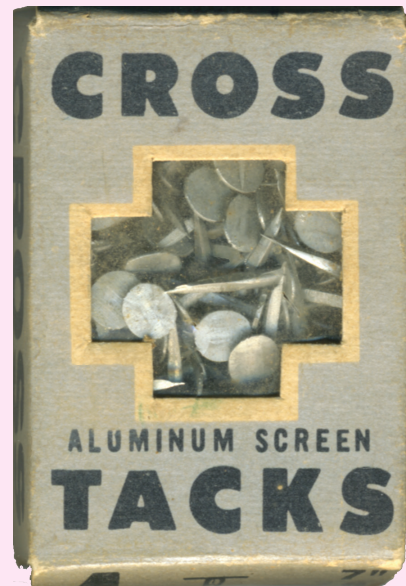


Annual Meeting

Thursday, August 10, 2017, 7 pm. Jaffrey Civic Center.

W.W. Cross—The Rise & Fall of a Major Spoke
in Jaffrey's Industrial Wheel

PHIL COURNOYER was an 'Army brat,' born in California, lived in Japan, the Midwest, and Germany before coming to roost in Jaffrey when his father retired from the military service. He graduated from Conant High School in 1965 and got his B.Ed. in English from Keene State College. ¶ He has had a myriad of work experiences—teaching 7th graders to adults; from Dickens to Inventory Control; from grammar to technical writing; from industrial supervision to public speaking. He has dug graves, worked as a part-time police officer, traveled extensively in sales and sales management, developed computer systems to perform quoting and office tasks, and finally, retired. ¶ Phil and his wife Pat have three daughters—Sarah is an RN at Catholic Medical Center, Jill is a Jaffrey-Rindge Middle School teacher, and Stacy has worked at Millipore for nearly 20 years. His current joy, his five grandsons: three live locally, the other two, within an hour. ¶ He has been fulfilling his civic obligations by serving on various state and local non-profits, elected and appointed town positions, and currently helps out at the Jaffrey Food Pantry and serves on the Jaffrey Board of Adjustment. ¶ Nearly 30 years working at W. W. Cross—Sales Manager, Customer Service Manager, Human Resources Manager, Safety Manager, Quality Control Supervisor—provides him with some background about the company. ☺



Looking ahead — Upcoming Programs & Events

FRIDAY JULY 28: Reception at the Civic Center 4-5 pm welcoming our DAR visitors from Fredonia, New York.
 • SATURDAY JULY 29: Ceremony at Conant Cemetery 11 am at the Benjamin Prescott grave. All encouraged to attend.
 • FRIDAY AUGUST 4: Reception at the Civic Center 5-7 pm: Opening of two new exhibits: *W. W. Cross* in the display cases, and *Dear Friend...Jaffrey Postcards to Here & There* in the auditorium.
 • THURSDAY AUGUST 10: Annual Meeting. Phil Cournoyer, *W. W. Cross*.
 • SUNDAY OCTOBER 15: *Annual Autumn Outing* (Winchendon-tentative).
 • THURSDAY DECEMBER 14: *Annual Christmas Party* with the Civic Center 5:30-7 pm. ☺

Some Excerpts from the *Town History* Volumes I & III
 (1937 & 1971) —

THE TACK FACTORY

It was a fortunate day that brought Wilbur Webster and his cutlery works to Jaffrey, for in it lay the seeds of what is now the town's principal industry, the manufacture of tacks...

