

THE ROTCH-JONES-DUFF
HOUSE & GARDEN MUSEUM

FALL 2018

THE LURE OF THE GARDENS
Inspired Fashion





THE ROTCH-JONES-DUFF HOUSE & GARDEN MUSEUM

396 County Street
New Bedford, Massachusetts
508-997-1401
www.rjdmuseum.org

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From the Director

A Part of The Neighborhood



The easiest part of my job as Executive Director so far has been meeting people in the community. And in my first year, this will continue to be a priority. Upon my arrival in March, dirt trenches were awaiting planting and a far-too-chilly spring had not engendered much visitation to the garden. Once in bloom, however, it became the main attraction to having a meeting with the new Director. From June through August, I needed only to offer a lemonade on the patio and the response was, "Let's set a date!" In addition to all of our public events utilizing our beautiful outdoor space, we have

hosted a neighborhood get together, a Groundwork! networking event, and a staff retreat for Historic New England, among others.

These three groups alone demonstrate the reach of RJD's appeal and audiences. First, we are part of a neighborhood, as William Rotch, Jr. was when he built 396 County Street. The world is a much friendlier place when you know your neighbors, is it not? Passers-by are often surprised when they wander into the garden. "I had no idea this was here!" they exclaim. But when you have something as beautiful as the RJD gardens, then something as simple as an invitation to a party on the patio, or a sign on the gate inviting pedestrians inside, is an easy way to make friends.

Second, we are a partner to other non-profits, for-profits, and municipal groups in the Southcoast who all have interests in developing their organizations to achieve their missions and goals. We must be cognizant of the larger economic and cultural development fabric, identifying how RJD's growth may not only benefit our own constituents, but also help to buoy others.

And last, our regional and national significance charges us with an additional responsibility to a larger audience. The RJD exists only because of a community of people who recognized its relevance to New Bedford and the region, as well as national maritime history. Some of you are reading this article right now. These individuals, involved with the Waterfront Historic Area League at the time, rallied around the preservation cause, as do supporters of our fellow historic sites every day. This community is strong, collegial, and passionate. Together, we tackle the challenges of making a historic house tour interesting to younger audiences and finding relevance in our collections for an increasingly diverse population.

I hope you get a sense of my enthusiasm for the RJD and for the opportunity that I have been given to work with the Board of Trustees, our staff, volunteers, and supporters to make the RJD a compelling and contributing historical, cultural, educational, and economic resource to the communities and people it serves.

Dawn E. Salerno
Executive Director

Cover: Hat, worn by Beatrice Marceau Duff. Silk and velvet, wire frame over web support; Gift of Elsa N. Pierce, 94.001.022. From *The Lure of the Gardens* exhibition, see page 4.



Howe Allen



William Rotch Bullard II



Jack Dresser



Ruth Furman



Diana Henry



Gloria McPherson

The RJD Welcomes Six New Trustees

The RJD will welcome six new members to its Board of Directors, when they are presented for election at the Annual Meeting on September 27, 2018.

Engaged in real estate since 1985, Howe Allen opened Howe Allen Realty in 2009, moved its headquarters to Fairhaven in 2013, and opened a second office in downtown New Bedford in 2013. Howe and his husband Tim Evans involve themselves in cultural, social and volunteer activities on the South Coast, including introducing the annual Picnic on the Lawn to benefit Fairhaven Historical Society and the Short Film Festival, raising money for local charities. Howe and Tim share their home with two Jack Russell Terriers and enjoy travel when time permits.

After an extensive career in business, including the early stages of wireless, the internet, content marketing, and marketing automation, William Rotch Bullard II founded EdChanges, a marketing services firm that offers educational institutions and non-profits a wide variety of strategic services. A native of Andover, MA, William is a direct descendant of William Rotch, Jr., the first owner of the RJD House. He is married to Diana Bullard and the father of Billy and Katy, and enjoys competitive sports, music, and history.

