

Whipple Company Grandmother's Mincemeat, 1893-2004 (2011.13)

A Finding Aid for the Whipple Co. Grandmother's Mincemeat records
at the Natick Historical Society



**THE NATICK HISTORICAL SOCIETY
58 ELIOT STREET
NATICK, MA 01760
www.natickhistoricalsociety.org**

Collection Overview:

Extent: 2.5 linear feet (approximately 1,200 items)

Creator: Whipple Co.

Dates: 1893-2004

Language: English

Conditions for Access and Use: Open for research use

Copyright Notice: Copyright restrictions may apply

Preferred Citation: Whipple Company Grandmother's Mincemeat records, Natick Historical Society, Natick, MA

LOC Repository Code: MaNtHS

Acquisition Information: Received from Dight W. Crain of Hingham, Massachusetts, in December, 2011

Processed by: Jared Walske

Abstract

The Whipple Co. Grandmother's Mincemeat records range from 1893 to 2004 and document the history of the Whipple Company, which produced Grandmother's Mincemeat. The records include advertisements for Grandmother's products, letters to and from the company, newspaper clippings and other appearances in the media by the company, legal and planning documents, photographs, audio recordings, packaging, pamphlets, plaques, labels, and objects.

Access

Open

Usage Restrictions

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Provenance

Received from Dight W. Crain of Hingham, Massachusetts, in December, 2011

Extent

Approx. 1200 items (2.5 linear feet)

Items Separated

The following items are oversized and housed in the flat files of the Natick Historical Society:

Photographs

Citations

Labels

Business letters

Posters

Advertising mockups

Commemorative newspaper celebrating Grandmother's 100th anniversary

The following items are museum objects and in the collection storage area of the Natick Historical Society:

- Two daguerreotypes in a case
- A reproduction of the front of the Grandmother's Mince Meat factory
- Several stamps used to print labels for Grandmother's products
- An apron
- A hat
- A glass sign advertising Grandmother's Marmalade

Several jars and a bucket with Grandmother's/Whipple Co. labels on them have been removed for display.

Date Opened

July 2014

Processed by

Jared Walske, Archival Intern

Finding Aid Prepared by

Jared Walske

Revisions

Finding aid updated in June 2015, by Jared Walske

Related Items

The society also possesses a large painted portrait of Grandmother Tuttle that is not part of this collection and is currently in curatorial processing. In addition, several items, including a tin and a box, are currently in storage.

Related Collections

The Natick Historical Society has some other collections that contain materials relating to Grandmother's Mincemeat. There is folder on the company in the subject files under "Business--Food--Grandmother's" that contains documents and newspaper clippings about the company, some photos related to the company in the photographic files under "Business--Food," and some documents relating to the company and its employees in the people files under "People--WH."

Biographical Note

The Whipple Company, also known as Grandmother's Mincemeat, was founded in 1899 by Natick grocer Harrison L. Whipple and his son, Lewis E. Whipple. The company was originally started to commercially produce the mincemeat that Whipple had been making and selling in his grocery store for a number of years. Said filling was based on the mincemeat made by Whipple's own grandmother, Mrs. Sophia Tuttle (aka Mrs. Thomas S. Tuttle), which led to the "Grandmother's" brand name and the use of an image of Tuttle on Grandmother's products. Following Harrison Whipple's death in 1908, Lewis became the head of the company. While running it, he expanded the range of the company's products to include other kinds of pie filling, syrups, jams, and similar food products. Lewis also moved the company's factory, first to North Avenue and later to North Main Street in 1947, where it remained for the rest of the company's lifetime. Following Lewis' death in 1959, he was succeeded by Alvin Crain, his son-in-law. Whipple Co. purchased A. A. Knights Company, a baking company, in 1960 and the company that made Bostonia Brand soda fountain syrups in 1962. Alvin was himself succeeded by his son, Dight Crain, in 1970. Dight oversaw more expansions of the Grandmother's line, including the introduction of other styles of mincemeat, such as brandy and rum flavors. During the 1990s and 2000s, Dight worked closely with his son Andrew Crain, who took over leading the company along with Steven Molind in 2002. The company was eventually sold to Allied Old English Inc. of Port Reading, NJ in 2003.