¶ With ambitions beyond his established business, he sold his cutlery interests...and...began in 1897 the manufacture of tacks under the name of the Granite State Tack Company, in his former cutlery mill... In this enterprise...the company met with unusual success, selling the largest part of its product to the United Shoe Machinery Corporation of Boston... ¶ In the night of July 20, 1915, the factory... was so damaged by fire that it was later torn down. The business... with its management and skilled employees, was so firmly established in Jaffrey that the townspeople felt this important industry should be retained, and with this understanding...local capital was advanced for the erection of a modern concrete and steel sash

building on a new site, containing 21,000 square feet of floor space for the installation of eighty tack machines... The new plant was completed in 1916, and equipped with the latest perfected machinery operated by electric power. So completely successful was the new enterprise from the start that all the money advanced by the citizens of Jaffrey was repaid within three years. ¶ With harmonious management and a personnel consisting of the highest skill to be obtained in the industry, the growth of the business has been rapid, it having been the largest contributing factor to the prosperity of the town and especially to the develop-

ment and growth of East Jaffrey Village. The name "Tack Town" or "K. K. Village," from one of the trade names of the product of the factory, has been attached in common parlance to a lately developed locality in East Jaffrey Village adjacent to the tack factory. ¶ Subsequent additions



The first Jaffrey home of W.W. Cross. It was on what is now Nutting Road beside the river west of Cross Street.

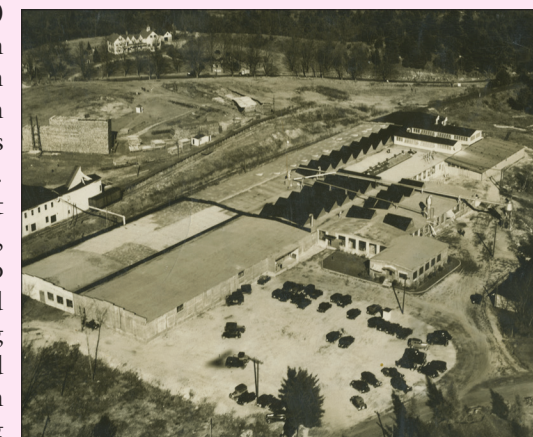
to the plant and the acquisition in 1933 of the factory of the New Hampshire Match Company have increased the floor space nearly five hundred per cent, to 127,000 square feet at the present time, where 350 employees operate 650 machines in two forty-four hour shifts, producing 1,045,000,000 tacks a week, with an annual sales volume of approximately two million dollars. ¶ For the first twenty-three years of its history, from 1897 to 1920, the factory was operated as the Granite State Tack Company; then, as the Granite State Tack Factory of the United Shoe Machinery Corporation from 1920 to 1932;

and as W. W. Cross & Company, Incorporated, from 1932 to date. It has absorbed during the years tack plants in Braintree, Brockton, Dighton, Kingston, Raynham, Rockland, South Hanover, and Worcester, Massachusetts; St. Louis, Missouri; and Chicago, Illinois. In both number of machines operating and in the tonnage produced it is today the largest manufacturer of tacks in the world, and is the principal source of supply for the shoe manufacturing, shoe repairing, automobile, furniture, upholstery, and wholesale hardware trades, with its product sold in every state in the Union.

W. W. CROSS & COMPANY, INC.

THE W. W. CROSS & COMPANY, INC., continues to be the largest employer in Jaffrey, and in a way the backbone of local industry, employing more than 400 persons. During the Great Depression years, it kept Jaffrey economy from going under by increasing rather than decreasing its number of employees and the volume of its product... From 1930 to 1932 it brought many families from the Brockton, Massachusetts, area to Jaffrey, who have continued to remain here and integrated with the old Jaffrey making it possible for Jaffrey to enjoy a period of growth when many another town was facing an economic slump during

the depression years. Following the influx of personnel from the Massachusetts area, Jaffrey experienced a housing



shortage period when, as recalled today, "every available house in town was occupied and more had to be built immediately" to accommodate the new citizens. Since that time, W. W. Cross...has continued its upward trend in industry, and in 1956 became a part of the Plymouth Cordage Company. In 1966, ten years later, it became a division of the Emhart Corporation.

W.W. Cross in its heyday. The woodpiles at the top left were at Bean & Symonds, where the Monadnock Plaza stands today.

