

**The Alliance Heritage Center  
at Stockton University  
2019-2020**





Alliance Heritage Center  
at Stockton University

preserving the history – sharing the stories

Annual Report 2019–2020



Allivine Canning Company, Norma, New Jersey. The factory's relatively new appearance suggests this view dates from between 1903 and 1908. This image is part of the Judge I. Harry Levin Collection loaned to the Alliance Heritage Center for digitization by Marsha Levin Schumer.

## Alliance Heritage Center at Stockton University

In May 1882, forty-three immigrant families arrived in Pittsgrove Township, New Jersey, to begin a new life. Carrying their possessions, they walked two miles from the train platform to hastily constructed barracks. They wore uncouth clothing, spoke strange languages, and exhibited foreign manners. They were mostly ignorant of agricultural pursuits, and yet these families founded the first successful Jewish farming colony in America, the Alliance Colony.

The Alliance Heritage Center at Stockton University is preserving the history of Alliance. We are telling the story of the founding generation,



and that of their children and their children's children. The details are both inspiring and instructive.

The Center announced its opening on September 26, 2019, at the Alliance Cemetery chapel. From that time until the closures necessitated by covid-19, in March 2020, the Center has worked on several projects. We published an Alliance memoir, *Back to the Land*. Students and recent graduates organized material held in the Center's digital and physical archives. We are working with filmmaker Susan Donnelly as she completes her documentary *Alliance*. The Center remains hard at work preserving and telling the stories of Alliance, Norma and Brotmanville.

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(Top) Alliance Cemetery on September 26, 2019, a beautiful day. (Bottom left) Jay Greenblatt giving opening remarks. (Bottom right) Sara Brown, research fellow, talking to the press.

### *The Genesis of the Alliance Heritage Center*

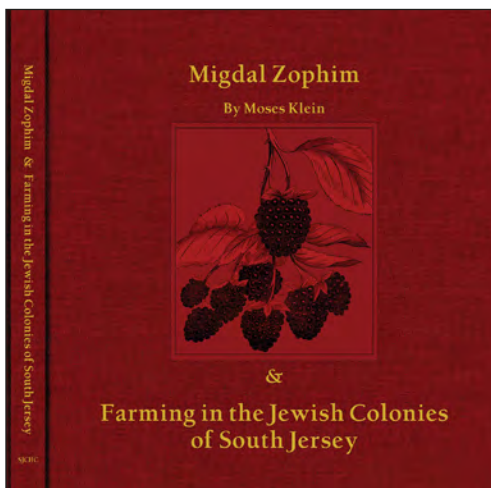
The drive to preserve and tell the story of Alliance is well established. In 1932, the occasion of the first *Yoval*, the voices of many of the founding generation and their children remained strong. The souvenir book published at that time is a starting point for anyone interested in the day-to-day life of the early settlers. There were celebrations at 75 and 80 years and a second *Yoval*, which took place in 1982. By then the founding generation had departed, but their children and grandchildren, most no longer directly connected with the farming community, came together in celebration. The occasion was well documented in print and film. Renewed interest was most clearly seen in the formation of “The Alliance Colony Foundation” in order to preserve the history of the colony. Two additional large gatherings have been held: one in 2007, the 125th anniversary of the founding, and another in 2018. In addition, a Facebook group of Alliance descendants has been active since May 2017.



Letterhead artwork for The Alliance Colony Foundation.

Stockton has partnered with the Alliance community since 2016 when its South Jersey Culture & History Center began digitizing materials related to the colony, loaned for that purpose by descendants. In August 2018, Stockton maintained a digitizing booth at the most recent Alliance picnic. Many of the images found later in this report were scanned that day. The University continued to work closely with the community, republishing in 2019 a substantial scholarly edition of Moses Klein’s *Migdal Zophim*, an early description of Jewish farming in South Jersey (1889). Students assisted in this work as well as in the republication of William Stainsby’s *The Jewish Colonies of South Jersey* (1901), a brief overview of the colonies at the turn of the century. Special thanks go to Jay Greenblatt and Jay Einstein whose efforts have been instrumental to the development of the Alliance Heritage Center.

