



## Valentine-Making Workshops

FOR KIDS OF ALL AGES

**LEARN** historic Worcester valentine styles & techniques.

**MAKE** cards for family and friends at one of these

**FREE** Worcester Public Library workshops.

Wednesday, 1/22	Frances Perkins Branch
Thursday, 1/23	Great Brook Valley Branch
Monday, 1/27	Goddard School Branch
Thursday, 1/30	Burncoat School Branch
Friday, 1/31	Roosevelt School Branch
Monday, 2/3	Tatnuck Magnet Branch

**All workshops are from 4:00-5:00 pm**

Worcester Historical Museum provides all materials for valentine-making, as well as a powerpoint presentation on the history of valentines in Worcester.

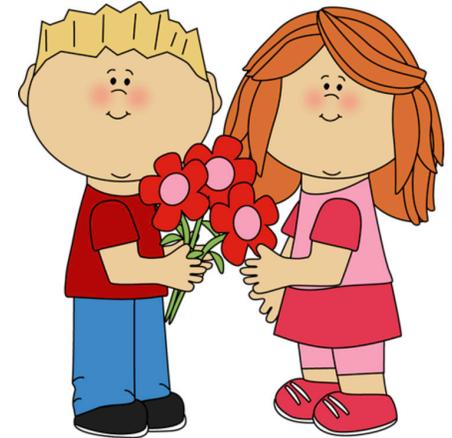
**For More Contest Information  
or Valentine History call  
508-753-8278**

**or visit  
[www.worcesterhistory.org](http://www.worcesterhistory.org)**



## Be Our Valentine

Enter the 42nd annual  
Valentine Contest  
sponsored by  
Worcester Historical Museum



**Create an original valentine in  
2020 and be part of Worcester's  
valentine-making tradition**

**In partnership with**

**WORCESTER  
LOVES TO READ**

**and**

**Worcester Public Library**

Open to children in grades 3, 4, 5, and 6 or the equivalent who (a) attend Worcester schools, (b) are the children of members of Worcester Historical Museum, or (c) are holders of an active Worcester Public Library Card.



For nearly 100 years, Worcester was the center of the commercial valentine industry in the United States. In 1847, according to local folklore, Worcester resident Esther Howland received an English valentine, which inspired her to design her own. She sold her cards through her father's stationery store. Business flourished, and Esther recruited friends to assemble cards in a third-floor room at the family residence, 16 Summer Street.

While it is generally agreed that Esther Howland was the first to make valentines in Worcester, Jotham Taft of nearby Grafton was also making valentines. He and his wife built a successful valentine industry from their home in the early 1840s. Jotham's son Edward formed a partnership with Esther Howland in 1879, called the New England Valentine Company.

In 1863, George C. Whitney joined his brother Edward in the family stationery store begun by their late brother Sumner, at 218 Main Street. The brothers worked together as the Whitney Valentine Company until 1869, when Edward withdrew from the partnership. In 1881, George C. Whitney bought the New England Valentine Company and incorporated it into his operation. The Whitney business proved to be highly successful. After George died in 1915, his son Warren took over management. The George C. Whitney Company continued to prosper until 1942, when the wartime paper shortage caused the liquidation of the largest greeting card company in the world.

**How to Enter** Bring one entry per child to Worcester Historical Museum, 30 Elm Street, by 4 p.m. on Friday, January 31, 2020.

**WORCESTER  
LOVES TO READ**

## Contest Rules

1. In order to be judged, each valentine MUST be clearly labeled on the reverse with (a) name, home address, and home phone number; (b) Worcester Public Library Card number (if applicable); (c) school, school phone number and grade of valentine maker; and (d) the category in which the entry is to be judged:

### (H) Historic:

Any design in the style of valentines made in Worcester in the late 1840s to 1942.



### (C) Contemporary:

#### Worcester. The City That

**Reads.** Feature the theme or character(s) from one of your favorite books or stories. Be sure to write the name of the book and the character on the back of your valentine.

### (V) Verse:

An original verse by the valentine maker.

2. Valentines must be made of non-perishable materials.
3. Size must not exceed 11" in any direction.
4. Individual entries only. One entry per student.
5. All entries become the property of Worcester Historical Museum. Entries cannot be returned.

## Masters' Competition

Children in grades 4, 5, and 6 who have won prizes in previous museum valentine contests may enter again, but only in the Masters' Competition. Entries in this category will be judged separately from all others. Masters' Competition entries must have the additional designation of (M).

## Prizes

Prizes will be awarded to each grade level in each category, with the exception of the Masters' Competition. The Masters' judges will select one winner in each of the three categories (see rule #1).

### Historic

### Contemporary

### Verse



## Award Celebration

Prizes will be presented at a valentine party (with festive cookies and punch) for winners, their families, principals and teachers.

**Monday, February 10, 2020, 4 pm**

Fletcher Auditorium

Worcester Historical Museum, 30 Elm Street

### SNOW DATE:

Tuesday, February 11, 4 pm

Winners will be notified at their schools not later than Thursday, February 6.

Valentines will be on display at

**WORCESTER HISTORICAL MUSEUM,**  
30 Elm Street