

Calendar Collectors Society

Dedicated to the study and preservation of calendars and calendar art

Volume 2, Number 2

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Calendar Popularity and Values Increase

We go on a number of buying trips for antiques & collectibles. This year we have been to Tennessee & southern Virginia twice, through the mid-Atlantic states, North Carolina, the midwest, even to Nevada, Utah, Idaho and Montana. An observation: we are seeing more calendars on display in antique malls and shops; we are seeing pricing on a steady rise. This has been going on over the past 2-3 years and will probably continue. Prices of calendars at auctions also seem to be higher than a couple of years ago, even for calendars that can be considered less than mint.

We believe that one of the reasons why calendars are becoming a bit pricy is the broad appeal in certain segments of the hobby. Let's take for example a calendar displaying artwork by a noted (and collectible) artist, say Elvgren or Leyendecker, and the calendar advertises a major product that may also be collectible (like Dr. Pepper, to be different). Now, not only do you have calendar collectors interested in this calendar, but also Dr. Pepper collectors, and either Elvgren or Leyendecker collectors. Some people also collect certain years, like their birth year. This may also enter in. If the calendar was issued by a local Dr. Pepper plant, then people who collect items just from that locality are also interested. The competition for a very good calendar can now command top dollar, often in the hundreds. If you are selling, this may be very good news. If buying, it can sometimes be frustrating. You may have to let some go by, but when you get a good calendar reasonably, consider yourself fortunate.

Larry L. Krug

Richard W. Moses

Calendar Price Guide Project

With this newsletter you will receive a copy of the Calendar Price Guide. As was explained in your last newsletter, this price guide will be a continuing project on the CCS Web Site,

updated continuously, and hopefully, with much input from you--the membership.

Although we said the price guide may never become a published document, we are sending you the enclosed more or less as a draft because we do want your input and we know many of you do not currently have access to the Internet. Please review it. Changes are welcomed. If you feel pricing for particular calendars may need changing, we will be happy to consider it. We welcome additions, particularly in advertising calendar areas not now represented, calendars for years not now well represented, non-advertising calendar additions, and definitely additional non-wall calendar entries. The calendar plate section and almanac section can also be expanded. And, those several CCS members whose collections feature calendar towels and calendar schedules, we need to hear from you, too.

Also, we asked in the last newsletter for your input relating to quality standards for calendars, particularly wall calendars. (For example, wall calendars designed to have 12-month pads...how does the value change from having a complete pad, a partial pad, or pad missing? Calendar plates, old vintage...how much does a "chip" cost on value?) Can (should) CCS consider some guidelines for quality...or simply leave it up to personal judgment? Again, let us know your thoughts.

Thanks for the Calendars and the Contributions

CCS appreciates the generosity of several members who have sent us calendars for disposal, the proceeds to go to help with CCS operating costs. Eventually we will probably have an auction or put together a price listing (1998 project). We also appreciate the generosity of our members who have made monetary contributions to CCS. Americana Resources, Inc., just the two of us, are currently happy to subsidize the society which has been our intent from the beginning. As long as we can

do this, with your continual help, we do not anticipate going to a membership dues structure.

One Member's Story

Lillian Hudspeth, Mauston, Wis. shares her collecting story with us:

"I acquired the first calendar of my collection in 1943 in Chicago. I was working at my first job as a cartographer at Rand McNally. On my way home I liked to browse through the many used book stores along Van Buren Street. It was there I found a small volume of "the Rubaiyat" by Omar Khayam. Interspersed among the pages were the 12 calendar months of the year 1914. I didn't start saving any other calendars until my daughter Christine started giving them to me at Christmas in the 1970s.

"At one time we had a restaurant in Gallup, New Mexico on highway 66 across from the Santa Fe Railroad roundhouse. In the late 40s companies distributed calendars freely and we usually had Santa Fe calendars hanging on the restaurant walls. Later on when we moved back to Chicago, my nephew Kenneth Woodward would send me calendars that he thought would interest me, and from Albuquerque my sister sent me balloon calendars.

