At a recent tourism workshop, I learned that 60% of potential visitors will consult the website Trip Advisor. I’ve used this website myself but still, this high percentage surprised me. Shortly afterward, one morning, while I was reading some of the museum’s reviews on Google and Facebook, it dawned on me that we must have reviews on Trip Advisor too. I can see now that this realization is so obvious, it’s embarrassing, but what can I say? I hadn’t thought of it before.

I went to the website and clicked on our review page and when it came up, made a quick survey through the pages. Eighty written reviews in total! Eighty! And I’d had no idea! I braced myself as I stared at the screen.

Reviews of the museum on other websites and in our own onsite evaluations tend to be almost entirely positive, but the Internet can be a brutal place. It’s good to collect yourself before diving into candid online assessments from eighty reviewers!

As I read over the reviews, tears came to my eyes—but not the kind you might expect. I was crying happy tears! What I had stumbled upon was page after page of reviews of her presentation, Fish writes that Roberts was:

... A self-taught journalist, [who] developed the magazine from an academic journal devoted to fundamental Arts and Crafts traditions into a modern publication that also considered all that was relevant in art, photography, domestic architecture, design, gardens, literature, and theater.

Dr. Jonathan Clancy, who is co-curator of the museum’s ongoing exhibition, Original: Gustav Stickley Furnishes His Log House, will present research and fresh findings associated with the exhibition in his presentation “Unpacking the Log House: Stickley as Consumer and Collector.” Of his presentation, Clancy writes:

In his 1931 essay “Unpacking My Library” the critic Walter Benjamin stated that “…ownership is the most...
Page after page of reinforcement, noting exactly the kind of experience we’re aiming to offer, popped up on my screen. It was such a rare and pleasurable moment, like unexpectedly receiving a whole bunch of pats on the back! Well, now, I thought, that’s the way to start the day!

Of course all of the reviews weren’t positive—though an average of 4.5 out of 5 stars is hard to complain about. The bad reviews were often insightful, expected and sometimes funny, but the good reviews were so plentiful, I was taken aback. Truly, discovering a cache of glowing online reviews is not the typical Internet experience. Who can say, I want to feel good so I’m going to read feedback on the Internet?

Well, now I suppose, I can, but even as I write that, I realize how fleeting good reviews are. Keeping a good thing going is not easy. More importantly, all of these good reviews have made me reflect upon the evident authenticity of Craftsman Farms. It’s this authenticity, I suspect, that is the real source—the seed—of all of those good reviews. People respond to authenticity. It’s a powerful thing, but it’s also fragile, and without careful cultivation it can fracture or erode.

After reading this article, you might think that protecting Craftsman Farms’ good reviews is our biggest priority, but it’s not. We must first protect its authenticity—it’s at the heart of our mission and all we do. If we’re doing that, the good reviews will keep coming.

Emerging scholars will present related presentations around the theme “Home at the Turn of the Century: New Perspectives.” The “Call For Papers” requests presentations exploring the concept of “home” at the turn of the 20th century, stating: “More than simply an architectural structure, the idea of home is deeply intertwined with the conception of self and family….the home is metaphorical space layered with meanings, contradictions, and identities.”

Beginning at 9:00 a.m. and ending at 12:00 p.m., the Symposium will include breaks with light refreshments and opportunities to view the museum’s current exhibition. Following all presentations, it will culminate in a Q & A session involving all presenting scholars.

**ORIgINAL EXHIBITION OPEN HOUSE**

On Sunday, October 8, the doors of the Log House will be opened for a free Open House highlighting the museum’s ongoing Original exhibition. This program will also take a specific focus on the 100th anniversary of Gustav Stickley’s sale of the property in 1917. In commemorating this anniversary, “Spotlight Talks” will be provided periodically throughout the day addressing the sale to the Farny family and other aspects of this time period at Craftsman Farms.

During the Open House, tours will be suspended for the day, and visitors will have the rare opportunity to explore the Log House interior and the exhibition at their own pace. Visitors will be encouraged to linger as they desire, take time to note details and drink in the atmosphere. Docents will be stationed throughout the Log House to provide information and answer questions.

**6th Annual Scholars Symposium**

Sat., Oct. 7, 9:00 a.m. to 12:00  p.m.