Scope and Content Note

The Whipple Co. Grandmother's Mincemeat records consist of advertisements, legal and planning documents, correspondence, appearances of the company in the news and media, examples of packaging, promotional pamphlets, plaques, photographs, labels, trademark documents, licenses, certificates, citations, posters, audio recordings, Grandmother's branded novelty items, signs, and other items. Correspondence includes both business letters between Grandmother's and companies it obtained goods from as well as day-to-day and internal letters. The newspaper clippings and media appearances cover a large amount of the company's history, ranging from the 1930s up until the early 2000s. Photographs include both examples of Grandmother's products as well as photographs of people who worked at or were associated with the company. Audio recordings include ads for Grandmother's Mincemeat that were broadcast on the radio around Christmas time.

List of Series

- Series 1. Advertising, (1924-1943); (1989-1992); (undated)
 - 1.1. General (1926-1927) (1932-1933) (1940-1943)
 - 1.2. Legal/Planning Documents (1989-1992) (Undated)
 - 1.3. Mockups (1927) (1929) (1932) (1940) (Undated)
 - 1.4. Run Advertisements (1924) (1932) (1935) (1940-1941) (1989-1990)
 - 1.5. Advertisements from other companies (1932) (Undated)

1.6. Large Advertisements (Undated)

Series 2. Correspondence (1902, 1917, 1927-1928, 1932, 1940, 1947, 1992, 1999, undated)

2.1. General Correspondence (1902, 1917, 1927-1928, 1940, 1992, 1999, undated)

2.2. Business Letters (1932) (1947)

Series 3. Whipple Co./Grandmother's in the News and Media. (1930, 1939, 1943, 1946, 1949, 1967, 1970, 1974, 1977, 1980, 1983-2002, undated)

3.1. Whipple Co./Grandmother's in the News and Media

Series 4. A. A. Knights Division (Undated)

4.1. A. A. Knights Division – Labels

Series 5. "Mincemeat 1940" booklet (1940)

5.1. "Mincemeat 1940" booklet

Series 6. Packaging (Undated)

6.1. Packaging

Series 7. Pamphlets (1907, 1926, 1932, 1939, 1939, undated)

7.1. Pamphlets

Series 8. Plaques, Plates, and Machine Parts (Undated)

8.1. Plaques, Plates, and Machine Parts

Series 9. Settlement of Harrison L. Whipple's 1897 Debts (1897, 1905, 1926-1927, 1930, undated)

9.1. Settlement of Harrison L. Whipple's 1897 Debts

Series 10. Miscellaneous (1918-1919, 1926-1928, 1936, 1941, 1944, 1948, 1957, 1976, 1995, 1999)

10.1. Miscellaneous

Series 11. Photographs (1920, 1920s, 1932, 1935, 1940, 1955, 1950s, 1965, 1995-1996, Undated.)

11.1. Photographs – Advertising (1955) (Undated)

11.2. Small Photographs (1920) (1996) (Undated)

11.3. Large Photographs (1920s) (1932) (1935) (1940) (1950s) (1965) (1995) (Undated)

Series 12. Labels (1924, 1926, 1928, 1949, undated, range from early 20th century to the 1990s/2000s)

12.1. Small Labels (1924) (1949) (Undated)

12.2. Large Labels (1926) (1928) (Undated)

Series 13. Trademark Documents (1893, 1901, 1906, 1928, 1931, 1943-1944, 1946, 1949, 1951, 1955-1956, 1959, 1961, 1964, 1966, 1968, 1971-1972, 1984-1987)

13.1 Trademark Documents

Series 14. Licenses, Certificates, and Citations (1915, 1959, 1995, 1999, undated)

14.1. Licenses, Certificates, and Citations

Series 15. Ephemera

15.1. Scrapbooks

Series 16. Recordings (1996-1999, undated)

16.1. Recordings

Series 17. Oversized [housed in oversized flat file] (1899, 1925, 1932, 1950s, 1999, undated)

17.1. Oversized Grandmother's items

Series 18. Objects [housed in collection storage area] (1998, undated)

18.1. Grandmother's objects

Series Description:

Series 1. Advertising, 1924, 1926-1927, 1929, 1932-1933, 1935, 1940-1941, 1943, 1989-1992, undated.

Extant: About 175 items.

