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Yankee Publishing Incorporated Records

1920-1922
19 boxes (9.5 linear feet)
Call no.: MS 732



- [About SCUA](#)
 - [SCUA home](#)
 - [Credo digital](#)
- [Scope](#)
- [Overview](#)
 - [Series 1: Robb Sagendorph Papers](#)
 - [Series 2: Yankee Magazine](#)
 - [Series 3: Old Farmers' Almanac](#)
 - [Series 4: Other Publications](#)
 - [Series 5: Yankee Publishing Inc.](#)
 - [Series 6: Photographs](#)
- [Inventory](#)
 - [Series 1: Robb Sagendorph Papers](#)
 - [Series 2: Yankee Magazine](#)
 - [Series 3: Old Farmer's Almanac](#)
 - [Series 4: Other Publications](#)
 - [Series 5: Yankee Publishing Inc.](#)
 - [Series 6: Photographs](#)
- [Admin info](#)
- [Download](#)
 - [xml version](#)
 - [print version \(pdf\)](#)

[Read collection overview](#)

An independent, family-owned corporation based in Dublin, N.H., Yankee Publishing Incorporated is widely known as publisher of Yankee Magazine and Old Farmer's Almanac, two of the most enduring sources of New England's image of itself. First published in 1935, Yankee has adapted creatively to changing tastes and market demands to remain vital for over seventy-five years, while Old Farmer's Almanac enjoys the distinction of being one of the oldest continuously published periodicals in America. Since the 1980s, Yankee has branched out into other regional and specialty publications, though its flagships remain the heart of the business.

The records of Yankee Publishing detail the founding and growth of a notable family-owned corporation and its remarkable survival in age of media conglomeration. The collection includes two boxes of materials relating to the company's founder, Robb Sagendorph, along with extensive correspondence, reports, memos, and other

materials relating to Yankee Magazine, Old Farmer's Almanac, and other titles through 1999.

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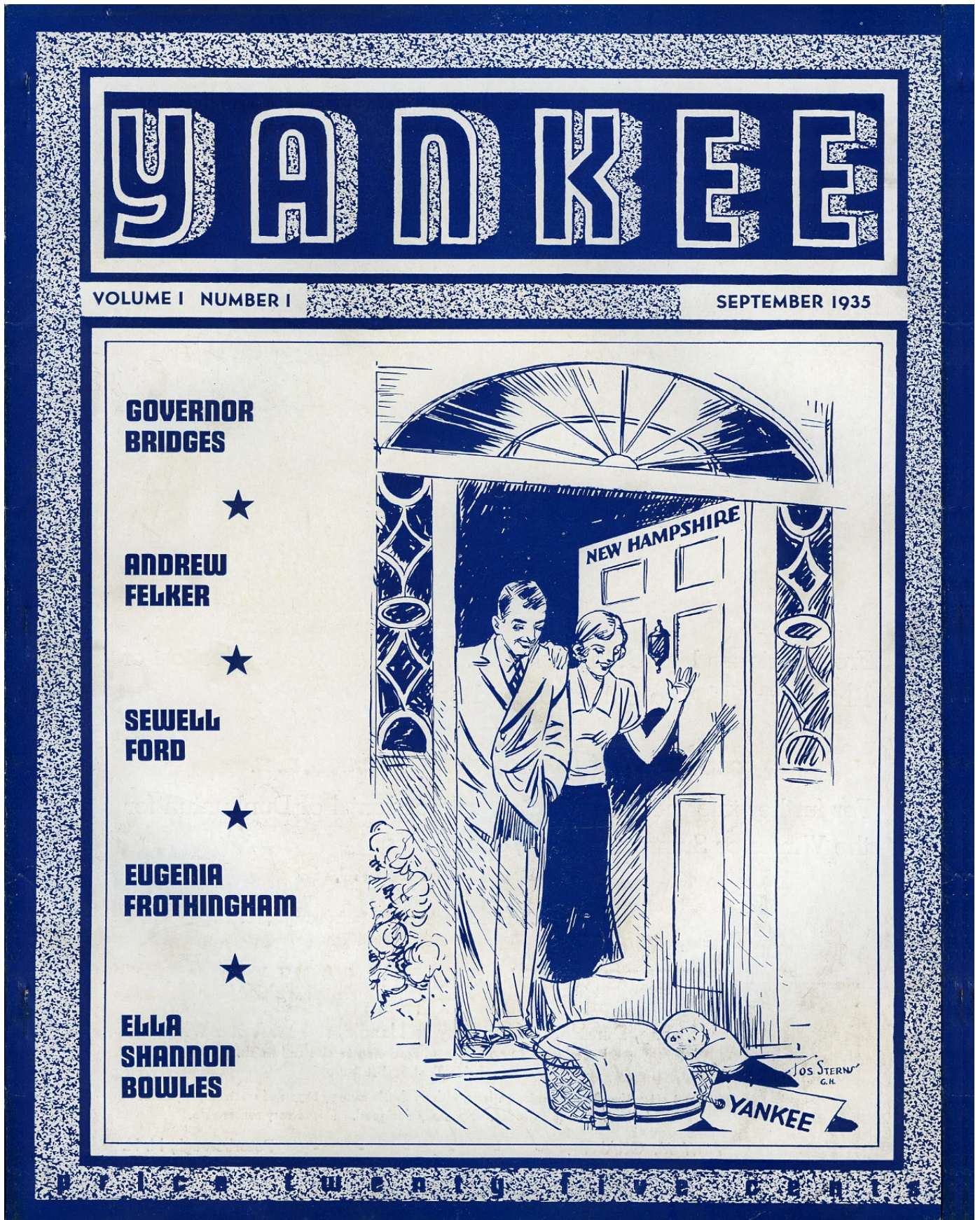
[Arts and literature](#)

