



NEWS-LETTER

DEDHAM HISTORICAL SOCIETY & MUSEUM

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Tel: 781-326-1385 E-Mail: Society@DedhamHistorical.org Web Site: www.DedhamHistorical.org

Library Hours: by appointment; Museum Hours: Tuesday – Friday 12 pm – 4 pm

Both are open even-dated Saturdays: 1 pm – 4 pm

January 2017



DON'T FORGET OUR WINE EVENT!

JANUARY 27!

Invitations were mailed to DHS members in early January. See the enclosed invitation for details.

NEW PROGRAM FOCUSES ON FALES FAMILY

Are you interested in research on the Fales family? If so, you're in luck. The Dedham Historical Society & Museum is dedicating a Saturday afternoon to opening up its holdings on the Fales family. Mark your calendars for January 14th, from 1:00 to 4:00 pm.

The family originates in Dedham with James Fales or Vales. Fales signed the covenant, probably in 1655, when he was admitted as a townsman. He worked as a wood turner, carpenter, and cooper. The Fales Family Association recently dissolved, and they generously donated its holdings to the Society. This gift has greatly increased the Fales materials in our collection and it now includes: newsletters from the association; histories of the family; histories of companies started by family members, such as Rice, Barton, & Fales, Inc.; photographs, letters, and biographies, including one of Bertha Fales of Norfolk, MA.

Due to the number of visitors we are expecting for this event, we are asking visitors to make an appointment. Please contact the society at 781-326-1385 or email our librarian, Sandra Waxman, at library@dedhamhistorical.org. Admission: DHS members free; \$5 per person for non-members.

This is the first in a series of Saturdays dedicated to the histories of families who lived in Dedham. On Saturday, February 4th, we will feature the Metcalf family, and on March 18th, we will spotlight the Whittings.

LECTURE SERIES CONTINUES TO TELL LOCAL HISTORY STORIES

Join us on Sunday, January 22 at 2 pm, with DHS President Andrea Gilmore as she presents "Chickering House – Dedham's Temporary Home for Women and Children 1864-1969." Gilmore shares the story of this fascinating house that was founded as a shelter and transitional home for women who had been discharged from prison.

A new addition to the schedule is set for Thursday, February 23 at 7:30 pm, with a talk and book signing with Robert Knox, Boston Globe correspondent and author. Knox's new novel "Suosso's Lane," takes place during the trial and executions of Nicola Sacco and Bartolomeo Vanzetti.

Future presentations include:

- Thursday, March 30 at 7:30 pm, Stephen Kenney, Director of the Commonwealth Museum, on "Exploring Massachusetts History at the Commonwealth Museum."
- Thursday, April 27 at 7:30 pm, the Ben Fisher Memorial Lecture and Annual Meeting. After the meeting and election of officers, Anthony Sammarco will discuss "Lost Boston: Landmarks That Left Their Mark on the City."

All lectures are held in the Dedham Historical Society & Museum auditorium. Admission: DHS members free; \$5 per person for non-members. The 2016-2017 lecture series is sponsored by David G. Newsom in memory of his wife, Carol L. Newsom.

THE RUST CRAFT GREETING CARD COMPANY

The Rust Craft Greeting Card Company was born in a bookshop in Kansas City, Missouri, in 1906. Fred Winslow Rust, owner of the bookshop, created and printed what was believed to be the first Christmas card, with a brief message in two colors on heavy tan paper. This was such a success that Rust went on to make letters, postcards, and greeting cards with envelopes. Rust revolutionized the use of the “French Fold,” a method of folding paper into quarters in order to print a card on a single sheet of paper with a single printed side. Fred’s brother, Donald, joined up and helped with the manufacturing and finances so Fred could concentrate on creativity and sales. Fred and his staff wrote many of the most popular messages. They invented Valentines, cards for Easter, St. Patrick’s Day, and Thanksgiving; they also produced anniversary cards and bon voyage and travel messages. The company introduced Braille cards for the visually impaired. Eventually, they gave up the book shop and moved the greeting card business to Boston, where they ceased their retail business entirely.