Jack Dresser is Senior Vice President and Chief Philanthropy Officer of Southcoast Health System. He is responsible for developing philanthropic and volunteer resources to help advance the mission of the community based 4-hospital health system, which serves 700,000 people in Southeastern Massachusetts and neighboring Rhode Island. Jack and his wife Joanna live in Mattapoisett.

A native of Fall River with a background in banking, Ruth Furman brings to the museum a keen interest in nature and plants. After a decade in the UK where she pursued a program in amenity horticulture at Askham Bryan College, she returned to the Southcoast to live in Dartmouth and work in

the horticulture industry. She has served as President of the Garden Club of Buzzards Bay as well as a horticulture show judge for the Garden Club of America. She is a Massachusetts Certified Horticulturist and a member of the Royal Horticultural and American Horticultural Societies. With family in the UK and Australia she and her husband travel regularly to visit, hike and explore while trying to keep order in the garden at home.

Diana Henry has been a member of the RJD from its inception and a volunteer for many events. She and her late husband were leaders in the neighborhood effort to save the house as a museum, and her husband served on the board. She worked as a realtor for many years and, with her husband, saved and restored several historic homes in the neighborhood including the one in which she now resides.

Gloria McPherson is the Director of Planning and Economic Development for the Town of Fairhaven, overseeing the town's planning, conservation and plan implementation efforts, with a focus on downtown and waterfront revitalization, urban design and the relationship between historic preservation and economic development. In her spare time, Gloria likes reading and rereading the short stories of the Lost Generation and talking to people who stop to admire her Akita, Kenji, on their walks through downtown.

Commenting on the new directors, President Stewart Young said, "We are very pleased with the quality of these individuals and the skillsets they bring to the institution. At the same time, we are deeply appreciative of their willingness to share their time, expertise, and energy with this important historic and community resource."

Brenda Dias will be elected to her second three-year term on the Board and the following officers will be reelected: President: Stewart Young; Vice President: Margaret Z. Gray; Treasurer: Nathanael R. Brayton; Clerk: Ruth Oliver Jolliffe.

Louise Travers: Volunteer Extraordinaire

If you ask Louise Travers, she might say that she is the best-paid staff member at the RJD—and she doesn't get a paycheck. Her compensation as a volunteer at the museum's welcome desk and during events comes from the interactions she has with the interesting people who visit the museum and attend its activities.

Born and raised in Dartmouth, Louise has worked at the RJD for about 12 years, but don't ask her to remember what first drew her to our volunteer program. Back then, she still had a "day job," so she volunteered for evening functions. Since December 2017, she has continued to volunteer for events and now works five days a week at our welcome desk in the museum's shop. In that role, she is called upon to answer all sorts of questions and to direct tourists to New Bedford's other cultural attractions and services. If you have been to an RJD event lately, you have surely seen Louise.

In addition to working at the RJD five days a week, Louise also volunteers



with the New Bedford Symphony, doing mailings, and with the Dartmouth High School Alumni group, as secretary. I can tell she's no stranger to large mailings because when I tell her that the RJD has a mailing of 500 pieces waiting for her, she says, "Five hundred? That's a piece of cake!" She likes that job because its social—she works with a team.

She also knows that with all of her volunteer work, she's helping organizations do tasks that would

otherwise not get done or would cost more than manageable in the non-profit's budget. She helps with RJD events because she enjoys the range of activities we offer, from high school jazz concerts to talks about historic cemeteries.

Kim Rioux, Data, Membership and Operations Coordinator at the RJD remarks of Louise, "Louise is so reliable and loyal to the RJD. She truly makes a difference by relieving staff of miscellaneous tasks. I make sure I tell Louise at the end of the day, 'I will see you tomorrow.' I think it puts a smile on both of our faces."

For Louise, summers at the RJD are like taking the Grand Tour. "You meet people from all over the world." She says that people are most often drawn to the dumbwaiter, the Pairpoint stemware in the pantry, and the elevator that Amelia Jones had installed. When asked about how she manages her several volunteer jobs, she responds, "I don't consider them jobs."