Moses Klein et al., *Migdal Zophim & Farming in the Jewish Colonies of South Jersey* (Galloway: South Jersey Culture & History Center, 2019), 266 pages. Not pictured: William Stainsby, *The Jewish Colonies of South Jersey* (Galloway: The Alliance Heritage Center, 2019), 53 pages.





### *Alliance Heritage Center: Open for Business*

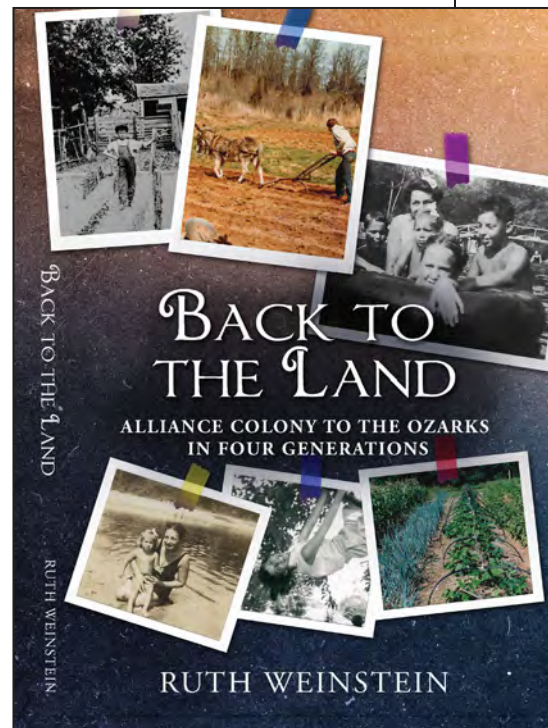
The Alliance Heritage Center at Stockton University has been in operation since the fall of 2019. Tom Kinsella, the Elizabeth and Samuel Levin director of the Center, works with students and community members to fulfill its mission: to preserve and tell the stories of Alliance. During the fall 2019 semester, Professor Kinsella was assisted by two research fellows; in spring 2020, three research fellows and two graduate assistants were engaged. Regrettably, work was cut short by the disruptions of covid-19. Below are descriptions of the projects undertaken during the past twelve months. Although ongoing efforts of the center were interrupted, good work continues.

### *Ruth Weinstein's Back to the Land*

Ruth Weinstein's memoir *Back to the Land: Alliance Colony to the Ozarks in Four Generations* was edited, designed, and published by the Center. The memoir recounts the plight of Russian Jews, pushed out of their homeland by ruthless pogroms; it describes the early life of Alliance settlers; and beautifully reports Weinstein's own childhood as a "summer kid" visiting Alliance, Norma, and nearby Vineland to see her grandfather, John Levin, as well as extended family and friends. For the past forty-five years, Weinstein and her husband, Joe McShane, have worked their forty-acre homestead in the Arkansas Ozarks, the description of which harkens back to the experiences of Weinstein's forebears.

Published in spring 2020, the 225-page paperback is an important contribution to the history of the Alliance Colony. It is available directly from Ruth Weinstein via her PayPal account at [stillinthegarden@gmail.com](mailto:stillinthegarden@gmail.com), by contacting the Center, or through Amazon.

With the support of the Center, Weinstein was scheduled to return to South Jersey this past April to read twice from her memoir: as part of Stockton's Visiting Writer's Series and at the Alliance Synagogue. Both readings were canceled as a result of concerns over covid-19. Because all in-person gatherings have been canceled at Stockton during fall 2020, we are planning a virtual book reading and signing. Details will be forthcoming.



### *Archiving Alliance*

During the fall and spring terms, research fellows Sara Brown and Ray Dudo worked to organize the Alliance digital archive consisting of approximately 400 photographs, letters and documents. In addition, they contacted various donors, clarifying details of materials already provided. Their efforts aimed to improve the current Center website (Stockton.edu/alliance-heritage/) with an eye toward creating materials to be used in the future Alliance Digital Museum. Below are highlights of their work (completed and underway):

- Organizing the digital archive of materials scanned and preserved by the Center;
- Developing a digital presentation introducing Alliance history, suitable for the current website;
- Read early drafts of *Back to the Land* and made substantial contributions to its editing.

