. You say that the Township turned you down. The planning board? The planning board and council. Stuart: How do you feel about the associations that Levitt gave to the community. The handouts, support to the community. Would you think this ample, or otherwise? Well, let's start with the school for instance. The first school. We had to draw up a budget in '58 to cover the school year of '58-59 which Stuart: started in September 58 when the people moved in. The people moved in in October and we hired eighteen teachers. In the spring and summer of '58 before we saw the kids. And, we opened school in September with 85 kids that all went to our school with eighteen teachers. How many rooms? Five. Five rooms and eighteen teachers. Stuart:

They came in. Twenty five hundred in that first year. Any how, by January of 159 we ran out of teachers. Then you could not hire any. And the principal of the school called my wife up one night at 9:00 and said, "Eleanor, would you activate a second grade tomorrow morning?" She had done some substituting since the kids ... had a pholesale meeting - 500 people - so the facure

d, his contributions decreased. I guess he substituted is for four

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Now, let me finish that. So, Mr. Levitt subsidized the school budget the first year with \$250,000. There wasn't a tax base, so you couldn't tax was only going to be \$250. The next year when the budget was advertised, we had a wholesale meeting -- 500 people -- in the Stuart school, and complaining that their taxes had to go up. Because, as base increased, his contributions decreased. I guess he subsidized it for four years. The last lot was \$50,000.

Goldman:

These were lots for what?

Stuart:

These were to subsidize the school budget.

Goldman:

This was in addition to building the schools.

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Can you think of any other incidents in which he was generous -- in which he helped the municipal budget?

Stuart:

The municipal budget -- I was not involved in the municipal budget. The school budget. But the people did not like the way taxes kept going up and they don't like it today. Nobody does. But, he did subsidize for four years the school budget. It never got enough publicity. You should tell the people, you know. After all, you are not paying this whole bill, Mr. Levitt's

Stuart:

As I said, we had a lot of meetings with them, but no minutes. Handshakes and what not. He was to build the elementary schools, one in each park, and the junior high schools. The township would have to buy or would have to build the high school. Well, when they changed buy or would have to build the high school. Well, when they changed the name from Willingboro to Levittown — right after — and then the people who moved in here did not like it. So they put it on a people who moved in here did not like it. So they put it on a referendum again and changed it back to Willingboro. And there are some people today who think they changed it to Willingboro. Willingboro was here for two hundred years, you know.

that can you tell on about non unterior must extend here so in about

How did you feel when the name was changed from Willingboro?

...in the begining? Evidently the people who first came in, because there Stuart: weren't that many of us older people that it would make any difference no matter which way we voted. But, then they found out that their mail was getting mixed up with Levittown, Pennsylvania and Levittown, New York. Why do you think they voted in favor of it? Stuart: Well, it was a new community. I don't know why they voted for it. I Which change are we talking about? Goldman: The first. Stuart: The first change, Levittown. That called for a vote, too? To change it to Levittown? And they voted in favor of it. Stuart: Now, the thing that happened at that time -- and I know this story very well -- when they changed it back to Willingboro, Bill Levitt was very angry. This is why we wanted to get your attitude on it. Because it made such a big difference to Willingboro. After that time when he became angry, those handouts stopped. His generosity came to an end. Stuart: Right. In fact, he went back on his promise for the elementary schools. build the last three with bond issues. Listen, I got the minutes from the school board meeting in '62 where we voted to send the plans for the second junior high to be built where the Memorial school is now. It was a duplicate of the Levitt buildings which he built. The same set of class to be send to Trenton for approval. And, we voted to send them to Trenton for approval and that was at the time they were changed. He put a stop to it that quickly. This was to be with Levitt's financial help. Goldman: Stuart: Yes. He was to build that. So, he cut out the junior high and three elementary schools. Goldman: I don't know what other contributions he made. Stuart: What can you tell us about the situation that existed here as to what Goldman: the arguments were made pro and con to changing back to Willingboro

Well, I think they had two or three names batting around -- Camelot

from Levittown?

Serious considerations?

and whatnot.

Stuart:

Goldman:

I don't think we could get a consensus on any of them except they felt

Goldman:

that Willingboro had some district and so forth, so they pushed that. Was the community torn apart on that issue?

Stuart:

I don't think so.

Goldman:

Was it polarized?

Stuart:

Not too much. I think it went back the

What did Levitt want his surrogate people to do to try to influence the people against changing the name?

Stuart:

I don't think he mounted a campaign.

You mean, feeling as strongly as he did about it?

