



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Warshaw Collection of Business Americana Subject Categories: Calendars

NMAH.AC.0060.S01.01.Calendars

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Table of Contents

Collection Overview	1
Administrative Information	1
Scope and Contents.....	2
Names and Subjects	3
Container Listing	4
Series 1: Calendars, 1848, 1854, 1856, 1859.....	4
Subseries 2: General Works.....	9
Subseries 3: Oversize, 1853-1878.....	10

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Warshaw Collection of Business Americana Subject Categories: Calendars
Date:	circa 1841-1976
Identifier:	NMAH.AC.0060.S01.01.Calendars
Creator:	Warshaw, Isadore, 1900-1969
Extent:	4.06 Cubic feet (consisting of 7 boxes, 1 folder, 57 oversized folders, 1 flat box (partial).)
Language:	English .
Summary:	A New York bookseller, Warshaw assembled this collection over nearly fifty years. The <i>Warshaw Collection of Business Americana: Calendars</i> forms part of the Warshaw Collection of Business Americana, Subseries 1.1: Subject Categories. The Subject Categories subseries is divided into 470 subject categories based on those created by Mr. Warshaw. These subject categories include topical subjects, types or forms of material, people, organizations, historical events, and other categories. An overview to the entire Warshaw collection is available here: Warshaw Collection of Business Americana

Administrative Information

Acquisition Information

Calendars is a portion of the Business Ephemera Series of the Warshaw Collection of Business Americana, Accession AC0060 purchased from Isadore Warshaw in 1967. Warshaw continued to accumulate similar material until his death, which was donated in 1971 by his widow, Augusta. For a period after acquisition, related materials from other sources (of mixed provenance) were added to the collection so there may be content produced or published after Warshaw's death in 1969. This practice has since ceased.

Materials in the Archives Center

Archives Center Collection of Business Americana (AC0404)

Forms Part Of

Forms part of the [Warshaw Collection of Business Americana](#) .

Missing Title:

- [Series 1: Business Ephemera](#)
- [Series 2: Other Collection Divisions](#)
- [Series 3: Isadore Warshaw Personal Papers](#)
- [Series 4: Photographic Reference Material](#)

Processing Information

In 2016, with funding provided by the Smithsonian Institution's Collections Care and Preservation Fund, the Archives Center at the National Museum of American History implemented the use of minimal level processing standards to increase information about and facilitate access to more of our collections. A large portion of stored material from the original acquisition received minimal level processing, which resulted in additions to this Subject category. This effort included basic arrangement and replacement of non-archival housing for long-term stability, but staples and other fasteners have not all been removed. Revisions to the encoded finding aid were made to reflect the added content in context to the previously processed material.

Minimal level processing and enhancement of the machine-readable finding aid completed by Nicole Blechynden, September 2017.

Preferred Citation

Warshaw Collection of Business Americana, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Collection is open for research. Some items may be restricted due to fragile condition.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Scope and Contents

This material consists primarily of calendars. There are various types including centennial, gorham, perpetual, religious, advertising and art calendars. Calendars were heavily used as an advertising medium for various businesses. Such companies included manufacturers and dealers of pianos, furniture, ladies' and men's furnishings, proprietary medicines, carpets, fertilizers, teas, meats, soaps, threads and stationery. Insurance companies also tended to use calendars as a form of advertising. A number of the calendars were supplements to newspapers and periodicals. A few have been cut off saving just the images. Visual images of society women, women in sports, children, the four seasons, romance, animals and war were often used.

The Swift Company which made a variety of products including soap, meat and oleomargine produced calendars for 1918 and 1919 with images of World War I on the front. The reverse side contained useful information about some aspect of the war. War images include soldiers leaving love ones, sailors, Red Cross nurses and military women. Information on war gardening, preserving food, garments made by red cross workers, U.S.Navy vessels and U. S. airplanes and insignia for army marine and navy men is included on the reverse of these images. Other calendars include useful information on childhood safety (1959), history of the railroads and progress of the nineteenth century (Grand Union Tea Company, 1901).