In spring 2020, Sara and Ray were to be joined by Kat Wentzel, a recent Stockton graduate with excellent skills in photography, videography, social media and editing. Kat was hired to work on two Alliance projects. The first would have matched historic photos of the Alliance Colony with modern photographs. Imagine historic photos of the Tiphereth Synagogue, Gershal Avenue, Allivine Canning, Norma Beach and many other spots alongside modern photographs. Kat's second project, and main duty, was to interview descendants of the Alliance Colony about their ancestry, life, and connections to Alliance. Both the *Then and Now* photo project and the oral histories project are designed to enrich the Alliance Heritage Center archives and provide material for the Digital Museum. Neither project got off the ground as Ms. Wentzel began her work the week before Stockton closed its campus and restricted funding for research positions across campus.

Two Graduate Assistants, Theresa McMackin and Alexis Poston, master's students in Stockton's Holocaust and Genocide Studies program, were slated to work with Professor Kinsella but covid-19 cut their funding as well.



Director Kinsella at the Center opening.

*Alliance: a Documentary Film*

Susan Donnelly, great-great-granddaughter of original colony settlers, has been working diligently to complete a documentary film entitled *Alliance*. Primary interviews and filming have been completed as well as most historical and archival research. In February 2020, the Alliance Heritage Center joined Donnelly in submitting a grant proposal to the New Jersey Council for the Humanities in order to fund post production. The proposal was accepted, and Donnelly anticipates a release date of June 2021. Significant outreach to New Jersey communities and schools will follow release of the film as will a national publicity campaign.

Quoting from the grant proposal:

The documentary *Alliance* will bear witness to a unique true story of family, immigration, connection, and growth. This film examines the rich history of the Alliance Colony, founded in 1882 by Jewish Russian immigrants, which became the first successful Jewish farming community in New Jersey and the United States. Over the years the Colony supported more than 500 New Jersey families. The goal of *Alliance* is to help interpret the history and culture of a significant part of New Jersey history and bring it to New Jersey audiences.

The center is proud to facilitate Donnelly's excellent work. Professor Ellen Eisenberg, the Dwight & Margaret Lear Professor of American History at Willamette University, serves as a primary advisor to the film. Eisenberg's *Jewish Agricultural Colonies in New Jersey 1882–1920* (1995) remains one of the best scholarly treatments of the Alliance Colony. Professor Kinsella also serves as advisor to the film.

*Donations of historical materials*

For three years preceding the creation of the Center, Professor Kinsella reached out to the Alliance community, seeking digital copies of photographs, letters, and other colony-related documents. He first digitized many of the materials held by the Alliance Colony Foundation. Several descendants provided further important documentation at early stages, including Debbie Kurlansky Winer, Robert Hoffman, Sharon Soltzberg, Liz Pozen, Harold Brotman, Rich Brotman and Marsha Levin Schumer. It is primarily these materials that research fellows have been working to organize.

With the launch of the Alliance Heritage Center, additional descendants have donated materials, many in physical form, which are preserved in Stockton's Bjork Library Special Collections. The illustrations that accompany this report present some of these donations, both digital and physical.



Professor Kinsella would like to make special note of his correspondence with Joseph Klein, born in 1928, who lived just west of Six Points on Garden Road, about 3 miles from Norma, during the 1930s until the early 1960s. Klein contacted the Center to offer copies of several articles on Alliance history that he had written for *The Elmer Times*. He has since provided numerous thoughtful, descriptive unpublished memories of Alliance, Norma and Brotmanville.

The most recent donation, received just days before Stockton closed for covid-19, came from Michele Rappoport and Alan Sorkowitz who made a generous donation of materials related to Bluma Bayuk Rappoport Purnell. These materials are now housed in Special Collections. They include:

- The typescript of *A Farmer's Daughter: Bluma*
- Files from Mark Franklin, nephew and publisher of Bluma's autobiography
- A copy of Moses Bayuk's *The Deity According to the Teachings of Moses* (written in Yiddish while in the Alliance Colony)
- A multi-volume set of Moses Bayuk's *Five Books of Moses*
- Photos of Bluma
- Newspaper articles about Bluma
- Materials related to Bluma's participation in the Pinelands exhibition at the New Jersey State Museum
- Materials related to Bluma's participation in *The Grand Generation*, a Smithsonian Institution Traveling Exhibition



Bluma Bayuk Rappoport Purnell.