Arrangement: Subject and Chronology (where applicable).

This series consists of items that advertise products produced by Grandmother's and the Whipple Company as well as materials that relate to creating and running the ads in question. These include examples of advertisements, notes about the ads, mockups of ads, documents about the legal and planning issues surrounding advertising campaigns, and ads from other companies that the Whipple Company was looking at as a form of research.

Box 1

1.1. Advertising – General

1.2. Advertising – Legal and Planning Documents

- 1.3. Advertising – Mockups
- 1.4. Advertising – Run Advertisements
- 1.5. Advertising – Advertisements from other Companies

Box 3

- 1.6. Advertising – Large Advertisements

Series 2. Correspondence, 1902, 1917, 1927-1928, 1932, 1940, 1947, 1992, 1999, undated.

Extant: About 110 items.

Arrangement: by Subject and Chronology.

This series consists of correspondence and letters sent to and from Grandmother's and the Whipple Company. The majority of these items are business letters that the Whipple Company received from the companies they bought their supplies from, as well as some responses to them from the Whipple Company. Other letters include more day-to-day correspondence and personal letters relating to the members of the Whipple/Crain family.

Box 1

- 2.1. Correspondence – General

Box 3

- 2.2. Correspondence – Business Letters

Series 3. Whipple Co./Grandmother's in the News and Media, 1930, 1939, 1943, 1946, 1949, 1967, 1970, 1974, 1977, 1980, 1983-2002, undated.

Extant: About 45 items.

Arrangement: Chronologically.

This series consists of items where Grandmother's and/or the Whipple Company appeared in the media. The majority of these consist of articles from newspapers or magazines that either focus on Grandmother's/the Whipple Company specifically or mention it within the context of a larger article. Many of the articles are photocopies, as they were originally printed on newsprint and either would degrade in the future or were already degrading when the collection was processed.

Box 1

- 3.1. Whipple Co./Grandmother's in the News and Media

Series 4. A. A. Knight Divisions, undated.

Extant: 3 items.

Arrangement: Size.

This series consists of items related to the A. A. Knight division of the Whipple Company. It currently consists of some labels for A. A. Knight brand products.

Box 2

4.1. A. A. Knight Divisions – Labels

Series 5. “Mincemeat 1940” Booklet, 1940.

Extant: About 50 items.

Arrangement: Original order.

This series consists of a bound booklet containing materials related to Grandmother’s from 1940. These include where Grandmother’s was advertising their products, summaries for a contest held for the company’s employees, election results, newspaper clippings, pages from magazines and newsletters, and letters, among other items. The pages were originally held together by some metal clips. These had been removed and the pages are now housed in a small white binder.

Box 2

5.1. “Mincemeat 1940” Booklet

Series 6. Packaging, undated.

Extant: About 25 items.

Arrangement: Size.

This series consists of packaging from various Grandmother’s branded products, primarily mincemeat. These include boxes, some with the Grandmother’s brand on it, as well as some photocopies of boxes and jars.

Box 2

6.1. Packaging

Series 7. Pamphlets, 1907, 1926, 1932, 1939, 1939, undated.

Extant: About 31 items.

Arrangement: Size.

This series consists of pamphlets produced by Grandmother’s to help promote their products. Most of these include recipes for food that can be made with Grandmother’s products, primarily mincemeat. The content between different pamphlets is similar, though the specific recipes they contain change depending on the particular pamphlet. Also included are some pamphlets that list the price of products that Grandmother’s offered.

Box 2

7.1. Pamphlets

Series 8. Plaques, Plates, and Machine Parts, undated.

Extant: About 6 items.

Arrangement: Size.

This series consists of plaques, plates, machine parts, and related items that were used by Grandmother's. These include the plates to several filling machines, a plate to a portrait of Mrs. Thomas S. Tuttle (aka "Grandmother"), and some bags for machine parts.

Box 2

8.1. Plaques, Plates, and Machine Parts

Series 9. Settlement of Harrison L. Whipple's 1897 Debts, 1897, 1905, 1926-1927, 1930, undated.

Extant: About 12 items.

Arrangement: Chronological.

This series consists of documents relating to the payment of a series of debts that Harrison L. Whipple accrued in 1897 when he went bankrupt. These include a list of what he owed to whom and letters from debtors about how the debts were paid off.

