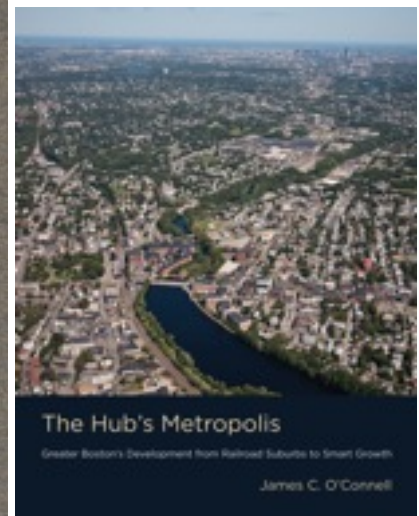




September 2013

Fall Members-Only Program
Thursday, October 24, 2013 at 7 pm
The Hub's Metropolis: Greater Boston's Development
from Railroad Suburbs to Smart Growth



Brookline Village ca. 1915. (Frederic Law Olmsted National Historic Site)

Please join us for a special members-only program of the Brookline Historical Society with Jim O'Connell, National Park Service planner and the author of *The Hub's Metropolis: Greater Boston's Development from Railroad Suburbs to Smart Growth*.

The program will be held from 7-9 pm in the home of Jim and Clara Batchelor in the Graffam-McKay Local Historic District. (See your invitation or contact the Society for details.)

Light refreshments will be served. Copies of Jim O'Connell's book will be available to purchase.

Space is limited! Please reserve a spot by emailing brooklinehistory@gmail.com or calling 617-566-5747

Plus: See inside for info on our upcoming public programs and the newest addition to our collections!

Sunday, October 6th at 9 am and 2 pm
A Brookline Historical Society Walking Tour
The Development and Growth of the Coolidge Corner Shopping District:



The Arcade Building (built 1927) (Photo by Jean Stringham)

Coolidge Corner was home to just one store—Coolidge & Brother—from the 1850s to the 1890s. Following the widening of Beacon Street in 1887-88 and the arrival of the S.S. Pierce store a few years later, a major new shopping district took root. Almost all of the existing buildings in this still thriving commercial area were built between 1890 and 1930.

Journey back to the initial development of the Coolidge Corner business district and get a glimpse of local shopping in the early decades of the 20th Century. This one-hour walking tour led by Ken Liss of the Brookline Historical Society will be offered at 9 am and again at 2 pm beginning at the Coolidge Corner inbound T stop.

Space is limited! Please reserve a spot by emailing brooklinehistory@gmail.com or calling 617-566-5747



Boston Transcript advertisement August 24, 1912



1343 Beacon Street (Now Wavelengths Hair Salon)
Brookline Chronicle May 8, 1924

Sunday, November 17, 2013 at 2:00 pm
Brookline Town Hall
Remembering Brookline's Civil War Dead



Brookline's 1884 memorial to its Civil War dead—restored, reinstalled, and rededicated in the lobby of Town Hall on Memorial Day 2011—lists the names of 72 soldiers and sailors who died at such places as Antietam, Gettysburg, Fredericksburg, Chancellorsville, the Wilderness, and Andersonville.

They were officers and members of prominent families as well as working class men—carpenters, blacksmiths, laborers, shoemakers, and clerks, including several Irish immigrants and sons of immigrants.

Join Brookline Historical Society President Ken Liss in front of the memorial in Town Hall for a look at the lives and deaths of some of the Brookline men who gave their lives a century and a half ago in defense of the Union.



Left to right: Col. Wilder Dwight; Sgt. Otis Harrington; Surgeon Charles Wheelwright

Lady Betty's Marmalade: Brookline, Circa 1914

The latest addition to the collections of the Edward Devotion House is this marmalade jar (below left) from a line of products manufactured and sold by a Brookline woman a century or so ago.

The jar was recently offered for sale online with no date of origin and little description. Some quick research turned up an advertisement (below right) from the June-July 1914 issue of *American Cookery* magazine, and the jar was acquired for the Historical Society.



DAINTY MARMALADE FOR PEOPLE OF
DISCRIMINATING TASTE



Lady Betty's
(Reg. U. S. Patent Office)

Grapefruit-Orange, Orange, Kumquat, Pineapple - Orange Marmalades

Made in Lady Betty's Marmalade Kitchen in Brookline of choicest fruits and pure sugar. Especially for the highest class hotel and family trade.

Guaranteed free from adulteration. No artificial color, flavor or preservatives. Prof. L. D. Allyn Analysis, Westfield. Dr. Wiley, Good Housekeeping Institute.


For Sale by best dealers in Boston, New York, Philadelphia, Washington, Detroit, San Francisco.