"It sounds as though I have hundreds of calendars, but I actually only have one boxful of my favorites that I keep in the closet. Since the calendars are the same every 7 years or so I like to bring out one of the old ones and enjoy the pictures once again. Next time I'll tell you about my calendar towels."

Lillian Hudspeth
107 Sara Lane, Apt 24
Mauston, WI 53948-1929

We like to share CCS member stories. Let us hear from some of the rest of you.

The Calendars of Coles Phillips by Norm Platnick

The American illustrator C. Coles Phillips (1880-1927) is best remembered today for developing the fade-away style of illustration, in which large

parts of the foreground object being suggested to the viewer's mind just by the highlights and placement of contrasting colors. The idea was originally suggested to Phillips while watching a friend dressed in evening clothes and playing the violin in a dimly lit room; Phillips noted that the entire figure of his friend was suggested by just the highlights on his face, white shirt, hands, and violin.

When the humor magazine Life made a switch to full-color covers in 1908, Phillips was asked to provide something "new" in cover illustrations to help the new format make its mark. His first attempt was a painting called "Corn Exchange," eventually published as the fourth of his covers for Life on May 28, 1908. This is a portrait of a lovely young lady in a polka-dot dress, feeding a flock of chickens; the lady's figure is defined only by the arrangement of the polka-dots, and the chickens' only by their heads and tail feathers. Such fade-away illustrations immediately became famous, and Phillips was kept busy turning out cover after cover for Life, each one striking in design, and usually cleverly named to boot. By the end of 1909, Phillips' cover illustrations had become so popular that Life began publishing "The Phillips Calendar." These calendars were produced for the years 1910-1914; by that time, Phillips had signed a 5-year contract to produce a cover illustration every month for Good Housekeeping, and the cover for the 1914 Life Phillips calendar was actually an image that had been used as a cover for Good Housekeeping rather than Life! In 1920, Phillips began providing covers for Life again, and Life produced two calendars for 1923, the Society Calendar (with six color plates by Phillips) and the Illustrated Calendar (with six plates by Phillips and six by F. X. Leyendecker).

Four other calendars by Phillips are known. One is a 1916 calendar called "Planning for the Future" and produced by "The K.-T. Co., Cin'ti, O., no. 6478" (presumably the Kemper-Thomas Co.). This fade-away image, of a couple seated in a wicker chair, is one that had appeared earlier on the dust jacket of a novel called "He Comes Up Smiling," by Charles Sherman (Bobb-Merrill, 1912).

A 1925 calendar called "Miss 'Save the Surface'" was published by the Save the Surface Committee, a group "representing the Paint, Varnish and Allied Interests." The years 1925 and 1926 were also marked by Phillips

calendars done for the General Electric Co.'s National Lamp Works. The 1925 image is called "Light's Artistry," and was also used on a celluloid, wallet-sized calendar, a blotter, and a poster. The 1926 image was called simply "Light"; it first appeared as a three-part foldout ad for the calendar that was tipped-in to the inside back cover of the July 1925 issue of the National Lamp Work's magazine, also called "Light." The 1926 calendar cost GE's dealers \$6 a hundred, including imprinting and manila envelopes (corrugated mailing containers cost an extra \$2 a hundred)!

It is interesting that the two National Lamp calendars were produced during years when General Electric's Edison-Mazda division was also producing its famous calendars by Maxfield Parrish. Today, the Phillips calendars are as hard to find as the Parrish ones (and bring

prices up to around \$250 each). Despite much searching, for examples, I've never seen any of the Life calendars, and would be delighted to hear from anyone who has found them!

More information on Phillips, including images of his calendars, can be found in "Coles Phillips: A Collector's Guide," available from Norm Platnick, 50 Brentwood Road, Bay Shore, NY 11706 (\$20 including priority mail postage).

(Norm is currently completing a similar guide to the calendars and other works of Neysa McMein, and would be delighted to hear from anyone with an interest in her calendars and other illustrations.)

The following images are from the private collection of Norm Platnick. These images may be viewed in color on the CCS web site located at <http://www.collectors.org/ccs>.



One Way to Display--

Dorothy Snook, Crystal Lake, IL, likes to display her prize calendars by placing them between two pieces of glass and tightly framing them. They can be placed against matting material or

simply placed between the glass, allowing whatever background you hang the frame on to become the background for the calendar within the frame, as well.