The collection provides insight into the deep impact Alliance made on the life of this first-generation daughter of the Colony. We are especially impressed by the typescript and papers related to the publication of *A Farmer's Daughter: Bluma*, co-written by Bluma and Felice Lewis Rovner. They will inform interesting studies by students and scholars. The Center has received permission to republish Bluma's memoir. No date has been set for publication.

### *The Importance of Preserving Alliance History*

At its founding, the Alliance Colony was not unique. Several Jewish farming settlements in America predated its existence, each attempting to provide sustainable, productive, and healthy employment for Jewish immigrants flooding US ports of entry. These earlier colonies did not survive, frustrated by inhospitable climate, poor soil, unfavorable economic conditions and internal dissent. Alliance faced most of these same difficulties, but persisted and prospered. Over the years and through the generations, the community that grew on the banks of the Maurice River was indeed productive and successful. In Alliance, Norma and Brotmanville, as well as in the allied colonies of Rosenhayn and Carmel, community members fashioned a notable Jewish presence, celebrating their heritage alongside their proud status as American citizens. Please help the Alliance Heritage Center preserve the history of these Jewish farming communities and convey their lessons. In the end, this *is* a unique American story.

### *Fundraising Success: Gifts to the Alliance Heritage Center Endowed Fund*

Through the generosity of Alliance descendants, friends and community members, we have secured gifts from 102 donors since the Center's inception in September 2019. We are grateful for this support, which allows us to continue the vital work of identifying, cataloging and organizing historical materials, both physical and digital. We respectfully appeal for additional support. A donation of \$500 can fund 25 hours of work by research fellows; \$3,000 can fund the publication of a perfect bound, paperback book on the history of the colony; \$9,000 can fund the publication of a hardcover book with smyth sewing and offset printing.

Your support helps to underwrite the hiring of student assistants who aid the Director in telling the stories of Alliance through events, exhibitions, print publications, and the creation of the Alliance Heritage Digital Museum, as well as enabling the Center to purchase digitization equipment and archival supplies, which are vital to preserving the integrity of donated and loaned materials.

### *Support for Outreach and Programming*

One generous donor and Alliance descendant has endowed a fund that aids in outreach and programming at the local, national and international levels. This fund ensures that the Center can publicize and articulate the story of the Alliance Colony and the work of the Alliance Heritage Center, including its digital repository, interpretive museum, various publications and educational programming.

### *Funding for Research Assistants*

Another family of benefactors have endowed a fund that provides support for undergraduate and graduate research assistants who are working on Alliance-related projects. This fund also assists in mission-centered projects, such as research in support of the Alliance Heritage Digital Museum, and supports continuing research related to all aspects of the history of Jewish farming communities in southern New Jersey.

### *The Elizabeth and Samuel Levin Director*

Provided through a substantial endowment from a descendant of the Alliance Colony, this fund provides support for the Director of the Center and provides vital funding to areas of greatest need in the Alliance Heritage Center's ongoing work.

### *Grants and Foundation Support*

As we continue to seek out sources of funding to support the activities, research and programming of the Center, we have also approached various grant-making institutions, such as private foundations, and submitted proposals on behalf of the Center. We will continue to pursue this avenue of fundraising in the coming months and years, as grants can provide substantial support to centers like our own.

### *Planned Gifts to the Alliance Heritage Center*

Planned giving is also referred to as "legacy giving" or "estate planning." A planned gift is any gift, made during a donor's lifetime or at the time of a donor's passing, that is part of the donor's overall financial and/or estate plan.

Planned gifts can help secure the future of the Alliance Heritage Center and provide support for the expansion of research, programming, staff, materials and equipment, among other vital needs.