House & Garden

RJD's Rose Garden Revitalized

In April, the rose garden was revitalized with all new irrigation, boxwoods, rose plants, and gravel under the direction of retiring Executive Director Kate Corkum. Thanks are extended to rosarian Stephen Scanniello and horticulturist Warren Leach for their wise guidance and to the dedicated volunteers of the RJD and the Garden Club of Buzzards

Bay for their labor. The museum acknowledges the generous donations of roses by Weeks Roses, Star Roses and Altmans' Nursery. The success of the project is evident in the public response, measured by the "oohs" and "aahs" of visitors. If you have not seen the grounds lately, visit soon to catch the blossoms before they drop.

Rose Garden: By the Numbers

700 Justin Brouwers Boxwoods

340 Rose Bushes

24 Varieties of Roses

1 Rosarian

1 Horticulturist

4 Staff

20 Volunteers

The Lure of the Gardens: Inspired Fashion



BY BLAIR WALKER

The Gardens at the Rotch-Jones-Duff House and Garden Museum (RJD) inspired the theme of the current exhibition at the museum, *The Lure of the Gardens*. Women descended from the families who lived at 396 County Street wore the dresses, bonnets, and hats exhibited.

Styles fashionable in Paris reached women as far off as the western prairie and California when they perused their monthly copy of “Godey’s Ladies Book.” First published in 1830 and edited by Sarah Joseph Hale, it was filled with fashion illustrations and patterns, stories written by men and women, etiquette advice, and other topics. It kept women and their seamstresses across the country in touch.

With the Industrial Revolution, cloth began to be manufactured by machines. Slater’s Mill in Rhode Island opened in 1793, manufacturing cotton cloth. By the middle of the nineteenth century, sewing machines had been invented and Singer began selling them by mail order across the country. Trims and laces were made by machine, and everyone could copy the current fashion look.

In the mid-nineteenth century, ladies wore corsets and they layered on the various undergarments. The gowns on exhibit relied on the shape created by the corset, bustles, and petticoats hidden underneath.

Joanna Rotch (1826–1911), granddaughter of William Rotch Jr., who built the RJD house, wore the blue and white sprigged cotton dress on exhibit, around 1880. Her portrait as a child is on display on the second floor.

Sarah Jones Forbes (1852–1891), the youngest daughter of Edward Coffin Jones, the second owner of the house, may have worn the many-colored flowered gown. Inside the skirt, a bustle supports the swaged back fullness that was very fashionable in the 1880s.

The light brown flowered gown, which may have been worn by Mary Rotch Eliot Rotch (1847–1929), is remarkable because it bears a label saying that it was made by A. A. Wyse, a dressmaker who had a shop at 43 Crapo Street in New Bedford in the 1880s. Most garments in the nineteenth do not have labels identifying the very skillful creators.

Huge leg o’ mutton sleeves on the French silk striped bodice in the center wall case characterize the style of 1895. Worn with a flared skirt, a woman’s small corseted waist was emphasized. The bodice may have been worn by Amelia Forbes Emerson, granddaughter of Edward Coffin Jones.

The exhibit moves into the twentieth century with flowered hats worn by Beatrice Marceau Duff (1889–1987) who lived in the house from 1934 to 1981. Many of the hats were made locally or purchased through “Loretta’s” Hat Shop.

The vibrant colors of the exhibition create a sensory contrast with the more somber World War I display across the hall, evoking two very different periods in our country and in the life of the house and the people who lived there.

Above, left to right: Dress, circa 1890s. Silk, velvet; Donor unknown. Dress, 1878–1883. Bobbin lace trim; Bequest from the collections of Clara Morgan Rotch Frothingham and Mary Eliot Frothingham Jackson, 2006.001.004. Dress, circa 1880. Polished cotton, eyelet lace, velvet ribbon, inner bustle; Gift of the estate of Emma W. Forbes, 2006.007.017.