**Symposium Only**

$25 Members; $ 30 Non Member; $5 Student

**Symposium plus light Lunch with the Scholars at the Stickley Museum immediately following Symposium**

$40 Members; $45 Non Member; $20 Student

To register, visit StickleyMuseum.org or call 973.540.0311

**Exhibition Open House**

Sun., Oct. 8, beginning at 12 noon

Free; no registration required
11TH ANNUAL FALL FAMILY DAY
SPONSORED BY KIWANIS CLUB OF GREATER PARSIPPANY

Join us in celebrating the fall harvest and Craftsman Farms’ agricultural past at our 11th Annual Fall Family Day. Set for Saturday, September 16, from 12 to 4 p.m., this traditional fall festival is the museum’s biggest family program of the year.

Fall Family Day features seasonal fun with hayrides around the grounds of Craftsman Farms and pumpkin painting. Indoor and outdoor scavenger hunts encourage children to explore the landscape that was once the Stickley family’s home and farm. Craft activities and handicraft demonstrations exercise young minds and hands. Bring the whole family and arrive early for a picnic on the grounds! And inside Stickley’s Log House, tours will be suspended for the day and families are invited to explore the museum Open House at their own pace.

Fall Family Day
Sat., September 16, 12 to 4 p.m.
$5 Member Children; $7 Non Member Children;
Free to Adults accompanying children;
$7 Adults without children

ALL HALLOWS’ EVENINGS AT THE STICKLEY MUSEUM

Our tour begins as night falls… But there’s no need to be frightened! By the 1910s, Halloween, not yet a holiday for children, was a night for amusement and superstition, mischief and fortune telling. Victorian era sensibilities had transformed traditional macabre customs associated with the night into playful parlor games and tricks, which provided a clever guise for match-making and romance at society parties. Additionally, the popularity and growing appeal of Spiritualism and its demonstrations of mediumship provided both entertainment and spiritual catharsis for the grieving and the curious.

Join us for this after-hours tour, where this October it’s 1913! And keep your spirits up with light refreshments following the tour!

All Hallows’ Evenings: The Halloween, 1913 Tour
Friday and Saturday, October 27 and 28
5:30 p.m.
$5 Members
$12 Non Members
Space is Limited. Advance Reservations Required.
Suitable for adults and teens; not recommended for children under age 12.
Gustav Stickley constructed twelve buildings at Craftsman Farms to test his ideas about modern farm life. Four of those buildings—the Log House, the White Cottage and the North and South Cottages—were residences meant for the Stickley family and guests. Grouped within sight of one another, these four residences are considered the historic core of the farm. Prior to completion of the Log House in the fall of 1911, for one year, the three adjacent two-bedroom cottages served as the home of Mr. and Mrs. Stickley and most of their six children.

Recent work has brought the restoration of the North and South cottages closer to Mr. Stickley’s original vision. Following completion of the museum’s Historic Site Master Plan in 2008, removal and storage of the two cottages’ windows was recommended to prevent further deterioration. For nearly a decade, more than forty original American chestnut and leaded glass windows were stored, safely awaiting their time for restoration.

Last year, after generous funding was secured through grants from the Township of Parsippany-Troy Hills and the Morris County Historic Preservation Trust, restoration of the stored windows began. Guided by Mills and Schnoering Architects of Princeton, the restoration team accomplished three main objectives in the first phase of window restoration: with a focus on the North Cottage, restore as many leaded glass windows as possible; restore and paint exterior trim to reflect historic color findings; and install unobtrusive interior storm windows. All three objectives were accomplished at a high level of workmanship, with enough funds remaining to restore windows on two sides of the South Cottage. A second phase will focus on the remainder of the South Cottage windows.

Further up the hill is the White Cottage, so known for its white stucco exterior. In 2012, the museum administration undertook a feasibility study to investigate if this building was suitable for administrative offices. The study, undertaken by H/Al Architecture of Northampton, Massachusetts, determined it was not, but created a framework for restoration that would ensure the building’s future. In the coming year, with funding from the Township of Parsippany-Troy Hills and the New Jersey Historic Trust, the White Cottage structure will be stabilized by removing non-Stickley additions, integrating new mechanical systems and sealing it with a new roof.

Stay updated on the progress of these projects. Watch this newsletter and the museum blog for future preservation updates.
Handcrafted Holidays

Explore early 20th century holiday traditions and Gustav Stickley’s own ideas about the season on special after-hours guided CANDLELIGHT TOURS of the decorated Log House.