Planned gifts can take several forms:

- Cash
- Securities/Appreciated assets
- Bequests in Wills
- Real Estate/Personal Property
- Retained Life Estates
- Retirement Plan Assets/IRAs
- Life Insurance
- Charitable Lead Trusts



- Charitable Gift Annuities
- Charitable Remainder Trusts

At the Alliance Heritage Center, planned gifts can fund:

- Endowed/Unendowed directorships and research fellowships
- Support for undergraduate or graduate research assistants
- Funding for the Alliance Heritage Digital Museum and the digitization of the AHC's archives
- Future events and/or lecture series
- Community outreach and engagement
- Visiting writers and scholars

If you are interested in making a planned/estate gift to the Center, please do not hesitate to contact us. You may reach out to one of the following individuals to help with determining how to make your planned/estate gift:

Dr. Thomas Kinsella  
Elizabeth and Samuel Levin Director  
Alliance Heritage Center  
Email: [thomas.kinsella@stockton.edu](mailto:thomas.kinsella@stockton.edu)  
Telephone: (609) 652-4419

Jennifer Kosakowski  
Director of Planned Giving  
Stockton University Foundation  
Email: [jennifer.kosakowski@stockton.edu](mailto:jennifer.kosakowski@stockton.edu)  
Phone: (609) 652-4789

### *Making a Gift*

We are deeply grateful to Alliance descendants, friends and community members. Your support allows us to carry on our important research and archival work and to continue protecting and preserving the histories of the Alliance Colony and other Jewish farming communities that existed throughout southern New Jersey.

The lives and stories of the colony founders and descendants live on in perpetuity through the Alliance Heritage Center. You can help preserve these voices and histories by making your own gift today.

If you would like to support the Alliance Heritage Center, you can donate by mail, phone or online.

### **By Mail**

If you would like to mail a check, please make the check to “Stockton University Foundation” and send it to:

Stockton University Foundation  
Attn: Jennifer Kosakowski  
101 Vera King Farris Drive  
Galloway, NJ 08205

### **By Phone**

Please call Jennifer Kosakowski at (609) 652-4789 to make your gift over the phone.

### **Online**

To make a gift online:

- Visit <https://stockton.edu/alliance-heritage/>
- Click on the “Support” button and complete the on-line form.

### **The Judge I. Harry Levin Collection.**

(Following page) Marsha Levin Schumer is an early supporter of our effort to preserve the history of Alliance. She generously allowed Stockton to borrow materials that I. Harry Levin, her father, had collected pertaining to colony history. The collection is a treasure trove. See a sampling on the next page (clockwise from upper left): a letter dated February 13, 1885, from the Alliance Israelite Universelle in Paris, thanking Moses Bayuk for a report on the Alliance Colony; an undated photograph of Leah Levinson (center, sitting), surrounded by her daughter Esther Levinson Levin and son-in-law Israel Hirsch Levin, and their children (a founding family); a letter dated May 21, 1907, from Leopold Gershel, trustee of the Alliance Land Trust, to Moses Bayuk; a Russian document dated 1879; William H. Levin on his farm, 1953; I. Harry Levin’s train pass, 1922; the betrothal announcement of Lena Bayuk and William H. Levin, 1904.

## A Sampling from the Alliance Heritage Center Archives

Preserving the multi-generational history of Alliance and telling its outstanding story are the two central goals of the Alliance Heritage Center. To achieve these objectives, the Center needs the cooperation of descendants and community members. Currently, we preserve images of approximately 400 items loaned to us for digitization. Another 100 items, in physical formats, have been donated to the Alliance Heritage Center and are preserved within Stockton University's Bjork Library—materials such as letters, books, deeds, maps, articles and photographs. In order to preserve a full and inclusive history, we hope for many more documents related to Alliance, Norma and Brotmanville—thousands more if possible. We are especially interested in details that donors can provide to illuminate family photographs, letters,

and documents. If you have such materials, please consider donating them in physical format. If you prefer to retain the material for your family archive, please consider making a temporary loan. We will safely and carefully digitize each item using archival methods and return the originals to you, with digital copies. A second set of digital copies will be preserved and made available to the community by the Center.

The following pages present a few of the donations preserved by the Alliance Heritage Center. Each document has a fascinating story. These and many more will soon be made available to the public.

To discuss donations or loans, please contact Director Kinsella. Contact information can be found on the final page of this report.







**Simcha and Sarah Helig.**

Nachum Helig brought to the 2018 Alliance picnic photographs of his great grandparents, Simcha and Sarah Helig, original settlers to the Alliance Colony. The Heligs' sweet potatoes, an 1899 letter to *The Jewish Exponent* asserts, brought the highest prices at the time in the New York and Brooklyn markets. Stockton interns digitized the photographs and returned the originals along with digital copies to Mr. Helig.