Stuart:

He didn't come out and say, "if you change the name, I won't build the three schools or the junior high". He didn't say that. He waited till

after it was done.

What was the feeling in the community in '52-53 as this black Cadillac

was riding along?

Stuart:

I question '52. I don't know where you got that.

Maybe it was a late model car.

Stuart:

I think it was '53, because the first options were taken in '54, with

settlement in '55.

When do you think the first black Cadillac came into Willingboro.

Stuart:

I think the day they came to my place was the first time. That would

have been '54.

Goldman:

Then, why would the have come to you first if they were interested in

the land along 130? You weren't along 130.

Stuart:

That was before everybody was approached on 130.

Goldman:

But, who Cress Stuart's property first?

Stuart:

Not my property. They weren't after my property. Alex just wanted to know what prices the farms were and that sort of thing of And I told them one and they went right down and that farm was for sale for

\$60,000 for a long time. It was 180 acres, you know. And, they went down and tried to get an option on it right away. But, the word got seri of a people extended private anyway, and I am-Where was it? It was where the John F. Kennedy High School is now. Stuart: Of course, that wasn't around 130 either. Why would they have been so interested in on that wasn't? Well, it was the sale. They know what they were going to do. They Stuart: were going to buy them all. You are saying that they just didn't want anyone else buying anywhere in Willingboro. Well, that's true. Stuart: Goldman: That is what they called Park Road at that time. Stuart: Yes. : Was there any remnants of the deer park left? Oh, yes. All of Garfield East. Garfield and Garfield East. There was Stuart: a hundred acres of woods, you see. All those trees that are left. A lot of swamp land in there. I don't know

...should have been left Park Road, too -- in all due respect to John F. Kennedy -- it was Franklin Park Road. We used that woods. That was Franklin Deer Park.

Goldman:

Are you getting tired, Cress?

No, you still can go. You better wind it up, not make two sessions about it. I have been happy here. The new people who came in treated make the treated that is why I have worked with organizations and whatnot in my lifetime. I think I would have enjoyed being a personnel manager. How would you regard his work as collected for the Township during the

period of time during which regotianess were going on such Lewist

		_: Willingboro was originally a Quaker community.
Stuart:		Well, way back, yes. The earlier settlers were. The house that Bob lived in up in Pennypacker Park was on of the brick
	:	That lawyer nameda lawyer named Bookbinder was involved
Stuart:	_	Sidney
	:	You would you regard his contributions?
Stuart:		Well, Sidney came into the township in '56. That is when Alex Denbow was the solicitor and he had to give it up because of his relationship with Levitt. And, then he tried to outdo Levitt and Levitt got rid of him.
	:	Out do Levitt?
Stuart:		Oh, he was taking ten percent of everything. Meaning under the table.
-	_:	Meaning under the table.
Stuart:		I don't think he did it under the table. He did it outright.
Stuart:	-	Oh, you mean That was is pay. And, I think they had words about it or something and all of a sudden Alex was out. And Sid was Alex' cousin, so Sid comes all of a sudden Alex was out. He came in and told us we had to run along. I tell a story about Sid. He came in and we have had more rules and order, and we have had more rules and order.
		all of a sudden Alex was alout Sid. He came in and told us we had to run along. I tell a story about Sid. He came in and told us we had to run and order, and we have had more rules and less order ever since. And, he also told us the difference between a motion and a resolution - \$25 a page. Sidney spent an awful lot of a page in Willingboro while it was developing. He got paid for every hour time in Willingboro while it was developing.
Street	_:	time in Willingboro while it has he spent doing it. He was an employee of you planning board?