Holidays in the Log House:
The Candlelight Tour
Friday & Saturday, December 8 & 9
5:30 p.m.
$5 Members; $12 Non Members.
Advance reservations are required as space is limited.

See the Stickley family home festooned in period Arts-and-Crafts-style HOLIDAY DECORATIONS beginning mid-November.

Holiday Decorations in the Log House
Beginning mid-November
Museum Open: Thursday - Sunday
Tours depart: 12:15, 1:15, 2:15 & 3:15 p.m.
Standard museum admission rates apply.
No advance reservations necessary.

Over the river and through the wood to the HOLIDAY SHOP AT CRAFTSMAN FARMS! Come see the Museum Shop transformed into a winter holiday wonderland, stocked full of gifts and decorations to tickle your nose and delight your homes.

Holiday Shop at Craftsman Farms
Beginning Friday, November 24
Shop Thursday to Sunday, Noon – 4 p.m.
Late Shopping Hours on select dates!

Slow down and treat yourself to the sights, sounds and smells of the season at our HOLIDAY OPEN HOUSE.
Join us as we suspend tours and welcome visitors to stroll the Log House at their own pace. Round out the visit with holiday shopping, live music, light refreshments, and a fun kids’ craft. One day only!

Holiday Open House
Saturday, December 2
11:00 a.m. – last entry at 4:00 p.m.
Standard museum admission rates apply.
No advance reservations necessary.

For more information and to purchase tickets visit StickleyMuseum.org or call 973.540.0311.
Featuring furniture and home furnishings original to Gustav Stickley's home before it was sold in 1917, the Stickley Museum’s ongoing exhibition, *Original: Gustav Stickley Furnishes His Log House*, co-curated by Dr. Jonathan Clancy and Peter K. Mars, offers a rare opportunity to view Stickley family belongings, reunited with the Log House for the first time in 100 years. As demonstrated in the article to follow, by Jonathan Clancy, the exhibition also offers fresh insight into Stickley’s personal sense of taste and style. On display through the end of the year, the exhibition may be viewed on all tours.

That Gustav Stickley is an iconic figure in the American Arts and Crafts movement is a statement that will strike readers of this newsletter as perhaps too obvious to be relevant. Yet, the Stickley readers know—to the degree that one can ever know a historic figure—is the man he promoted in *The Craftsman*. The centennial of the sale of Craftsman Farms to the Farny family provides an opportunity—through the exhibition *Original: Gustav Stickley Furnishes his Log House*—to reexamine some of the assumptions and myths that have permeated our understanding of Stickley and rethink the man himself.

One of the oft-repeated myths about Stickley is that he sold his home in on Columbus Avenue in Syracuse fully furnished before moving to Morris Plains. If true, this would have a number of implications for the furnishing of the Log House at Craftsman Farms. We would have to assume, for instance, that the suite of furniture made for the girls’ room was custom ordered at the time of the move and that the bulk of the furniture dated to ca. 1911. Yet, a careful analysis of the bill of sale and the furnishings revealed the opposite: most of the Log House’s contents predate the move to Morris Plains with very few pieces custom made for the house. Even the suite of furniture in the girls’ bedroom must be redated in this context, and certainly dates from ca. 1909-11 as it may well have been part of the Syracuse furnishings. Stickley’s financial records, which are preserved at the Winterthur Library Archives, confirm a number of shipments of furniture and goods significant alteration during the Farnys’ tenure at Craftsman Farms, the central core of the sideboard and the plate rack remain basically intact, though the latter was once separated from the case. The canted ends were removed entirely and rebuilt based on photographs of the sideboard as well as physical evidence. Remarkably, evidence of the custom nature of this commission survives as many of the intact drawers are signed on the back with the dimensions needed and the text “Side board / G. S.” As Stickley was living in Morris Plains throughout 1910-11—and the script does not match known examples of his handwriting—it is unlikely that he played a role in the sideboard’s construction, yet the design clearly reflects his aesthetic sense and vision.

Unlike his early productions in which quarter-sawn oak was employed almost exclusively—including on drawer sides and bottoms—the rising costs of materials throughout the first decade of the twentieth century forced Stickley to employ lower-cost secondary woods on the interiors of his furniture. Even in this custom sideboard, Stickley employed poplar for some of the framing members and beech for the drawer backs and sides. Plywood was employed for the drawer bottoms, though many of these were lined in soft leather and designed for holding flatware, and would not be evident to users. Whereas in Stickley’s earlier work, prior to 1903, dovetails were hand-cut—a detail that undoubtedly raised cost—all of the dovetails in the sideboard were machine formed.