**Joseph and Dora Rudnick.**

Joseph & Dora (Deborah) Rudnick, original settlers of the Alliance colony. Elizabeth Rudnick Levin, their daughter, described Dora's reaction when she graduated from Vineland High School: "It is impossible to convey to others the thrill that was hers when she enjoyed the privilege of seeing her daughter as the first girl from the Colonies to be graduated from high school" (*Yoval* 1932). Margaret Bailey, daughter of Sidney and Esther, graduated that same year, joining Elizabeth as the first to do so. Education mattered.



Digital copy donated by Philip Bogitsh.



**The Zager family in the last decade of the nineteenth century.**

Ruth and Joseph Zager with their children in a photograph dated 1894. (Left to right) William, Rose (holding baby Moe), Harry, Sam (striped shirt, middle), Nathan, Joseph (holding Louis), and Alfred. Below is the Zager homestead in 1899. Photographs supplied by the Zager family.



**At the Brotmanville Synagogue.**

A group photograph taken around 1946. (Front, left to right) Sol Sonkin, Nate Sonkin, Abner Cohen; (back) unidentified man (partially hidden), Mr. Crystal, Isadore Applebaum, Albert Cohen. Digital copy donated by Sharon Soltzberg, daughter of Albert Cohen and Jennie Applebaum.



**Norma Grade School 1934.**

Sixth grader Jennie Applebaum: secretary of the nature club, a member of the room committee, and editor of *Who's Who*. (See school yearbooks on next page.)





**Norma School Yearbooks for the sixth and seventh grades, 1930–1934.**

Excellent schools assured that successive generations had options beyond farming. Debbie Kurlansky Winer graciously loaned three student-made yearbooks for digitization. Filled with photographs, drawings, handwritten descriptions of classmates, sports, and annual events (such as May Day and Arbor Day), they provide a fascinating window into the life of school-aged children in Norma. See a sampling on this page and the next.

Debbie also provided a number of family photographs and other historical documents.



“Our teacher, Miss Lillian Rothman.”



History of our class - 1930-1931

The fall of 1925 found many of us walking to school #9 holding on to our mother's hands. Some were crying for they did not want to go. Miss Hoffmeyer, who was to be our teacher, greeted us at the door, smiling.

It hardly seems possible that we have passed through Miss Rinino's room, and into Miss Crystal's room as fifth grade pupils.

The autumn of 1930 saw us back again, this time as sixth grade pupils, guided by Miss Rothman.

We are now ending our sixth year, and hope to be even more successful in higher grades.



B. Wolfe	- Neatest	- N. Shriker
S. Serbner	- Most Studious	- B. Brickman
B. Wolfe	- Best Athlete	- A. Fisher





**Bessie Rothman Stavitsky.**

Digital photograph of a painting by Louis Mounier, the Unitarian educational director employed from 1901 to 1917 by the Jewish Agricultural Society to foster practical arts and intellectual life among the New Jersey colonies. Mounier was a friend of the Rothman family. The portrait is in its original frame and the family retains Professor Mounier's handwritten letter describing the painting and his gratitude at being able to complete the "likeness" as a gift to the subject and her family.

Lois and Jerry Decker, who allowed the Center to photograph this beautiful painting, have donated copious materials relating to the history of Alliance, including newspaper articles and materials describing Lois's uncles, Benny and Barney Stavitsky, long-time Alliance community members.



**Jewish Poultry Farming**

Arthur L. Finkle

The middle of the 1930's saw refugees from Germany and other European countries.

These were highly educated and at one time were wealthy individuals. At the recommendation of the Jewish Agricultural Society, Jewish Farmers were to farm poultry.

Besides being an available market, the Jewish Agricultural and Industrial Aid Society (JAIAS)

found that the DP farmer was in his 50's or sixty's, much too old for the burdensome traditional farming. In addition, the start-up costs for poultry were significantly less than a traditional farm.

**Jewish Poultry Farming.**

Art Finkle has generously provided the Center with a digital copy of his unpublished 90-page tract on Jewish Poultry Farming in South Jersey.