Stuart:	Solicitor.
;	Of the commission and township committee.
Stuart:	And the school board, and the township council, and sewer and water
	How would you regard his work as solicitor for the Township during the period of time during which negotiations were going on with Levitt?
Stuart:	Well, I think Sid was fair. But, Sid was looking after Sid, too. I don't think he did anything unethical. Not so far as I know. I know Sid is ten years younger than I am. He is 69, I am 79. He says, "Gee, I look ten years older than you." I say, "That is your fault."
	I started to ask you about the Quakers. By the time you became familiar with Willingboro, were there many of them left?
Stuart:	First, the Quaker meeting in Rancocas was fairly well attended back in 1910 in that time. They died off, the older ones.
	They became fewer and fewer. What happened? Did they move out?
Stuart:	Moved out, largely the younger ones moved out. They still have a
	Well, the kids that moved in broke every window in the place. But, we kids, the county kids that used it, would never think of breaking a window. It was partly there. Anyway, there was the YM for the window.
	What were the dominant religions here.
Stuart:	Well, the little Methodist church on Charleston, and there was one in Rancocas. That one went down to about fifteen people though. After Rancocas. That one went down to about fifteen people though. After the coming of the automobile, people went to their respective churches the coming of the Baptist, Episcopalian, Presbyterian. We sent to in Beverly — the Baptist, Episcopalian, Presbyterian. There were were Beverly. So, it left the little church looking sort of slim. There were some that it was chiefly Methodist, Baptist, Presbyterian. There were some. We had some Italian families. But, it was kind of There were some. Beverly for church.
-	tough to drive into bevolve: Were there any important fraternal organizations here?
Stuart:	Not in Willingboro. Not in Willingboro. When I say 'at the time', I mean just at the time of the transition.
Stuart:	Oh. Well, the only thing that which the kids used for thirty-five years. the YMCA building which the kids used for thirty-five years.
Goldman:	Where was that located? Where was that located? Right behind here on the other side of the building. That open lot.
Stuart:	Right Deline

Have you ever noticed that you find a grandchild that looks ...

We used to have a YMCA basketball league throught the county. In 1922, when we build that building from second hand lumber from Fort Dix, there basketball courts in the schools. We had guys who used to play basketball

they had a shuffleboard, pool table, ping pong table, two club rooms, a stage and basketball. And, it served the kids in that community for thirty-five years. And the fact that it was made of second hand lumber, it began to lean a lot so when Woody was Fire Marshall, -- remember him? -- he condemned it and it had to be torn down.

Well, the kids that moved in broke every window in the place. But, our kids, the county kids that used it, would never think of breaking a window. It was partly theirs. Anyway, there was the YM for the younger people. The YW was also strong.

: Where was the Post Office? Beverly. Stuart: In Beverly and when did the Rancocas post office become established? I don't know. It was a long time ago. Stuart: It was established when it was still a part of Willingboro? Yes. Stuart: So you had a village post office. That's right. We had rural delivery in Beverly. Earlier than that we Stuart: had rural delivery from Burlington. You mean Willingboro Township received rural delivery service out of Beverly even though Rancocas right up the road here had a post office? : I think the difference was it was rural free delivery (RFD) and Rancocas was a fourth class delivery.

So Beverly must have been the big time post office. How about Burlington City? I'd have thought it would have been the main center.

Greene:

When was the post office established here in Willingboro?

That was when Hank Metzger was Mayor.

Goldman:

It was here when I came in 1964.

Stuart:

... Since I moved, people don't know what my address is. I get mail just addressed to Willingboro. Well, they know who I am there. A funny thing hapened last year when I was doing my Christmas cards. I separated the cards that went to Beverly, Burlington, Rancocas and I delivered them this way. I didn't put them all up here. So, the ones at Beverly, for some reason or other, I had never put a stamp on about twenty-five. So, about three days later I got a package from the Beverly post office. Here are all the cards back. Now, if it happened here, .. front of the charts. Of costs, we need it file a bole in the head New trey used they florested Costs over their on Mr. Helly Road and not exact, and after like a hole in the head. Marts small fundament in Berlington, and distinct like a hole in the head. Marts small fundament in Berlington, and Morrestown. But, that is more, you are. These of they are used a high personner of their moves lax, I think is to

one of them was addressed to Rich Johnson and he was in the post office. And, he said, "Hey, Rich, open that and see who it's from". So, he opened it and said, "Oh, its from Cress Stuart." So he gathered them up and sent them back. Now, this is what happened in a small post office.

In fact, that is why they have been unable to close a number of rural post offices. They don't have the classes, but what would be a fourth coalescing effect it has.

but because of the

When you were on the planning board, were you involved in any way with the idea of establishing the shopping district as they have it now and the objections to the strip along 130 -- having businesses along there.

Stuart:

We, more or less, did zone that strip along 130--1,200 feet deep. Made some changes in it.

What was the general agrument?

Stuart:

Why would anybody want to make an unattractive strip of business up along 130? That was the general feeling. That was where business belonged, on 130. I don't buy that now.

You mean at that time you may have approved of it?

Stuart:

Yes.

You know, I was opposed to these corners. Like that darn Wawa going up in front of the church. Of course, we need it like a hole in the head. Now they built that Burlington Center over there on Mt. Holly Road and tent county need that like a hole in the head. Hurts small business in Burlington, Willingboro, Mt. Holly, even Moorestown. But, that is money, you see. These places, if they can rent a high percentage of their stores for, I think it is fifteen years...