Another significant point of the exhibition is to illustrate how Stickley’s collecting habits complicated the consistency with which he presented his ideas about taste to readers of *The Craftsman* magazine. Although he had initially embraced European Art

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**Exhibition Insights: Gustav Stickley Furnishes**

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**The Bill of Sale for Craftsman Farms**

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**Notes From The Farms**
Nouveau and debated its merits in numerous articles, he soon distanced himself from this, writing in 1907 that:

*After experimenting with a number of pieces... I abandoned the idea, convinced that such designs failed to satisfy because they were based on a purely decorative form that should never be used for anything whose sole purpose for being is its usefulness.*

One might presume that the evolution of his tastes would be reflected in his personal collection but, once again, the opposite is true: Stickley kept the floridly Art Nouveau porcelain designed by Edward Colonna he bought at Siegfried Bing’s shop in his 1902/3 European trip. In addition, he kept an English table scarf by Ida Florence Ellwood and two electric candelabra by Georges de Feure (see two-armed example at right). Rather than a home that mirrored a strict adherence to the Arts and Crafts movement, Stickley’s home featured diverse styles ranging from Colonial Revival to Art Nouveau.

Stickley brought back at least four lamps from Paris. Originally wired for electricity, the candelabra featured fliform glass shades in each of the sockets. Although dulled by time and showing the brass base metal in parts, at the time of the 1903 exhibition these were much brighter. Describing her walk through the exhibition, Irene Sargent noted “There were electric candelabra in a silvery metal…”

Stickley was already aware of Bing’s wares before his trip in late 1902 and early 1903, as evidenced from the image in The Craftsman titled “A group of Bronzes.” The image was probably supplied by Bing and taken at his shop L’art Nouveau, based on the large mounted panel of de Feure door hardware hanging in the background. Similarly adorned panels were purchased by the Victoria and Albert Museum directly from Bing in 1900. Significantly, this embrace of Art Nouveau predated the hiring of Harvey Ellis who is often credited with this influence in Stickley’s work.

In many ways, the centennial of Stickley’s departure from Craftsman Farms was a perfect opportunity for reflection on the broader scope of his career and a chance to take into account his successes and struggles. *Original: Gustav Stickley Furnishes His Log House* honors that mandate and takes the first of many steps needed to deepen our understanding of Stickley’s humanity.

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**His Log House — Dr. Jonathan Clancy**

*About the Author:* Jonathan Clancy is an Art Historian, Author and Educator.
The Craftsman Gala, the highlight of The Stickley Weekend, will take place on Saturday, October 7 at the Mountain Lakes Club in Mountain Lakes, NJ, beginning at 6 p.m. This formal party, the museum’s biggest fundraising event of the year, will be co-chaired by Eliane Talec of Rago Arts and Auction Center and John P. Walcher of John Toomey Gallery.

The Gala will feature live acoustic jazz from the New Hope Collective, delicious food and informal camaraderie amid beautiful autumn views of Mountain Lake. The Wine Pull (see below), which sold out quickly last year, will be back by popular demand, and the event will also feature sure-to-be-lively live and silent auctions. The funds raised support a significant portion of the museum’s annual operating budget. To get involved, purchase tickets, make a donation to the auction, purchase a program ad and more, call 973.540.0411 or visit StickleyMuseum.org.

The Craftsman Gala
Saturday, October 7 at 6:00 p.m.

The Mountain Lakes Club,
Mountain Lakes, NJ

Advance reservations are required as space is limited.

THE STICKLEY WEEKEND
SATURDAY AND SUNDAY, OCTOBER 7-8, 2017

SATURDAY

9 a.m. to 12:00 p.m.
Scholars Symposium, see page 1

Immediately following Symposium
Lunch with the Scholars, see page 2

6 p.m. at the Mountain Lakes Club in Mountain Lakes, NJ
The Craftsman Gala

SUNDAY

12 to 4 p.m.
Open House at the Stickley Museum at Craftsman Farms, see page 1
Over the past 28 years, the Stickley Museum at Craftsman Farms has been the recipient of many wonderful and meaningful gifts from dedicated and committed people — people like you. Some of the early gifts were material ones helping us build our collections and establish this Museum. Then, and now, we rely on volunteers who gift us with their time and expertise week in and week out. Our members give us their commitment, enthusiasm and support. Donors to our annual fund provide critical financial support allowing us to welcome visitors year-round.