When the firm arrived in Boston, it set up shop at 1000 Washington Street in the South End. In 1954, having outgrown that space, they moved Rust Craft to Dedham, where they built their own much admired facility on Rustcraft Road and remained in business until 1980. The business was then purchased by Ziff Corporation, who also owned Norcross Greeting Card Company, and Rust Craft’s manufacturing was relocated to the Norcross facility in West Chester, Pennsylvania. Both Rust Craft and Norcross Greeting card companies were eventually bought by Windsor Communications, which struggled to create a successful merger. Windsor attempted to sell Norcross’s upscale cards and Rust Craft’s mass-market cards, but this strategy did not work out. They could not take advantage of the economy of scale, since they were still making two distinct types of card. Windsor was also competing with Hallmark and American Greetings Corporation, which together accounted for 75 percent of the \$2 billion card market. The Windsor Corporation went bankrupt and American Greetings Corporation picked up whatever was left of the two failed companies.

As far as Fred and Donald Rust, both men were born in Belfast, Maine, but moved to Kansas City at a young age due to their father’s work. During the time that Fred was running Rust Craft he wrote and published three volumes of poetry. He lived in Newton with his wife and son, and spent summers in Cohasset. He died in 1949 at the age of 73. Donald died in 1961 at the age of 84. He spent his final years in Cohasset, leaving behind a wife, two sons and four grandchildren.



The greeting on this Rust Craft card reads “Christmas Greeting to Sister” and is dated 1924.



FAIRBANKS GARDEN CLUB MEMBERS LEND THEIR TALENTS TO THE SOCIETY

The Fairbanks Garden Club has agreed to take over the seasonal changes to the planter on the front porch of the Society building. Our sincere thanks to Lisa Brayton and Charlotte Pollock for bringing us the holiday cheer currently at our front door. For many years, the Club has donated a holiday wreath to the Society, which adds a festive touch to our historic building. Many thanks to these creative folks for brightening our corner of the world.

LIST OF 2016 ANNUAL APPEAL CONTRIBUTORS - CONTINUED

Our sincere thanks to all who helped us meet our financial obligations for the year 2016. It is important to note that many other individuals and organizations have made significant contributions throughout the year to specific projects of the Society. They have been gratefully acknowledged at the time of the gift. **This listing completes all donations since our last newsletter through December 10, 2016.** Please be sure to contact us if there are any errors. (IMO = In Memory Of, IHO = In Honor Of)

BENEFACTOR (\$2,500-\$4,999)

William A. Oates, Jr. & Elizabeth M. Oates

PATRON (\$1,000-\$2499)

Michael Butler & Cecilia Emery-Butler
Helena & Bill Flanagan
Andrea & David Gilmore
Henry R. Keene

SPONSOR (\$500-\$999)

Commonwealth Cares Foundation (IHO James Kaufman)
James D. Kaufman
Mark Kimball Nichols (IMO John Hay Nichols & Chester Wellington Nichols)
RBC Foundation (matching gift)

SUPPORTER (\$250-\$499)

Susan Kuecker & James Graham
May H. Pierce
Tina Tedesco (IMO Dingo)

DONOR (\$100-\$249)

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Mitch & Meg Cabot
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Joan Gordon Wislocki (IMO Louis Wislocki)

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Christine Gilchrist Tuttle
Katharine M. Whitney (IMO John R. Whitney Jr.)
Fred & Mary Lou Wofford
Peter & Camille Zahka

KIDS OF ALL AGES ENJOY THEIR VISIT TO THE SOCIETY

Throughout the year, the Society opens its doors for school groups, adult groups, and walk-in visitors. Eighth grade students from Ursuline Academy were just one of four schools to visit the Society this year. At the Dedham Square Holiday Stroll on December 2, kids as well as “grown-up kids” enjoyed our Christmas model train display.

If you know of a class or group who would like to arrange a tour of the DHS, please contact Lauren Kaufmann at 781-326-1385 or info@dedhamhistorical.org.



Ursuline Academy students in the Society archives



Holiday Stroll Model Trains

OPEN SATURDAYS: The DHS Museum, Gift Shop, and Library/Archives are open on even dated Saturdays from 1 pm – 4 pm.

This newsletter is a benefit of DHS membership. For membership information, call 781-326-1385 or visit www.dedhamhistorical.org.

WELCOME OUR NEW MEMBERS

Daniel Carroll, Jr.
Edward & Anne T. Dolan
Phil & Melanie McCarley
Mary Robinson
Jane and Hooker Talcott, Jr.

PLEASE THANK OUR CORPORATE SUPPORTERS

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