**The Crystal Family.**

We have received generous donations of materials related to the Crystal family, including three separate audio interviews with Jacob Crystal, interviewed by his daughter Gertrude Crystal Serata, c. 1963. Totalling 142 minutes, Jacob talks about his family history in Russia, early life in Alliance, and comments on his memories of many of the founding families of the colony. Above is a photograph (left to right) of Abe, Rafael, Sam and Frank Crystal. In the background are records of egg sales from January 1949 along with a photograph of work on the Crystal farm. Christopher Serata, Charles Hacker, and Tammy Serata and Roberta Goren and David Goren have generously provided this material.



**The Hoffman Family, Norma, New Jersey, c. 1912.**

An evocative portrait of the Hoffman family. (Left to right) Morris (Moish), Irwin (Isaac), David Hoffman (born Hoykhman), Fanny (Feiga, born Swagoff), Bella, Ida, and Rose. Missing are William and Dora Hoffman. Image supplied by the Hoffman descendants.





**The Kleinfeld Family.**

Three generations of Kleinfeld men are pictured above (left to right) Joseph, Samuel, and Louis. Kleinfeld family material, digitized at the 2018 Alliance picnic, includes a series of family photographs, a genealogy, a family history written by Anne Kleinfeld Brown, and a brief description by Fannie Kleinfeld Colton of schools in the early colonies. Colton names some of the early Alliance teachers: Mr. Creamer, Mrs. Gussie Block, Miss Freda Levenson, Miss Fannie Kleinfeld, Miss Rebecca Shenker and Miss Lizzie Rudnick. Also included is a copy of Louis Mounier’s description of Yenta Kaplan Kleinfeld’s arrival at Bradway (Norma) station late in 1883, accompanied by her three young children. Theirs was a difficult, but ultimately successful reunion with Joseph Kleinfeld later that cold, rainy night (delivered via wagon by Mr. Bradway himself). *See below.* Materials presented by Dick and Anne Kleinfeld Brown.

**Yenta Kaplan Kleinfeld and her children arrive at Alliance**

In the afternoon of Monday, December 31st, 1883, snow was falling over all of the Eastern States north of Philadelphia. In the southern part of New Jersey, the temperature being just above the freezing point, the precipitation took the form of rain, a glacial rain, enough so as to cause it to remain on the ground almost as slush. A more dreary day could not be imagined. . . . It was almost seven o’clock when the train stopped at the [Bradway] station (then only a flag one, composed of a small platform but slightly raised above the ground).

Four passengers alighted: one poor woman and her three children. The night was pitch dark . . . When the conductor helped the woman to jump the last step, she felt as though she were falling into a bottomless chasm. However, the instant her feet touched the boards of that platform she became reassured. Then she heard the brakeman throw down a couple of big bundles, which by the dull thump one made as it struck the boards, betrayed the mattresses that immigrants usually bring with them, while the other, on the contrary, rattled and clashed, indicating cooking and household utensils brought over with much trouble for economy’s sake.

No sooner had these been thrown down than the locomotive bell clanged its coarse tones, breaking still more the silence of the night, and the train resumed its desultory gait, and disappeared gradually into the inky darkness of the night, its red rear-lights becoming fainter and fainter, more so by the rain than by the distance.

It was so dark, even when the train light had vanished away and the eyes of the poor passengers had had time to grow accustomed to the night, that the trees did not so much as make an outline against the sky.

They now felt that some mistake had been made, for there was not a soul to greet them, no welcome sound, no foot-steps, no voices, no horse-hoofs’ patter, which would have been so gladly heard.

The distressed quartet peered into the blackness of the night, but saw no signs of habitation. They were getting wetter every minute, though they could not see the rain. They had been dropped there on a platform which they could not even perceive.

*Excerpted from “Trials and Hardships of Immigrants,” by Professor Louis Mounier, and read at the Vineland Historical Society, March 8, 1933.*



**Moses Brotman.**

Harold Brotman has donated copies of two photographs of Moses Brotman (1847–1935) along with a family genealogy, a copy of Moses Brotman’s citizenship papers, and of the incorporation papers for the Bnei Moses Anchi Austria society (1901).



