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. 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... with this understanding, local capital was advanced for the erection of a modern concrete and steel sand 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 development 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 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.

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... with this understanding, local capital was advanced for the erection of a modern concrete and steel sand 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 development 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 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 first Jaffrey home of W.W. Cross. It was on what is now Nutting Road beside the river west of Cross Street.

Tim 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.
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 display up during August [See right].

The Society’s website at http://www.jaffreycemeteryhistory.org is being revised and updated. In time all the relevant material on http://www.rs41.org/pa/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 Freedonia, New York, chapter of the Daughters of the American Revolution will visit Jaffrey July 28-30. The chapter is co-sponsored with the local DAR, on Friday, August 4th. DAR will be our guests at a welcome reception and tour of the Benjamin Prescott Inn. The visiting farm was located on Turnpike Road and is the last of the farm was on site and the Little Red Schoolhouse was open and welcomed many interested ‘scholars.’

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 raining 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 175th 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 522-7379.

Membership

Marcie Manning, Chair

We are sorry to report the death of member Douglas Strattan. 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!

O fficers & Committee Chairs

President: vacant • Vice President: Joe Manning & Bruce Hill • Treasurer: Kent Royce

Corresponding Secretary: Vicki Arcelli • 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

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2014-2017

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Diane Schaumann
Peggy Ueda
Dennis Wright

2015-2018

Archie Coll
Emily Preston
Betty Shea
Dan Shattuck

2016-2019

Vicki Arcelli
Jackie Johnson
Susan Leach
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