Lorin Fuller Deland was, by nature, “a ‘Cit,’ and gloried in it,” or so Margaret Deland, novelist and short story writer, described her husband’s urban temperament. “There were elms on some of Lorin’s South End streets, in Boston,” she wrote in her autobiography, *Golden Yesterdays*, “but he doesn’t seem to have been personally acquainted with them… He preferred brick pavements… As for what he called ‘country,’ he never really understood how people could deliberately choose to live away from bricks and mortar!” Early on, Lorin saw the entire city as his own and roamed it freely.

Born in 1855, Lorin spent his youth in the South End, mostly at 35 West Dedham Street (now demolished). In 1870, when he was fifteen, the family moved to 11 Rutland Street at the corner of Haven (now a garden). Children’s Hospital, which started at 9 Rutland Street in 1869, had just moved to a handsome five-story building at the corner of Washington Street. Nearby was the Penitent Females’ Refuge and the Children’s Friend Society. Lorin attended the Dwight School on Springfield Street and English High School, then downtown on Bedford Street, graduating in 1872.

As a young man, Lorin caused his family much distress when he decided not to go to Harvard but to become an actor. He was offered a position in the stock company of the Boston Museum, the theater that proper Bostonians of the past deemed a “museum.” His father, Washington L. Deland, the owner of a Congress Street printing firm, frowned on acting and let Lorin know that “an occupation which labeled itself ‘playing’ was no way for a serious man to make a living.”

A compromise was struck: Lorin would work at his father’s firm by day without a salary if his father agreed to Lorin’s performing at the museum at night, taking roles such as Captain Puffleros in *Belphegor, the Mountebank*. No doubt his...
father was relieved that Lorin’s tenure in the theater didn’t last longer than the fall of 1877. By that time, however, Lorin and another South End man had started the Park Dramatic Club, which put on plays at Kennedy Hall in Roxbury. “Many of the leading amateurs of the day” were involved, including Robert Barnet, my great-grandfather, another young South End, making his first appearance in a minor part.³

Lorin met Margaret Campbell in Vermont in 1878, and they were married two years later. They lived for a year or two on Rutland Street with Lorin’s recently widowed mother and his sister Emily, a teacher of mathematics at Girls’ High on West Newton Street. The Delands were of old Yankee stock, Unitarians, and homeopaths. They were “excruciatingly neat” and “had great faith in the teaspoonfuls of tasteless water,” wrote Margaret, or Maggie, as she was always called. In contrast to Maggie’s own personality, Lorin had “an exact memory,” “tolerance,” “tremendous energy,” “swift intuitions and fiery certainties.” He was “as precise as a pair of compasses.” One of her aunts, upon seeing his photo, remarked, “He looks as if he could say ‘No.’”⁴

The small Rutland Street house had a three-story ell in back. From its flat roof, Maggie watched Julia, the family’s one domestic, hoist up the weekly wash with the assistance of a block and tackle in the back yard. Using that method, Maggie once tried to haul up wood for the fire-place on a Sunday, shocking her mother-in-law.⁵

Maggie later claimed that only six or seven out of sixty “failed to build respectable lives” for work. Maggie later claimed that only six or seven out of sixty “failed to build respectable lives” after leaving the Delands.⁶ It was also on Clapp Place that Maggie began to write: first, Christmas card verses for Louis Prang; then a collection of poems; and a series of novels, including John Ward, Preacher, an attack on religious fundamentalism. Controversy sells, and she and Lorin were able to buy a summer home in Kennebunkport, Maine, with the book’s proceeds.

Around this time, Lorin shocked everyone by breaking from Unitarianism and joining Trinity Church; he had great admiration for minister Phillips Brooks, who had become a close friend. Lorin sold his father’s printing business in 1886 and went into, with apparent great success, the advertising field. Posters began to appear in the horse cars:

> You may live without sisters, or cousins, or aunts, but civilized men cannot live without pants!

³continued page 3 –

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**PLAY XXVI**

**SMALL WEDGES: OUTLET NO. 1**

Ball to full-back.

Opposing rush-line half is the dangerous man to this play. Right end or right tackle should take him instantly, whichever one is free first. This is imperative. As rush-line back can only meet runner, however, at or behind the line, the pushers behind runner are valuable. Left half-back must be careful not to obstruct the pass. If opposing left end interferes with runner, let the left half-back cross ahead of the pass and take this end.

The ads were considered mildly witty, observed the newspaper,皆 Maggie drew the diagrams.⁸

In the fall of 1890, Lorin accompanied the assistant minister of Trinity Church to a Harvard football game — oddly enough, Lorin’s first. Although he had no ties to Harvard, Lorin came up with the idea of the “flying wedge” (a wedge of men that moves before the ball is put in play), which was first used against Yale in 1892 ( outlawed a year later). He became Harvard’s head football coach for a year or two and co-authored a book on football with Walter Camp, Yale’s coach. Maggie drew the diagrams.⁹

Having moved to Mt. Vernon Street on Beacon Hill, the Delands were, according to Diana

⁷continued page 6 –

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**Update: Ivory Bean House Faces Its Final Days**

After receiving an order to demolish the Church of Scientology’s headquarters, the Church of Scientology has vowed to try and reuse salvageable materials from the façade of the Ivory Bean House for whatever structure that they replace it with as a tribute to the 158-year-old row house. The Hotel Alexandra, an 1875 residential hotel, currently houses a business and is structurally sound. The Ivory Bean house has not fared as well during its last 20-30 years of abandonment. After an incident in early February in which several bricks fell from the Ivory Bean House’s façade to the sidewalk below, ISD ordered the building torn down.