There are a number of calendars in foreign languages including Spanish, French and German. These calendars also contain useful information. For example, a calendar published in Munich, Germany (1914) included the German coat of arms and each day had either the name of a saint or a holiday.

Other materials include correspondence, bills/receipts, printed advertisements, articles, pamphlets and books. Publications discuss issues such as calendar reform, invention of calendars and comparisons of calendars with chronologies. The bulk of the material is late nineteenth century.

The material in boxes one through six consists of dated calendars and is organized chronologically. Box six also contains perpetual calendars, advertisements for calendars and calendar plates. Box seven includes foreign calendars, religious calendars and publications mostly relating to calendar reform. Check other subject categories for additional calendars.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Types of Materials:

- Business ephemera
- Ephemera

Container Listing

Series 1: Calendars, 1848, 1854, 1856, 1859

Box 1, Folder 1	Calendars, 1865, 1867-1868, 1869, 1871, 1874, 1875
Box 1, Folder 2	Calendars, 1876-1800
Box 1, Folder 3	Calendars, 1881-1882
Box 1, Folder 4	Calendars, 1883
Box 1, Folder 5	Calendars, 1884_
Box 1, Folder 6	Calendars, 1884-1885
Box 1, Folder 7	Calendars, 1886
Box 1, Folder 8	Calendars, 1887
Box 1, Folder 9	Calendars, 1888
Box 1, Folder 10	Calendars, 1889
Box 1, Folder 11	Calendars, 1890
Box 1, Folder 12-13	Calendars, 1891
Box 1, Folder 14-15	Calendars, 1892
Box 1, Folder 16-17	Calendars, 1893
Box 1, Folder 18	Calendars, 1894
Box 2, Folder 1-2	Calendars, 1895
Box 2, Folder 3-4	Calendars, 1896
Box 2, Folder 5-6	Calendars, 1897
Box 2, Folder 7-10	Calendars, 1898
Box 2, Folder 11-15	Calendars, 1899
Box 2, Folder 16-18	Calendars, 1900

Box 3, Folder 1-3	Calendars, 1901
Box 3, Folder 4-6	Calendars, 1902
Box 3, Folder 7-8	Calendars, 1903
Box 3, Folder 9-12	Calendars, 1904
Box 3, Folder 13-15	Calendars, 1905
Box 3, Folder 16-17	Calendars, 1906
Box 3, Folder 18	Calendars, 1907
Box 4, Folder 1	Calendars, 1908
Box 4, Folder 2-3	Calendars, 1909
Box 4, Folder 4	Calendars, 1910
Box 4, Folder 5-6	Calendars, 1911
Box 4, Folder 7	Calendars, 1912
Box 4, Folder 8	Calendars, 1913 and 1914
Box 4, Folder 9	Calendars, 1915
Box 4, Folder 10	Calendars, 1917
Box 4, Folder 11	Calendars, 1918
Box 4, Folder 12	Calendars, 1919
Box 4, Folder 13	Calendars, 1920, 1921, 1923, 1924
Box 4, Folder 14	Calendars, 1925, 1926
Box 4, Folder 15	Calendars, 1927, 1928
Box 4, Folder 16	Calendars, 1930, 1931, 1932
Box 4, Folder 17	Calendars, 1936, 1939
Box 4, Folder 18	Calendars, 1941, 1945-1947
Box 5, Folder 1	Calendars, 1949