But, regardless of how they give, each of these donors receives something in return. Members have told us how excited they feel when they introduce a new person to the Museum. Volunteer docents have shared their pleasure in seeing visitors’ enthusiastic reactions to the Log House. Donors have told us how proud they feel when we open a new exhibit that they have helped to support. All of these supporters, like you, are members of our community and take pride in our accomplishments and progress. Through their contributions, they have received intangible gifts.

As we approach the end of the year, and the “giving” season, we turn to every member of our community to ask for a donation to our Annual Fund. These funds underwrite all the work we do allowing us to welcome visitors, care for our collections, protect our historic buildings and offer educational programs. Every gift, regardless of size, has an impact.

Please be a part of this Annual Campaign by using the enclosed envelope, calling us at 973.540.0311 or visiting us at StickleyMuseum.org.

Find out what you will get when you give.

Does Your Company Have a Matching Gift Program?

You can double your personal contribution to the Stickley Museum at Craftsman Farms by including us in your employer’s matching gift program. Mail the form to us or call 973.540.0311 for details! Matching gifts matter!

Shopping for the Season? Do it with a smile!

When you shop this holiday season, you can support The Stickley Museum at Craftsman Farms at no cost to you. Simply select The Stickley Museum at Craftsman Farms as your designated charity on AmazonSmile. A percentage of your purchases will be donated to The Stickley Museum at Craftsman Farms. You’ll smile and the Stickley Museum at Craftsman Farms will benefit from your thoughtfulness.
Recent Memberships
March 26, 2017 to August 15, 2017
We extend a warm thank you to the following members who joined or renewed their membership during the past few months.

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and Robert C. Burchell
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Cynthia and Timothy McGinn
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Jill Thomas-Clark
JoAnn and Paul Young
JOIN US! JULY 2018 FARMS AFIELD IN NORTHERN CALIFORNIA!

The courtyard of the historic Swedenborgian Church in San Francisco.

SPECIAL THANKS

GIFTS TO THE COLLECTION:
We are grateful for recent gifts from:
Peter and Janet Copeland
David Lowden
Nancy Willans

GIFTS TO THE LIBRARY:
We are grateful for recent gifts from:
Kim Cohen
Peter K. Mars

Interested in making a gift? Reach out to us at info@stickleymuseum.org or call 973.540.0311 for more information.

Farms Afield: Michigan Meetup attendees gather for a photo at Frank Lloyd Wright’s Smith House
Craftsman Farms is located at 2352 Route 10 West, Morris Plains, New Jersey 07950.

The entrance is located on Route 10 West at Manor Lane, about 3 miles west of I-287 in Parsippany-Troy Hills, New Jersey (mailing address is Morris Plains). Driving directions are available at StickleyMuseum.org.

Free to members and children under 2
Adults: $10; Seniors & Students $5
Closed on Major Holidays.

**Visiting Craftsman Farms**

**Museum Tour Schedule**

**Hours:**
Thursday through Sunday, year-round
Tours depart hourly 12:15 to 3:15 p.m.

**Group Tours available by reservation.**
Call 973.540.0311

**Museum Shop Hours**
Thursday through Sunday Noon to 4 p.m.

**Contact Us**
Offices: 973.540.0311
Email: info@stickleymuseum.org
Web: StickleyMuseum.org

Craftsman Farms, the former home of noted designer Gustav Stickley, is owned by the Township of Parsippany-Troy Hills and is operated by The Stickley Museum at Craftsman Farms, Inc., ("SMCF") (formerly known as The Craftsman Farms Foundation, Inc.). SMCF is a 501(c)(3) not-for-profit organization incorporated in the State of New Jersey. Restoration of the National Historic Landmark, Craftsman Farms, is made possible, in part, by a Save America's Treasures Grant administered by the National Parks Service, Department of the Interior, and by support from Morris County Preservation Trust, The New Jersey Historic Trust, and individual members. SMCF received an operating grant from the New Jersey Historical Commission. SMCF gratefully acknowledges a grant from the New Jersey Cultural Trust. Educational programs are funded, in part, by grants from the Arts & Crafts Research Fund.