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Calendar of Events
The 45th Annual Spring Ball

Join us on Saturday, April 30 from 8 p.m. to midnight for our 45th Annual Spring Ball. The Ball will be held in the Dome Room of The Lenox Hotel, 61 Exeter Street and the music will be provided by the White Heat Swing Quintet. General tickets are $125 each and Patron tickets are $175 each. Questions? Call (617) 536-4445 or email admin@southendhistoricalsociety.org. To purchase tickets, please send a check to The South End Historical Society, 532 Massachusetts Avenue, Boston, MA 02118 or visit our website at www.southendhistoricalsociety.org/programs.htm to pay via PayPal.

The 43rd Annual House Tour
Save the Date!

Our 43rd Annual South End House Tour is Saturday, October 15, from 10 a.m. to 5 p.m.

SEHS By-law Revisions Available Now

The South End Historical Society by-laws are being updated. The last revision was in 1997. If you would like a copy of the proposed revisions, please email admin@southendhistoricalsociety.org to have an electronic copy emailed to you or call (617) 536-4445 to have a hard copy mailed to you. The by-law revisions will be voted on at the Annual Meeting in June.

Membership Renewal

If you have not already done so, please send your membership renewals for the year January 1, 2011 — December 31, 2011. Yearly single memberships are $25, and family/dual memberships are $40. Additional opportunities to support the society are also available at the $100 Supporting, $250 Patron, and $500 Benefactor levels. Please send a check to The South End Historical Society, 532 Massachusetts Avenue, Boston, MA 02118; (617) 536-4445.

Cast Iron Questions?

Do you need help restoring, repairing, or replacing your cast-iron fence? The South End Historical Society can help. Please call or email the SEHS office at (617) 536-4445 or admin@southendhistoricalsociety.org for more information.

1972 Prints Now Available

Pictures from the South End Historical Society’s 1972 survey are available for purchase. The images are digitized and available in JPEG format at 300 dpi. If you are interested in purchasing an image or if you require another format or resolution, please contact us at (617) 536-4445 or email us at admin@southendhistoricalsociety.org.

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garment industry to attend theater at half price, another attempt to keep them away from the “cheap and nasty.” He persuaded managers of high-class theaters to participate and opened a ticket office in Park Square. Next, he set up the Belgian Relief Sewing Room at the North Bennet Street School, where unemployed women, mostly garment workers, sewed clothes to send to Belgium, which was in need prior to World War I. Unemployment was still heavy on his mind when he opened a vacation camp in Maine for unemployed women, fattening them up with good country food.13 Merrill Camp ran for three summers until Lorin’s death in 1917 at age 62.

All was not over when Lorin died. Maggie had become interested in spiritualism. She and friends held Ouija board sessions, recording “spellings” believed to come from Lorin. She wrote articles with titles such as, “The Doors of Silence: Are They Closed Forever When Those We Love Have Died?”14 Lorin and Maggie (who lived until 1945) are memorialized at Forest Hills Cemetery by a simple stone seat surrounded by hedges.

While Maggie was writing short stories, including her popular Old Chester (Pennsylvania) tales, Lorin published *Imagination in Business.* “Reduce your fur-lined overcoats from $100 to $60, and your liberal discount attracts little attention. Why? Because there is no reasonable explanation for the reduction...Mark this fact! It was not the price. It never is. It was the reason for the price....”15 I think about Lorin Deland every time the oil company gives me a reason to pay early: one percent off my $600 bill.

“If I were asked to name the qualities that enter into good advertising,” he wrote in *At the Sign of the Dollar,* a collection of essays published in 1917, “I should say first, imagination; second, knowledge of human nature; and third, a little more knowledge of human nature.”16 A diagnosis of cancer in 1915 slowed Lorin down but not much. That year he established the Wage-earners Theater League, which allowed women working in factories and the garment industry to attend theater at half price, another attempt to keep them away from the “cheap and nasty.”

Correction

In our Volume 19, No. 1 newsletter, we stated that the framed mirror donated to us came from the Warren Avenue Baptist Church. The church suffered a fire in 1967, at which point Paul Hayes and Curt Fishman salvaged the frame from the building. However, when the fire occurred, the building housed the Our Lady of the Annunciation Melkite Greek Catholic Church, not the Warren Avenue Baptist Church. The building originally served Warren Avenue Baptist Church but became the home of Our Lady of the Annunciation in 1942.
Would you like to receive this newsletter in your email?
If you would rather receive our newsletter electronically, please email admin@southendhistoricalsociety.org or call (617) 536-4445.