

WORCESTER HISTORICAL MUSEUM

30 Elm Street
Worcester, Massachusetts

ARCHIVES

Greeting Card
Collection (Andrews)

1997.47

Processed by William F. Carroll, C.A.
April 2000

TABLE OF CONTENTS

Series		Page	Box
	Collection Information	3	
	Historical/Biographical Notes	4	
	Scope and Content	4	
	Series Description	4	
1	Greeting Cards	5	1

Collection Information

Abstract : Worcester was one of the leading manufacturing centers for valentines and other greeting cards from the mid-1800s through the 1930s. Esther Howland and George C. Whitney were the two principal manufacturers during this era.

Finding Aid : Finding Aid in print form is available in the Repository.

Preferred Citation : Worcester Historical Museum, Worcester, Massachusetts.

Provenance : Gift of Adela Andrews, Waltham, Mass., May 1997.

MARC Access : Collection is cataloged in MARC under the following subject headings (lcs, aat, tgm, gmgcp)

Greeting cards. (aat)
Valentines. (aat)
Howland, Esther Allen, 1828-1904.
Whitney, George C., 1842-1915.
Worcester (Mass.) – Manufactures.

Historical/Biographical Notes

Although valentine cards have been made for several hundred years, the manufacture of valentines and other greeting cards as a major industry began in Worcester, Mass. Esther Allen Howland began manufacturing valentine cards as a home industry in 1849. The business grew rapidly, soon averaging \$100,000 in sales each year, and by the 1870s was reorganized by Howland into the New England Valentine Co. Esther Howland was a leading businesswoman in Worcester and graduate of Mt. Holyoke College, at a time when few women attended college, and fewer still engaged in business. George C. Whitney, a stationer and printer, began making valentines in Worcester in the 1860s. After Esther Howland's death in 1881, the business was sold to Whitney who became the leading manufacturer of valentines and other greeting cards. George C. Whitney Valentine Co. ceased operations in 1942.

Scope and Content

The collection consists of one valentine card of unidentified manufacture. The card is probably from ca. 1900.

Series Description

The collection is not organized into series.

Greeting Card Collection (Andrews)
1997.47
Series 1, Greeting cards

<u>Box #</u>	<u>Folder #</u>	<u>Accession #</u>	<u>Description</u>
1		1997.47.1.1	Valentine, girl inside lace heart on front, boy on back, verse inside. ca. 1900.
		.1a	Envelope.