News of your Society

GREETINGS TO ALL,

OUR APRIL program was on the *Conservation & Repair of Historic Gravestones* by **Kai Nalenz** of Gravestone Services of New England.

At this year's Annual Meeting our speaker will be **Phil Cournoyer** [see front page] on the history of the Tack Factory and its successor, W. W. Cross.

The Society co-sponsored with the Jaffrey Cemetery Committee a walking tour of the **Old Burying Ground** [See right].

We were a sponsor, as usual, of the annual Reading of the **Declaration of Independence** on the 4th of July in the Meetinghouse. Our Seagrave fire engine was on site and the Little Red Schoolhouse was open and welcomed many interested 'scholars.'

August is the Society's month for the Civic Center display cases. Our exhibit this year will focus on **W. W. Cross**, also the subject of Phil Cournoyer's talk at our Annual Meeting. We will also have our **Postcard** show up during August [See right].

The Society's **website** at <http://www.jaffreyhistory.org> is being revised and updated. In time all the relevant material on <http://www.rs41.org/jhs/jaffhissoc.htm> will be transferred over. The Society's other website—<http://www.deanmurder.org>—is devoted exclusively to the **Dean Murder**, the 100th anniversary of which comes next August.

The **Meetinghouse** roof-replacement project will commence this fall. The winning bid was received from Davis Construction, a local company. The Society was one of the several Jaffrey organizations that donated to this major undertaking.

The Fredonia, New York, chapter of the Daughters of the American Revolution will visit Jaffrey July 28-30. The chapter is named for Benjamin Prescott (1754-1839), a Revolutionary War Patriot and resident of Jaffrey. He is buried in Conant Cemetery. His farm was located on Turnpike Road and is the present Benjamin Prescott Inn. The visiting DAR will be our guests at a welcome reception co-sponsored with the local DAR, on Friday, July 28th, 4-5 pm at the Civic Center.

We look forward to seeing you at the Civic Center—receptions on July 28 & August 4th, and our Annual Meeting on August 10th. ☺



Emily Preston tells the assembled—perhaps 50 or more—of the many facets of the long life of **Laban Ainsworth**, Jaffrey's first and longest serving minister, during the walking tour of the **Old Burying Ground** held on June 25th. He was 100 years when he died in 1858. You can see an on-line version of the handout tour guide at <http://www.rs41.org/jhs/obgtour.pdf> (Last year's Conant Cemetery guide is at <http://www.rs41.org/jhs/conanttour.pdf>)

The Society hopes to focus on another Jaffrey cemetery next year.



The Granite State Hotel which stood where the Police Station stands today will be one of the many images of Jaffrey postcards on display at the Civic Center during much of August. The show—*Dear Friend...Jaffrey Postcards to Here & There*—will include excerpts from the greetings and messages on the verso, such as: "This is a fine place... it's haying time and the air is sweet." There will be an opening reception from 5 to 7, Friday, August 4th.



The Meetinghouse all dressed up for the Fourth of July. The Society was once again a co-sponsor of the Reading of the Declaration of Independence, a festive celebration now in its 17th year.