Box 5, Folder 2	Calendars, 1950-1951
Box 5, Folder 3	Calendars, 1952
Box 5, Folder 4	Calendars, 1958-1959
Box 5, Folder 5	Calendars, 1960, 1961, 1962
Box 5, Folder 6	Calendars, 1964, 1965
Box 5, Folder 7	Calendars, 1967, 1969
Box 5, Folder 8	Calendars, 1972, 1973, 1974, 1976-77
Box 5, Folder 9	Calendars, undated
Box 5, Folder 10-12	Calendars, 1951-1953 (1953 missing)
Box 5, Folder 1949	<p>Just in Case . . . [Calendar illustration] 1 Item (Ink on paper.) Advertiser: The Brown Calendar Language: English. Notes: AC0060-0000072 (AC Scan No.) June 1949 calendar page: Two men standing outside a synthetic rubber factory. One is pointing to a Chinese(?) man squatting with potted rubber plants and a sign.</p> <p>Topic: Ethnic Imagery Project, Archives Center Rubber</p> <p>Genre/Form: Calendars Culture: Chinese</p>
Box 6, Folder 1	Honeywell Calendars, 1954-1956
Box 6, Folder 2	<p>Honeywell Calendar 1955 [illustrated calendar], 1955 1 Item (Ink on paper.) Advertiser: Honeywell, Inc. Language: English. Notes: 040060126.tif (AC Scan No.: illustration for April) Honeywell Calender, 1955. Scan number above is for month of April: calendar page with cartoon of "Pottawattamie Ceramics Corp." making ceramics. Caption: "Looks like the Chief is Still Experimenting with his Automatic Factory Idea."</p> <p>Topic: Ethnic Imagery Project, Archives Center Business history Ceramics</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p> <p>Culture: Indians of North America</p>
Box 6, Folder 2	Honeywell Calendar 1956 [illustrated calendar], 1956

	<p>1 Item (Ink on paper.)</p> <p>Advertiser: Honeywell, Inc.</p> <p>Language: English.</p> <p>Notes: 040060127.tif (AC Scan No.: April page)</p> <p>Above scan is for month of April with illustration: man holding onto pipe with various country symbols around him. Two other men bang on the man's pipe and berate him. Caption: "Tap that one again, Marconi--Skinhead's listening now!"</p> <p>Topic: Ethnic Imagery Project, Archives Center Business history</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p> <p>Culture: Italians</p>
Box 6, Folder 2	<p>Honeywell Calendar 1956 [illustrated calendar], 1956</p> <p>1 Item (Ink on paper.)</p> <p>Advertiser: Honeywell, Inc.</p> <p>Language: English.</p> <p>Notes: 040060129.tif(AC Scan No.)</p> <p>Month of August. Men in spaceship with gibberish Arabic-style writing on the side. Caption: "Notice how nicely those engines quieted down after we left Idlewild?"</p> <p>Topic: Ethnic Imagery Project, Archives Center Business history Orientalism</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p>
Box 6, Folder 2	Honeywell Calendars, 1957-1959
Box 6, Folder 3	<p>Honeywell Calendar 1959 [illustrated calendar], 1959</p> <p>1 Item (Ink on paper.)</p> <p>Advertiser: Honeywell, Inc.</p> <p>Language: English.</p> <p>Notes: 040060131.tif (AC Scan No.: September calendar page)</p> <p>Month of September. Military personnel give up on their radio as Sioux Indians more successfully use smoke signals. Caption: "Let's Burn It and Use the Smoke."</p> <p>Topic: Ethnic Imagery Project, Archives Center Smoke signals Business history</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p> <p>Culture: Indians of North America</p>
Box 6, Folder 3	<p>Honeywell Calendar 1959 [illustrated calendar], 1959</p> <p>1 Item (Ink on paper.)</p> <p>Advertiser: Honeywell, Inc.</p> <p>Language: English.</p> <p>Notes: 040060134.tif (AC Scan No.: July page)</p>