If your dealer cannot supply you we will send you a sample jar (2 large portions) postpaid on receipt of 25c. or 3 full sized jars for \$1.00 postpaid. Please send your grocer's name.

Address **LADY BETTY,**
Beacon and Washington Sts., Brookline, Mass.

Sold in Boston by
S. S. PIERCE CO. COBB, BATES & YERXA CO.
JOHN GILBERT, JR. CO.

But who was "Lady Betty"? The address — "Beacon and Washington Sts." — gave just a clue. A second advertisement from 1914, a musically-themed ad in the program of the Boston Symphony Orchestra, was a treat to find but offered no further hints to the identity of "Lady Betty."



Lady Betty's MARMALADE
IS A SYMPHONY OF
PRIME FRUITS AND PURE SUGAR
COMPOSED BY
LADY BETTY BROOKLINE
A Trio of Flavors
ORANGE G/FRUIT-ORANGE PINE APPLE-ORANGE
Sold by S. S. PIERCE CO. 3 STORES

Finally, a third 1914 ad was found in the December issue of *Good Housekeeping* magazine, and this one had a specific address: 1624 Beacon Street.

Moneyback Advertisements December 1914 Good Housekeeping Magazine

Lady Betty Products



HERE are hand-prepared products made in a Brookline kitchen by a lady known to her intimates as Lady Betty. MINCE-MEAT, MUSTARD PICKLE, PICCALILLI, and the following marmalades: Grape-Fruit-Orange, Orange, Pineapple-Orange.

Any of these delicious products will make a very acceptable Christmas gift. Special offer for Christmas: We will send you prepaid 3 jars (assorted) Marmalade and 1 pint jar each of Piccalilli, Mustard Pickle and Golden Conserve upon receipt of \$2.00, money order or bills. Order today.

Lady Betty products sold in such stores as Park & Tilford, Charles & Co., New York; the S. S. Pierce Co., Cobb, Bates & Verza, John Gilbert, Jr., Boston; Mitchell Fletcher Co., Philadelphia; O'Brien & Co., Detroit. Trial jar by-mail 25 cents.

LADY BETTY, Inc., 1624 Beacon St., Brookline, Mass.

If your grocer won't supply you, the parcel post will.



1624 Beacon Street was (and still is) part of the Rhodes Block, a commercial building on the northeast corner of Washington Square, built in 1913 for the Rhodes Brothers grocery store. (A branch of Rhodes Brothers occupied the corner location.) 1624 was one of two storefronts on the Beacon Street side of the building; there were two more on the Washington Street side.



The Rhodes Block in 1914. (From *The Brookline Christmas Magazine*, published by the Brookline Friendly Society, December 1914). 1624 Beacon is at the far right.

Cleveland Circle Travel occupies the 1624 storefront today. But a look at the 1914 Brookline Directory gave us the answer we were looking for. "Lady Betty" was actually a woman named Gertrude Maynard.

1622 Mr & Mrs Hirman J Potter
1622 Miss H Leslie Potter
1622 Mr Stanley B Potter
1623 Theophiles Bros Co
1624 Mrs Gertrude Maynard marmalade mfr
1625 Hennessey Bros florists
1627 Rees & Rces dyers
1627 Brookline Notion Shop

Gertrude Maynard was born Gertrude Maria Davis in Vermont in 1847. She married Abbott Thayer Maynard in Boston in 1869. Abbott Maynard was a jeweler and silversmith with a business on Boylston Street in Boston for many years.

The Maynards moved from Boston to Brookline around 1908. (That's the first year they were listed in town directories.) It's unclear when Gertrude Maynard began producing her Lady Betty line of products, but it was no later than 1912. The ad below, for retailer Park & Tilford, appeared in the December 19, 1912 edition of the *Evening Herald* in New York.