Little Red Schoolhouse

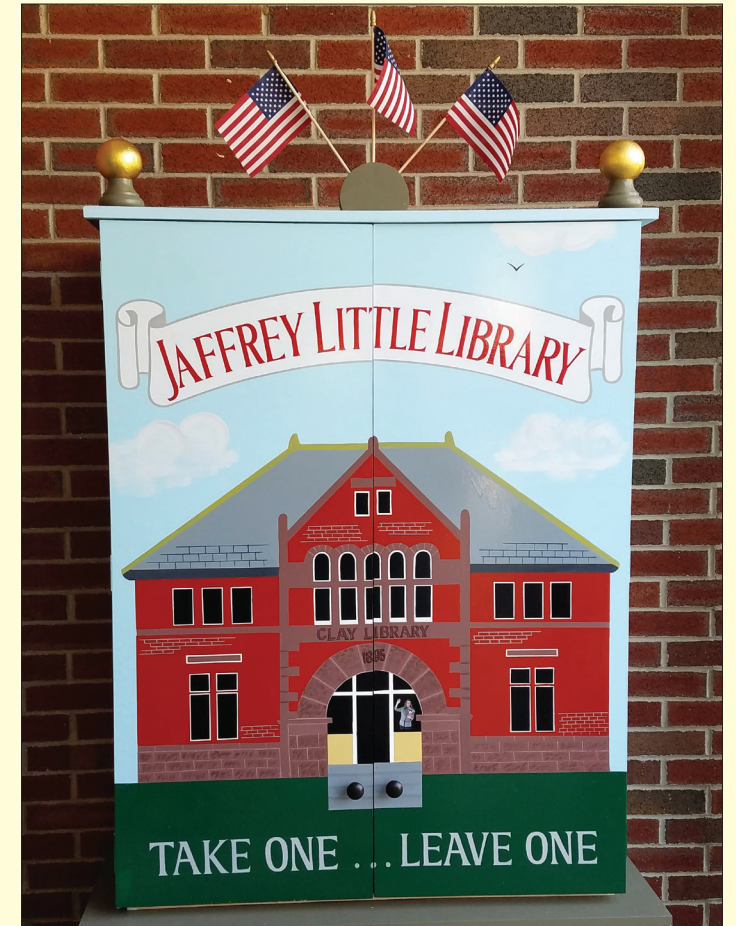
Jackie Johnson, *Chair*

OUR HISTORIC one-room schoolhouse is now open on weekend afternoons in July & August from 2 to 4 pm until Labor Day. You can arrange a visit at other times by contacting **Jackie Johnson** at 532-7379. ☺

Membership

Marcie Manning, *Chair*

WE ARE SORRY to report the death of member **Douglas Stratton**. And we welcome as new members **Jon & Lynette Frederick**, **Sally Keller** and **Rick Stein**. Our membership now stands at 158. *If you receive a membership envelope with this newsletter it means that your dues haven't been received yet. Please renew your membership!* ☺



The Society joined the Jaffrey Post Office, Public Library and Chamber of Commerce, The Toadstool Bookshops, The Escape Hatch and David Godine, Publisher, in sponsoring the **Jaffrey Little Library**, located just outside the Post Office. Belletetes donated the materials, Andy Webber built it and Walt Hautanen did the decorative painting and Rob Stephenson and Charlie Turcotte installed it. A sizeable crowd assembled for the unveiling on June 12th and books began to fill the three shelves. The Library has been a popular addition to the downtown Jaffrey ever since. Feel free to bring a book or two and take some as well.

Officers & Committee Chairs

President: vacant • *Vice Presidents:* Joe Manning & Bruce Hill • *Treasurer:* Kent Royce
Corresponding Secretary: Vicki Arceci • *Recording Secretary:* Charles Turcotte • *Archives:* Dick Boutwell
Exhibits: Helen Coll • *Genealogist:* Paul St. Pierre • *Hospitality:* Pam Royce • *Little Red Schoolhouse:* Jackie Johnson
Membership: Marcie Manning • *Monadnock No. 4:* Bill Driscoll & Dave Kemp • *Publicity:* vacant

Directors

| <u>2014-2017</u> | <u>2015-2018</u> | <u>2016-2019</u> |
|------------------|------------------|------------------|
| Peter Sawyer | Archie Coll | Vicki Arceci |
| Diane Schaumann | Emily Preston | Jackie Johnson |
| Peggy Ueda | Betty Shea | Susan Leach |
| Dennis Wright | Dan Shattuck | Fran McBride |

Past Presidents

Mark Bean • Dick Boutwell • Helen Coll • Bill Driscoll • Owen Houghton
Dave Kemp • Marcie Manning • Kent Royce • Rob Stephenson

Trustees of the Trust Fund

Mark Bean • Betty Royce • Harvey Sawyer