	<p>Month of July. Carton: archeological dig where Arab cartoon figures find an "aqueduct" that is actually an oil pipeline. Caption: "Well I'll Be Damned--Another Aqueduct!"</p> <p>Topic: Ethnic Imagery Project, Archives Center Aqueducts Petroleum pipelines Business history Archaeology</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p> <p>Culture: Arabs</p>
Box 6, Folder 3	Honeywell Calendars, 1960-1962
Box 6, Folder 4	Honeywell Calendars, 1963-1965
Box 6, Folder 5	Honeywell Calendars, 1977
Box 6, Folder 6	McDonald's Coloring Calendar, circa 1919-1954
Box 6, Folder 3	<p>Honeywell Calender 1959 [illustrated calendar], 1959 1 Item (Ink on paper.) Advertiser: Honeywell, Inc. Language: English. Notes: 040060136.tif (AC Scan No.: page for February)</p> <p>Month of February: Cartoon of Naval ship greeting an Eskimo/Inuit "welcoming party" featuring bars, cabarets, and souvenirs. Caption: "You and Your Top Secret Polar Rendezvous!"</p> <p>Topic: Ethnic Imagery Project, Archives Center Business history</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p> <p>Culture: Eskimo/Inuit Indians of North America</p>
Box 6, Folder 4	<p>Honeywell Calender 1961 [illustrated calendar] 1 Item (Ink on paper.) Advertiser: Honeywell, Inc. Language: English. Notes: 040060137.tif (AC Scan No.: page for October)</p> <p>Month of October: Cartoon featuring an American truck dropping oil pipes in the desert. Caption: "Those Crazy Americans Have Been Planting Signs and Throwing Away Pipe All the Way From Cairo."</p> <p>Topic: Ethnic Imagery Project, Archives Center Orientalism Business history Petroleum pipelines</p> <p>Genre/Form: Calendars Cartoons (humorous images)</p> <p>Culture: Arabs</p>

Box 6, Folder 4 [Honeywell Calendar 1962, 1962](#)
 1 Item (Ink on paper.)
 Advertiser: Honeywell, Inc.
 Language: English.
 Notes: 040060138.tif (AC Scan No.: image for March)
 Honeywell Calendar 1962, Month of March. Cartoon of two Africans beating on drums and speaking to workers of the "Modern Communications Incorporated." Caption: "--And Tell Them to Send Us a New Set of Tubes and Two More Technicians."
 Topic: Ethnic Imagery Project, Archives Center
 Business history
 Genre/Form: Calendars
 Cartoons (humorous images) -- 1940-1980
 Culture: Africans

[Return to Table of Contents](#)

Subseries 2: General Works

Box 6, Folder 7-8	Perpetual Calendars Advertisements for Calendars
Box 6, Folder 9-10	Calendar Printing Plates
Box 6, Folder 11	Advertisements for calendars
Box 6, Folder 11	Adevertisements for calendars, January 1919
Box 7, Folder 1	Calendars and Almanacs, The Mentor
Box 7, Folder 2	Calendar of Special Days, Weeks and Months in 1954 published by the Domestic Distribution Department, Chamber of Commerce of the United States, 1954
Box 7, Folder 3-5	Foreign Calendars
Box 7, Folder 6	Publications relating to Calendar Reform
Box 7, Folder 7-8	Religious Calendars and general business ephemera from manufacturers and distributors of calendars
Box SUPP 7, Folder 3	Calendar Specimens, 1881-1960 Notes: Contains multiple examples of card calendars, hanging calendars, and tear sheet varieties.
Box ADD12, Folder 4	Day Calendars and Diaries Specimens, 1863-1865, 1860, 1869, 1843, 1917 Notes: Seven specimen examples of small, pocket-sized calendars.
Box SUPP 7, Folder 4	Miscellaneous, 1884-1952

Notes: Includes two pocket diary calendars, an annual/almanac type publication, a price list, an invoice, an explanation of calendar in papyrus fibers, and a single illustration marked "calendar" on the verso.

Enlarge ADDOV22 Osborne Art Calendars, 1903
Notes: Monograph.