Dorothy says that since the acid free corners have come out, she also uses those to keep the calendars in place between glass, particularly those she mats so she doesn't have to use glue or any other adherent on the mat or calendar.

Classified Advertising

Advertising is grouped into two categories: "For Sale..." and "I'm Looking For...". All CCS ads appear in both the Newsletter and the CCS web site on the Internet at <http://www.collectors.org/ccs>

Ad guidelines & rates: Ad rates are \$10.00 per insertion/newsletter edition. This basic rate will cover both the printed newsletter that is distributed to all CCS members and a select complimentary list, as well as the CCS web site.

Ads are limited to 50 words or less, including your full name and contact information. This may be your postal mailing address, telephone number, fax number, and/or e-mail address. Please include a complete description of what you are offering or looking for. If your advertisement needs to run more than 50 words, it should be priced the same as two separate ads, e.g. 100 words for \$20.00

If you are interested in larger, or more complex advertising, these will be handled on a case by case basis. Please contact us to discuss your needs.

For Sale...

Calendars! All mint! A)1934 Audubon Society, \$35; B)1944 Dionne Quints, \$25; C)1945 small calendar/notepad, pinup cover, \$10; D) Miniature 1912 folder, colorful shoe company ad, \$12; E)28 year perpetual calendar, cardboard, 1936-63, Borg-Warner, \$10. Postage extra. Eureka! 705 Washington, Evanston, IL 60202. (847) 869-9090.

THE CALENDAR GIRL wants to add to your collection! Hundreds of calendars available, 1880s to present. Also seeking all types of vintage calendars pre-1950. Send "wants" or description of item for sale to: The Calendar Girl (Elizabeth Pensoneau), 72 Brighton Road,

Springfield, IL 62702. (217) 793-5586 after 6:30 p.m. or anytime on weekends.

Americana Resources, 18222 Flower Hill Way #299, Gaithersburg, MD 20879 has over 100 lists of collectibles on their web site on the Internet. Two of primary interest: Calendar Plates and Almanacs & Catalogs. Either check out their site at <http://www.amres.com> or write for a printed copy of either list. Cost: \$2.00

I'm Looking For...

I collect farm machinery company calendars, such as **McCormick, Deering, International, Deere, Wood**, etc. Terry Hankins, 8914 North Timberlane Dr, Fountaintown, IN 46130

Travelers calendars with Currier & Ives prints for years 1936, 1937, 1940-1948, 1951, 1962, 1963, 1965, 1973, 1991-1993. Calendar plates from Royal China Co. Sebring, OH any year; any color. Eldon R. "Bud" Aupperle, 29470 Saxon Road, Toulon, IL 61483. (309) 896-3331; Fax (309) 856-6005.

The Larkin Collector, Jerome P. Puma, 78 Brinton St, Buffalo, NY 14214. (716) 838-5674. is trying to locate a Larkin Soap Co. calendar. They were produced from the late 1890s to the early 1900s. He wonders if any members know of any available. He has nearly 900 different Larkin Co. items, but no calendars!

Reference and Collector Support

P.A.C. - The Paper and Advertising Collector, monthly publication. Official publication of The National Association of Paper & Advertising Collectors. \$15.00 annual membership to: P.A.C., P. O. Box 500, Mount Joy, PA 17552

Paper Collectors' Marketplace, serving the hobby since 1983, monthly publication. \$19.95 for 1 year subscription: PCM, 470 Main Street, P. O. Box 128, Scandinavia, WI 54977

Submitting Articles for the CCS Newsletter

If you would like to submit an article for inclusion in the CCS newsletter, please follow these instructions.

Article Copy:

- If you have access to a computer word-processor, we can accept material in either WordPerfect or MS Word format.
- If you do not have access to a computer, please send material typed, double spaced on white paper only.

Photos or Graphics:

- If using a computer, keep in mind that photocopied illustrations may not reproduce well. However, we might be able to use your illustrations on the CCS web site. We can accept graphics files in BMP, GIF, JPEG, or TIFF formats.
- If you don't have access to a computer, you may send your photos, color or black & white, to us. If you would like photos returned, you must include a self-addressed, post-paid envelope.