Exhibition Calendar

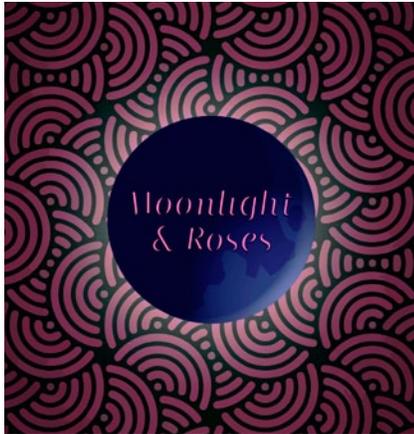
THE LURE OF THE GARDENS
Through November 15, 2018

**A SALUTE TO SERVICE:
WORLD WAR I CENTENNIAL EXHIBITION**
Through November 15, 2018

HOLIDAY TREES
November 30 – December 9, 2018

Calendar

SEPTEMBER



MOONLIGHT & ROSES

Saturday, September 8

This year's Annual Summer Garden Party was reinvented as a cool, late summer cocktail party. The timing of a September sunset allowed the décor committee to experiment more with lighting. And while she was used to a June event, Patty at Harriet's Catering was incredibly accommodating to the changes in both timing and menu for this year. Django's Dropouts rehearsed tirelessly to complete the ambiance. Proceeds from Moonlight & Roses help to support the education programs of the RJD, including school field trips and community programming.

The fundraiser committee and RJD staff worked diligently for six months in order to create a memorable experience and attract new audiences. Many thanks are due to our Moonlight & Roses Committee: Michele Crotty, Christine Dole, Sandra Hall, Ruth Jolliffe, Elizabeth Ladd, Katie Mannix, Natalie Mello, Kimberly Rioux, Scott Simpkin, and Stewart Young.

Thanks to our Moonlight & Roses sponsors: Baycoast Bank, edk studio, Howe Allen Realty, and Sperry Tents.



AHA NIGHTS AT THE RJD

FALL CLEAN-UPS:

DO MORE TO BE SPRING-READY

PETER QUINLAN

Thursday, September 13, 5:30pm

Late Autumn and early winter is an opportune time to prepare your yard and gardens for Spring. Peter will speak about mulching, perennial care, weed control, fertilizing, and lawn care. He is a former plant wholesaler and now an independent horticulturist, specializing in residential properties. Free.

ROWING IN THE ROSES

WITH TRACK + CHANNEL

Sunday, September 16, 10am

Join Coach Nicole from Track + Channel for a rowing class overlooking the RJD rose garden. Get ready for an upbeat, total body workout combining intervals on WaterRowers with bodyweight exercises on the grass. All attendees must be 16 years or older. Please arrive 15 minutes prior to class for check-in and set-up. No rowing experience required. Fee: \$25 includes 45-minute workout plus tasty treats after class. To book your ticket, visit bit.ly/2JMQM4U



TEA AND TALK

FINDING PHEBE: UNCOVERING THE HISTORY OF SLAVERY IN WARREN, RI

PATRICIA MUES AND SARAH WEED

Wednesday, September 26, 5:30pm

In the 18th century, Warren, Rhode Island, was surrounded by the slave centers of Newport, Bristol, and Providence, but its small size made it a footnote in the history of slavery and the slave trade in Rhode Island. Using wills, inventories, town meeting minutes, military records, seamen certificates and censuses, tonight's speakers, Patricia Mues and Sarah Weed (above), are able to tell the stories of many of those African Americans who were enslaved in Warren as well as those who enslaved them.

\$5 RJD Members / \$10 Public. Call the museum to reserve your place.

ANNUAL MEETING & MEMBERS' PARTY

Thursday, September 27, 5pm

As we approach a busy fall season, we also take a look back at the past year of activities at the RJD. Please join the museum's staff, board, Corporators, and fellow members for a reception immediately following the meeting at 6pm.