[Return to Table of Contents](#)

Subseries 3: Oversize, 1853-1878

Box Oversize 87, Folder 1 Calendars, 1858

Enlarge 10, Folder 1 Calendars, 1860

Enlarge 10, Folder 2 Calendars, 1865

Enlarge 10, Folder 3 Calendars, 1867

Enlarge 10, Folder 4 Calendars, 1880-1886

Box Oversize 87, Folder 2 Calendars, 1884

Enlarge 10, Folder 5 Calendars, 1886

Enlarge 10, Folder 6 Calendars, 1887

Enlarge 10, Folder 7 Calendars, 1889-1892

Box Oversize 87, Folder 3 Calendars, 1891

Enlarge 10, Folder 8 Calendars, 1892

Enlarge 10, Folder 9 Calendars, 1894

Enlarge 10, Folder 10 Calendars, 1895

Oversize 10, Folder 11	Calendars, 1896-1897
Box Oversize 87, Folder 4	Calendars, 1896
Oversize 10, Folder 12-15	Calendars, 1897
Oversize 10, Folder 16-17	Calendars, 1898-1899
Box Oversize 87, Folder 5	Calendars, 1898
Oversize 11, Folder 1	Calendars, 1899
Oversize 11, Folder 2	Calendars, 1900
Oversize 11, Folder 3-4	Calendars, 1901-1903
Box Oversize 88, Folder 1	Calendars, 1901
Oversize 11, Folder 5-6	Calendars, 1902
Oversize 11, Folder 7-8	Calendars, 1902
Box 12, Folder 1	Calendars, 1903
Box 12, Folder 2	Calendars, 1904-1907
Box Oversize 88, Folder 2	Calendars, 1904
Box 12, Folder 3	Calendars, 1905
Box 12, Folder 4	Calendars, 1906
Box 12, Folder 5	Calendars, 1907
Box 12, Folder 6-7	Calendars, 1908
Box 12, Folder 8	Calendars, 1909

Box 12, Folder 9	Calendars, 1910
Box 12, Folder 10	Calendars, 1911
Box 12, Folder 11	Calendars, 1913
Box 12, Folder 12	Calendars, 1915
Box 13, Folder 1-2	Calendars, 1916-1922
Box Oversize 88, Folder 3	Calendars, 1920
Box 13, Folder 3	Calendars, 1926
Box 13, Folder 4	Calendars, 1933-1944
Box Oversize 88, Folder 4	Calendars, 1937
Box 13, Folder 5	Calendars, 1944
Box 13, Folder 6	Calendars, 1945
Box 13, Folder 7	Calendars, 1946
Box 13, Folder 8	Calendars, 1947
Box 13, Folder 9	Calendars, 1948-1953
Box Oversize 89, Folder 1	Calendars, 1948
Box 13, Folder 10	Calendars, 1951
Box 13, Folder 11	Calendars, 1957-1965
Box Oversize 89, Folder 2	Calendars, 1961
Box 13, Folder 12	Calendars, 1976
Box 13, Folder 13	Calendars, 1978
Box 13, Folder 14	Calendars, 1976-1979
Box Oversize 89, Folder 3	Calendars, undated

Box 13, Folder 15-16	Calendars
Box 13, Folder 17	Reform Calendars
Oversize 10, Folder 1-13	Calendars
Oversize 10, Folder 15	<p>[1896 Calendar.], 1896 1 Item (Ink on paper.; 16.5" x 11.5".) Image(s) Image(s) Image(s) Image(s) Image(s) Image(s) Image(s)</p> <p>Language: English. Notes: AC0060-0000190-01 to AC0060-0000190-07 (AC Scan Nos.) 1896 illustrated calendar with March, February, June, August, October, November and December.</p> <p>Topic: Holidays Genre/Form: Calendars</p>
Oversize 11, Folder 1-8	Calendars
Oversize 12, Folder 1-13	Calendars
Oversize 13, Folder 1-14	Calendars
Oversize 87, Folder 1-2	Calendars
Oversize 88, Folder 1-3	Calendars
Box Oversize 89, Folder 1-4	Calendars
Map-folder 1; Map-folder 2; Map-folder 3; Map-folder 4;	Calendars

Map-folder 5

[Return to Table of Contents](#)
