

Obituary

AUGUSTUS PEABODY LORING, JR.

For the first time in memory we have lost but one member between meetings, but the loss of Mr. Loring is as the loss of many. There was nothing in his background to explain the characteristics which composed the man. He was born in Boston on April 16, 1885, a son of Augustus Peabody and Ellen (Gardner) Loring. From Noble and Greenough's and the Florida-Adirondack School he went to Harvard, where in 1909 he received his B.A. as of 1908. He entered the Harvard Law School, but his course there was interrupted by his marriage on June 22, 1911, to Rosamond Bowditch, and by subsequent travel in Europe. On his return he finished the work for his law degree at Boston University and entered the office of Alfred Bowditch, which was concerned chiefly with the management of real and personal estates. He took over the business at the death of Mr. Bowditch in 1918.

Mr. Loring developed wide business interests of which the presidencies of the Plymouth Cordage Company, the Galveston-Houston Company of Texas, and the Loring Coolidge Service Corporation of Boston were the most important. The number of his non-business activities was incredible. While in the Harvard Law School he won election to the Common Council of Beverly, Massachusetts, from which, via the Board of Aldermen, he progressed to the School Committee on which he served for nineteen years, fourteen of them as chairman. Education interested him greatly, and he served many private schools, particularly the Farm and Trades School of Boston, of which he was long

treasurer and president of the Board of Trustees. Higher education did not interest him so much, but he was a trustee of Boston University.

An incredible number of gastronomic, literary, collecting, religious, and historical organizations found in Mr. Loring a most useful member. Among others, he was president of the Colonial Society of Massachusetts, the Peabody Museum of Salem, and the Club of Odd Volumes; treasurer of the Massachusetts Historical Society; and trustee of the First Church in Boston. For all this social activity, he had none of the shallow, sophomoric, effusiveness of the typical joiner; Gus was a real and dear friend to a multitude of people. His capacity for diverse interests, friendship, and good fun was enormous. He was a good gardener and an able salt-water sailor as well as a bookman. His great good humor carried him over family and personal illnesses which would have quelled the spirits of a lesser man. When he was nearly sixty, a twenty-foot fall from a ladder broke his back, but beyond that only gave him a much needed rest in a hospital. The loss of his wife, who was as distinguished a person in her own way, reduced his ability to resist the ills which thrust themselves upon him, although his spirit remained untouched. President Morison visited him at his home at Pride's Crossing a few days before his death and reported back that "Gus was sitting there like a benevolent Buddha, his old jovial self." Death came suddenly on October 1, 1951. Meeting a few days later, the Council of the Society adopted this minute:

The loss of Augustus Peabody Loring, Jr. is a cruel blow to the Society and to all of us personally. Elected to the Society in 1936, and to its Council in 1941, he has been one of the most useful members. In spite of the constant pressure of his wide business interests, and of the many organizations which he served, he was always instantly and willingly ready to undertake any task which

we laid upon him. If we had spoken frankly in our reports, we would have many times added to the account of our successes, "achieved only by the patience, wisdom, and influence of Mr. Loring."

But this is only a part of the story. We all loved Gus Loring dearly. His great kindness, his capacity for friendship, his joyous wit, were attributes of a personality which was as great as his genius in the world of business.

Mr. Loring is survived by four daughters and by two sons, Augustus Peabody Loring, 3rd, and William C. Loring.

C. K. S.

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