: Is there any background...

Stuart:

It is zoned commercial and they have not found anything commercial that wants to settle there. Same with Olympia there but ... went out to build houses

...got enough houses. That was one of the things that I used to take people in the greenhouses and we would be talking about more houses. We got enough houses. I said, "Look, if we had that attitude in the beginning, you would not be here. Long as you moved in here you don't want anybody else."

Goldman:

Is it your feeling that the development that Levitt brought wasn't the best thing for this area?

Stuart:

It is a good thing .. it brought a lot of homes for a lot of people. I don't know wither it was good or not. This kind of a development is good for any place ..

Goldman:

Was there --- Do you feel that there was a tremendous need for housing at that time? Is that why Levitt came to this area? What was the impetus for Levitt to come to this area?

Stuart:

A lot of research and I guess he thought there was a need for it in this area -- outside Philadelphia. He also built houses ..

Goldman:

Did he ever share with you or did anyone ever share with you any of their feelings about why they looked upon Willingboro in particular as an attractive place for them to build?

Stuart:

... Mill Creek Basin has two branches and the trunk line
Pennypacker all the way doen. They had a -- I don't think
they had but one pumping station they had
problems getting that

They were putting these trunk lines in, you know, and you couldn't go on that property because they didn't have ease-the owner, I said, "Look, we are going to go ahead and put

I would say in the beginning anybody who wants to speak on this, pro and con, give you name to the secretary and you will be called upon by the secretary in the order in hich he has them written down and you will be given five minutes. But, you don't have that kind of control over a meeting where something is hot. You know, you are swamped. ... You know, five minutes are up and you are done. You know, some guys want to speak for an hour. I learned that a long time ago. We had -- '45 -- we had a TB outbreak among the cows in Burlington County and wiped out some herds -- 2,500 cows. We had the meetings in Mt. Holly.

an

The State has a reimbursement program for animals that were down because of tuberculosis. You got half their value. And there was not near enough money in that fund to do it. We had a couple legislators in Mt. Holly and had a meeting with them and had a special bill put through the Legislature to approve more money and so forth. So we had this one ... they stayed in the Freeholders' office. They didn't come before the farmers. They said, "You go over and get the names of the ones who want to talk to us." I went over with a yellow pad and I said, "Anybody who wants to talk to the legislators give me you name and I will take it to them. Well, they didn't like that much. There were only about half a dozen who ... People who liked to stand up and raise hell.

I would sate that I have really enjoyed my relationships with the people in Willingboro. I was really when they asked me if they could name the Stuart school after me. I served five years after they moved in here on the school board and those people because they came in and had no idea about New Jersey law, the way thing are done or the way to conduct themselved before a meeting. I would try to tell them, "If you have something to hassle about, do it in

private and when you come before the public, you are representing the school children, you are representing the taxpayers, and you are not just representing yourself -- to hear yourself speak.

Ask Al Brancaccio. I like Al. I got along all right with him. But, they insisted that everything they said at a school board meeting had to be written in the minutes. And, I said, "You are ridiculous. The law says you should make a records of the actions. Who cares what you said at the school board meeting. And, they would come in at the next meeting and they would make Helen Carney type up seventy pages of minutes. That is utterly stupid! They know it. It is just because they had an inflated ego.

I was about to say that ...

Stuart:

Kids say today, "Why did they name a school after you?" And, I feel like saying, "Well, if you get off the school board, we will name a school after you." I couldn't very well tell them why. Because Harry Kazansky -- Remember Harry? --

Murray, do you remember whem Zidell was Mayor?

Goldman:

That was before I ...

Stuart:

No kidding. Well, one night — they would run these school board meetings to I:00 in the morning. And, I would say that is another stupid thing. You do too much talking and you don't do enough action. And, I would get up at 12:00 and go home. So, one night about I:00 old Harry picks up the phone. I am going to call Murray. "What for" I said. "What the hell at this time of night?" He said, "To get the son of a gun out of bed." "Why don't you get Murray on the phone and hang up?"

They are not very different ..

Stuart:

They are not very different now. I couldn't stand it. They said, "Run one more term and make it thirty years."

Goldman:

Cress, I think we are going to say we are through at this point. I want to thank you very much for being willing to share with us and it is ...

s,

That is all old people can do .. go back.

Goldman:

We not only appreciate your time and recollecting for us, but we also appreciate you giving us a record that we can look back on and utilize as a part of our early history project.