PARK & TILFORD
Are Offering at These Prices
Christmas Delicacies

Stuffed Dates, Leonore's, Nut filled. box .25	Mince Meats, of the best ingredients and flavored with pure Brandy:
Caravan Dates. . . Packages. .09	Miss North's. jars 1.00
Stuffed Figs. . . Small jars .45	Miss Martin's. jars 1.10
Medium size. .65 Large jars 1.10	Gordon & Dilworth's jars .80
Figs & Dates, Stuffed, Small jars .50	Crystallized Fruits, the finest:
Medium size. .75 Large jars. . . 1.15	Assorted. 1 lb. cartons .70
Layer Figs. small boxes .18	2 lb. cartons 1.35
Pulled Figs. boxes .65	Cherries. 1 lb. cartons .65
French Prunes in 2 lb. jars	Apricots. 1 lb. cartons .90
Violet's Superior. 1.00	2 lb. cartons 1.65
Violet's Extra . . . 1.35	Bar-le-due Jellies, Jars,
Violet's Excelsior 1.60	Currants or Strawberries. .25
Wiesbaden Prunes. 1 lb. boxes .45	Jams, Southwell's, purely made
1/2 lb. boxes .30	and put up in England:
Finest Malaga Raisins:	Assorted Fruits, glass jars. . . .22
Quarter boxes. . . about 9/2 lbs. 1.90	Flickinger's Apricots, Peaches
Quarter cartons. . . about 3/2 lbs. 2.25	and Sliced Peaches
1 lb. carton .48 2 lb. carton .90	All in No. 3 large cans.24
1 lb. Raisins. . . detached clusters .30	Guava Jelly. small jars .20
Seeded Malaga Raisins . . pkgs .23	Lady Betty's delicious Orange Marmalade. jars .30

Other ads for Lady Betty products appeared in the *Washington Post* and other publications. The products were sold in stores in Boston, New York, Philadelphia, and Detroit, and by mail order. They were exhibited at the Pan-Pacific International Exposition in San Francisco in 1915.

Maynard advertised her products as "Guaranteed free from adulteration. No artificial color, flavor, or preservatives." As proof, she cited approval from two leaders in the pure food movement of the time: Lewis B. Allyn and Harvey W. Wiley. Allyn was a professor of chemistry at the Westfield Normal School in Westfield, MA who established the Westfield Standard for food purity and evaluated thousands of food products.

Wiley, also a chemist, played a leading role in the passage of the Pure Food and Drug Act in 1906 and became the first commissioner of the U.S. Food and Drug Administration. In 1912, he resigned to take over leadership of *Good Housekeeping* magazine's food testing laboratories.

Wiley's 1916 book *1,001 Tests of Food, Beverages and Toilet Accessories, Good and Otherwise: Why They Are So* included analysis of several Lady Betty products. All received his star rating, or stamp of approval, but not without some comment on the ingredients—and the high prices Lady Betty charged.

"Lady Betty," Brookline, Mass.

- ★ Lady Betty Golden Conserve. (*Moisture content rather high for a "conserve" but over weight and excellent quality in general.*)
- ★ Lady Betty's Grapefruit and Orange Marmalade.
- ★ Lady Betty Mustard Pickle. (*Colored with turmeric, a harmless vegetable dye, and apparently some added starch present. Would not be permitted in a mustard without declaration but in a mixed product of this kind may be deemed barely permissible. Forty-five cents for 20 ounces is rather high.*)
- ★ Lady Betty Pepper Relish. (*Net weight not given and price rather high—10 cents for 22 ounces—three-fourths water.*)
- ★ Lady Betty's Pineapple-Orange Marmalade.
- ★ Lady Betty Piccalilli.

Gertrude Maynard died in September 1916 at age 69. The business may have continued for a while after her death. (Abbott Maynard, who had retired from the jewelry business, was listed in town directories as a manager at 1624 Beacon as late as 1919.)

In any case, this Brookline business started by a woman in her 60s was a short-lived one. But "Lady Betty" now lives on in the collection of the Brookline Historical Society.



Here is marmalade of a racy piquancy, made from hand-prepared table fruits in a Brookline, Mass., kitchen by a lady known to her intimates as Lady Betty.

Lady Betty's Marmalades

are Grapefruit-Orange, Orange and Pineapple-Orange. They have that elusive charm of flavor which can only be imparted by one who cooks for her own kind. Approved by Westfield (Prof. Allyn), also Good Housekeeping Institute (Dr. Wiley).

Sold at such stores as Park & Tilford, Charles & Co., New York; The S. S. Pierre Co., Cobb, Bates & Yezka Co., John Gilbert, Jr., Co., Boston; Mitchell Fletcher Co., Philadelphia; Cornwell & Son, Washington; O'Brien & Co., Detroit.

Trial jar by mail, 25c; three full sized jars, prepaid for \$1.00 or 1 doz. individual jars \$1.75, for trips by automobile, steamer and railroad.

Please send name of your grocer.

Lady Betty

Reg. U. S. Pat. Off.
1620 Beacon St.
San Mateo, Cal. BROOKLINE
MASS.

Ad from *Life* magazine, April 9, 1914

First Light 2013

Visit the Edward Devotion House on First Light! We will be open from 5-8 pm on Thursday, November 21st as part of the town-wide celebration with a special display about the development of Coolidge Corner.



Brookline Historical Society
347 Harvard Street
Brookline, MA 02446