Give Proper Credit:

Please remember to give proper credit to others for their work. If you use someone's quote in your article, please include the name of the person you are quoting. If you submit photos or artwork, please let us know who produced it so that they may receive proper photo credits.

Our Mailing Address...**Postal Service:**

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8222 Flower Hill Way, #299
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USA

Telephone: 1-301-926-8663

FAX: 1-301-926-7648

E-Mail: ccs@collectors.org

URL: <http://www.collectors.org/ccs>
The CCS web site is updated approximately 30 days after the newsletter is mailed to CCS members. We feel that this gives our members 'first crack' at the information and advertising presented within the newsletter.

Show Schedule

This listing includes paper related events in the upcoming months that we know about. It is not all-inclusive. If you know of shows in the future that should be considered, please let us know by sending complete show information for the listing.

1 9 9 7	
Nov 14-19	Baltimore Paper Collectibles & Advertising Show, Baltimore Convention Center, 1 West Pratt St, Inner Harbor, Baltimore, MD
Nov 15	Paper Collectibles & Movie Memorabilia Show, St. Francis Xavier, 30 W. 16th St (near 6th Ave) New York City
Nov 15	Bedford Post Card & Paper Show, Best Western Motel, Exit 11, PA Turnpike, Bedford, PA
Nov 15-16	Antiquarian Book & Paper Fair, Auditorium Garage, 50 Dalton St, Boston, Mass.
Nov 16	Crossroads of the Midwest Postcard & Paper Show, Pine Lake Hotel/Conference Ctr, US 35, La Porte, IN
Nov 16	Antique Advertising Show, Veterans Memorial Hall, 300 W. Broad St, Columbus, OH
Nov 16	Paper & Americana Postcards Show, Tri-City Senior Ctr, Bagley Rd, I-71 exit 235, Cleveland, OH
Nov 21-22	York International Post Card Fair, York Fairgrounds, York, PA
Nov 22	Old Advertising and Paper Show, Maryland State Fairgrounds, 4-H Bldg, I-83 north of Baltimore at Timonium, MD
Nov 22-23	Paper & Advertising Extravaganza, Greensboro Coliseum Complex, Greensboro, NC
Nov 22-23	Collectors Expo, Orlando Fairgrounds, 4603 West Colonial Dr, Orlando, FL
Nov 22-23	Collectibles Extravaganza, Bayside Expo Center, Rt. 93, Exit 15, Boston, MA
Nov 29-30	Postcard, Paper, Books, Prints, Maps & Ephemera Fair, Montgomery County Fairgrounds, I-270, Exits 10-11, Gaithersburg, MD
Dec 5-6	Great Eastern U.S. antiques & paper, 23 S. Seventh St, Quakertown, PA
Dec 5-6	Allentown Show (antiques, paper, books, advertising), Allentown Fairgrounds, Agricultural Hall, 17th & Chew Streets, Allentown, PA
Dec 7	Rockford Paper Show, Ken-Rock Community Ctr, 3218 11th St, 3 blocks north of Bypass 20, Rockford, IL
Dec 13	Paper & Collectibles. Royal Plaza Trade Center, Exit 24B, Off Rt. 495 at Rt. 20, Marlboro, Mass.
Dec 14	The Great Paper Chase, Fairleigh-Dickinson Univ, Rothman Center, Hackensack, NJ

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Jan 3 & 4	Collectors Expo, Orlando Fairgrounds, 4603 West Colonial Dr, Orlando, FL
Jan 7	Columbus Book & Paper Show, Veterans Memorial Hall, 300 West Broad St, Columbus, OH
Jan 10-11	Jacksonville Extravaganza, Fairgrounds, 510 Fairgrounds Place, Jacksonville, FL
Jan 30-31	Orlando International Postcard & Paper Expo, Orlando Fairgrounds, Orlando, FL
Jan 31-Feb 1	Collectors Expo, Jacksonville Fairgrounds, Jacksonville, FL
Feb 27-Mar 1	Collectorama Show, The Lakeland Center, Lakeland, FL