OCTOBER



AHA NIGHTS AT THE RJD THE APPALACHIAN TRAIL AND MODERN TRANSCENDENTALISM

RICK FINNERAN

Thursday, October 11, 5:30pm

Rick Finneran, RJD staff and Thru-Hiker, will discuss transcendentalism as manifested in today's hiker culture. Rick shares stories, poetry, and examples of the innovations in hiking gear which have enabled more individuals to experience long-distance hiking and to commune with nature.

THE GREAT PUMPKIN PARADE

October 23, 24, 25, 5pm – 8pm

In conjunction with New Bedford Art Museum/Artworks! Visit the grounds of the RJD to see a display of Jack-O-Lanterns, carved with care by community members. Inside the mansion, children can participate in a scavenger hunt with prizes. Refreshments served. Suggested donation: \$5 per person / \$10 family. Want to contribute a pumpkin? Artists will be on-hand to help! Visit NBAM/Artworks on Sunday, October 21, between 1:30pm and 2:30pm for a pumpkin-carving workshop. Pumpkins carved at this workshop can be submitted to the Pumpkin Parade. Registration requested: visit <https://bit.ly/2MD0knW>. Fee: \$2 per pumpkin.

NOVEMBER

AHA NIGHTS AT THE RJD EXHIBITION TALK: THE LURE OF THE GARDENS BLAIR WALKER

Thursday, November 8, 5:30pm

RJD's resident curator speaks about her latest exhibition. By the middle of the 19th century, printed cloth had become more available for purchase at local yard good stores. Women were making their own dresses with the newly invented sewing machine or instructing their seamstresses to create a style from the latest Godey's Ladies Book. Free.

HOLIDAY "TREE-VIEW" PARTY

Thursday, November 29, 6pm – 8pm

Get a preview and have the first opportunity to purchase the festive trees brightening the halls of the RJD. Enjoy seasonal cocktails, hors d'oeuvres and entertainment. Tickets on sale at the RJD web site starting October 15.

FRUITCAKE FRIDAYS

Friday, November 30

Stop by the museum for a look at the holiday trees, a sip of cider and a bite of everyone's favorite holiday food. Guests are invited to share their own favorite recipes in our Fruitcake Folio. The museum hours extend to 6pm on these days. Free to members or with admission.

DECEMBER



FAMILY DAY: HOLIDAY TREE-SCAPES

Saturday, December 1, 12pm – 3pm

Drop by the RJD to see the display of trees and holiday decorations. Warm yourself with a hot beverage and do a seasonal craft. Free to members or with admission.

COUNTY STREET CHRISTMAS

Wednesday, December 4, 5:30pm

Hear how different holidays were observed by the original residents of 396 County and enjoy a house tour with an RJD docent. Free to members or with admission.

FRUITCAKE FRIDAYS

Friday, December 7

Stop by the museum for a look at the holiday trees, a sip of cider and a bite of everyone's favorite holiday food. Guests are invited to share their own favorite recipes in our Fruitcake Folio. The museum hours extend to 6pm on these days. Free to members or with admission.

AHA NIGHTS AT THE RJD MUSIC OF THE SEASON

Thursday, December 13, 5:30pm

With Our Sisters' School Chorus Visit the RJD to see our decorated historic rooms, warm yourself with mulled cider and hear music performed by the OSS Choir. Free.



THE ROTCH-JONES-DUFF
HOUSE & GARDEN MUSEUM
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New Bedford, MA 02740

THANK YOU TO OUR SPONSORS



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A New Way to Celebrate the Season

NOVEMBER 30 - DECEMBER 9, 2018

For two weeks in early December, the halls of the RJD will be decked with lights, ribbons, baubles and boughs of greenery. Trees which have been decorated and donated to the museum by community groups, schools, artists and designers will be displayed within the rooms of the mansion. All items are for sale, and profits help fund the museum's special exhibitions, educational programs, and operating expenses. Purchase a tree for your home or donate it to a local charity.