Box 2

9.1. Settlement of Harrison L. Whipple's 1897 Debts

Series 10. Miscellaneous, 1918-1919, 1926-1928, 1936, 1941, 1944, 1948, 1957, 1976, 1995, 1999.

Extant: About 37 items.

Arrangement: Size.

This series consists of items that do not fit well into the other series. This includes notebooks, scraps, envelopes, sheets of paper with letterheads, and cards, among others.

Box 2

10.1. Miscellaneous

Series 11. Photographs, 1920, 1920s, 1932, 1935, 1940, 1955, 1950s, 1965, 1995-1996, undated.

Extant: About 100 items.

Arrangement: Topic and Size.

This series consists of photographs relating to Grandmother's Mincemeat. This includes photographs featured in advertisements for the company's products, photographs of events put on by Grandmother's, and photographs of workers and employees, among others.

Box 3

11.1. Photographs – Advertising

11.2. Small Photographs

11.3. Large Photographs

Series 12. Labels, 1924, 1926, 1928, undated, range from early 20th century to the 1990s/2000s.

Extant: About 500 items.

Arrangement: Size.

This series consists of labels for various products made by the Whipple Company. Most are for Grandmother's branded products, but also include labels for other Whipple Company brands like Walnut Hill, Old Town, and Whipple's. Also included are a few labels from companies that Whipple did business with, such as Plee-zing, Inc. Most of the labels have some form of product printed or written on them, though many of them are blank. The condition of labels ranges from pristine to deteriorating, but intact. For convenience, the labels have been organized by size and divided into two folders, with smaller labels in one and larger labels in the other.

Box 3

12.1. Small Labels

Box 4

12.2. Large Labels

Series 13. Trademark Documents, 1893, 1901, 1906, 1928, 1931, 1943-1944, 1946, 1949, 1951, 1955-1956, 1959, 1961, 1964, 1966, 1968, 1971-1972, 1984-1987.

Extant: About 30 items.

Arrangement: Chronological.

This series consists of documents that relate to Whipple Company obtaining and renewing trademarks and brands for products that they sold. They include certificates from the patent office about the trademarks, letters from the company's legal representatives about the gaining and renewal process, and letters about conflicts with other companies over who owns certain trademarks and has the right to use them.

Box 4

13.1 Trademark Documents

Series 14. Licenses, Certificates, and Citations, 1915, 1959, 1995, 1999, undated.

Extant: 11 items.

Arrangement: Chronological.

This series consists of licenses, certificates, and citations related to Grandmother's Mincemeat and its operation as a company. This includes a stock certificate for the company, operating licenses for machines and doing certain kinds of work for the company, and a letter of recognition for reaching the company's 100th anniversary.

Box 4

14.1. Licenses, Certificates, and Citations

Series 15. Ephemera, 1914-1932, 2000, undated.

Extant: 20 items.

Arrangement: Chronological.

This series consists of ephemera and similar items relating to Grandmother's and the Whipple Company. It currently consists of two scrapbooks and 18 unattached scrapbook pages that may have come from the same scrapbook. The scrapbooks and pages are filled with advertisements for Grandmother's products, price lists, newspaper and magazine articles, memos, and correspondence.

Box 4

15.1. Scrapbooks

Series 16. Recordings, 1996-1999, undated.

Extant: 7 items.

Arrangement: Chronological.

This series consists of recordings of radio spots advertising Grandmother's Mincemeat. They consist of six cassette tapes and one reel-to-reel tape.

Box 5

16.1. Recordings

Series 17. Oversized, 1899, 1925, 1932, 1950s, 1999, undated.

Extant: About 32 items.

Arrangement: Size.

This series consists of oversized items that do not fit into the boxes the other series are in. This includes photographs, citations, labels, business letters, posters, advertising mockups, and a commemorative newspaper celebrating Grandmother's 100th anniversary.

Oversized Items Flat File Cabinet

17.1. Oversized Grandmother's items

Series 18. Objects, 1998, undated.

Extant: About 11 items.

Arrangement: Size.

This series consists of objects relating to Grandmother's Mincemeat. They include label printing stamps, commemorative memorabilia, novelty items, and signs.

Collection Storage Area Grandmother's Box

18.1 Grandmother's objects