**Digital Media Archive for *First Chapter In A New Book: The Story of Brotmanville and the Alliance Colonies of Southern New Jersey* (1982).**

Rich Brotman has generously donated digital copies of materials used in the creation of his documentary on Brotmanville (video, audio, images).

Watch the full video on Vimeo:  
<https://vimeo.com/222691402>

The screenshot shows a Vimeo video player interface. The video content is a historical black and white photograph of a group of people, including men, women, and children, standing in front of a two-story building with a porch. The video title is "First Chapter In A New Book: The Story of Brotmanville and the Alliance Colonies of Southern New Jersey" by Rich Brotman. The video was uploaded 3 years ago. Below the video, there are recommendations for other videos by Rich Brotman, including "First Chapter In A..." and "Welcome To The ...".





**Swimming in the Maurice River, 1921.**

(Left to right) Lillian Greenblatt Braun, Esther Boshisky Fineman, Joe Sofian, Sara Sklansky, Rose Sklansky, Dora Boshisky swimming at the old bridge in the Maurice River (the two small children are unidentified).



**Alliance Beach in Norma, c. 1963-64.**

Louis Seiden has donated materials related to his parents, Kurt and Sabina Seiden, who arrived in the Vineland area in 1951 and began chicken farming. Also donated are photographs and documents of Louis' boyhood in the area in the 1950s and 60s. To the right is a photograph taken at Alliance Beach in Norma. Louis is standing in front with his hand up in the air. Below is a patch from Boy Scout Camp Kimble, which operated from 1938 to 1967 along Oldman's Creek in Salem County, New Jersey.







**Preserving Alliance History.**

For years Jay Greenblatt has been a driving force in preserving and telling the story of Alliance Colony. It was Jay's brief recounting of this history to Tom Kinsella that opened the way for the creation of the Alliance Heritage Center. Jay Greenblatt's materials related to Alliance, Norma and Brotmanville are a core collection of the Center. (Left row) The chapel museum; Mark Demitroff, Jay Einstein and Jay Greenblatt at the opening of the Center; photograph of the Alliance cemetery, opening day. (Right row) Edwin, Judith and Leonard Greenblatt enjoying their cones from the Hokey Pokey Wagon (1925); Joseph Greenblatt on Nellie in front of his home at Gershal & Steinfeld Avenues.



**The Norma Athletic Association's baseball team, 1904.**

(Front row, left to right) Sam Curlett, Joe Doran, Toots Peterson; (middle row) Andrew W. Beebe, Israel Goldstein, Jacob D. Spiegel, Emanuel Doroshow, Moe Spiegel; (back row) Nathan Spiegel, Jacob Dittus, George H. Beebe. This image is part of the Judge I. Harry Levin Collection loaned by Marsha Levin Schumer for digitization.



**Front cover photograph**

Nine year old Joseph Greenblatt in 1905.

**Contact the Center**

Send an email to Director Kinsella at  
[Thomas.Kinsella@stockton.edu](mailto:Thomas.Kinsella@stockton.edu)

or send mail to

Thomas Kinsella  
Alliance Heritage Center  
ARHU / Stockton University  
101 Vera King Farris Dr.  
Galloway, New Jersey 08205

Alliance Heritage Center, 2019–2020



*The background image on the front cover is a document written in Hebrew and placed in the cornerstone of Emanuel Synagogue, built in 1884, the first synagogue built in Alliance Colony. A translation follows.*

Praise to the Lord! Who took us out of an iron land, from Russia from slavery to freedom. Praise to the Lord—who gave peace to his people of Israel in the land of America, as it says “and Israel lived in peace under its wine stock and under its fig tree.” As it was said through Moses his servant “You shall live in peace in your land and you should lay down to sleep and not be afraid.” Therefore our congregation declares here in the Colony of Alliance: Let us build a house to the G-D of Israel and to its glory and beauty to fulfill what is said in the Torah “And thou should build for me a holy place and I will live in your midst (so says G-D).” Therefore with our help—this great house shall be called “House of G-D.” On this day, the first day of the week of the “Sedra Miketz” and the first day of Chanukah in the year 5648 according to the creation of the world, shall be founded our holy place.

*The Alliance Heritage Center  
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