[New England](#)

[New Hampshire](#)

[Photographs](#)

Background on Yankee Publishing



First issue of Yankee, Sept. 1935

An independent, family-owned corporation based in Dublin, N.H., Yankee Publishing Incorporated is known as the parent to Yankee Magazine and Old Farmer's Almanac, two of the most enduring reflections (and sources) of New England's image of itself. Yankee was founded in September 1935 by Robb Sagendorph, a frustrated, Harvard-educated freelance writer who believed that New England needed a magazine "for Yankee readers, by Yankee writers, and about Yankee-dom,"

and with some difficulty, he found a receptive audience. The magazine's launch in the midst of the Great Depression began with a subscription list containing a respectable 614 names, but it was soon revealed that 600 of these were names plucked randomly from the Boston telephone directory by a fraudulent subscription agency.

Yankee was conceived of as a family endeavor and has remained so to the present. Sagendorph was an energetic editor and contributor, while his wife Trix provided illustrations and designed the magazine's popular covers into the 1960s. Despite lean early years, Sagenborph demonstrated a keen eye for public tastes and an ability to stay one step ahead. Even though Yankee was finding its audience in 1939, he took the risk of publishing publishing rights to the moribund The Old Farmer's Almanac, one of the country's oldest continuously published periodicals, and restored it to profitability.

During the early years, changes in Yankee's formatting and the addition of the popular Swopper's Column gave the magazine a distinctive personality and contributed to a steady rise in readership. Although forced to suspend operations in 1943 and 1944 while Sagendorph worked for the wartime Office of Censorship in New York City, the company maintained rights to its title alive by issuing a four-page flyer each year. Despite the disruption, the magazine held on to its subscribers, ninety percent of whom opted to wait for the magazine to return rather than settle for a refund. It was not long after the war's end that Yankee returned to a steady increase in readership. By the late 1950s, circulation topped 40,000, with Sagendorph becoming a popular figure in the New England media, lecturing regularly throughout the region and appearing on national radio and television, even as he helped usher the next generation into the family business. Jud Hale, Sagendorph's nephew, joined Yankee in 1958, shortly after his graduation from Dartmouth, and remained with the company for over fifty years. Rob Trowbridge, Sagendorph's son-in-law and an attorney, came on board in the early 1960s, and helped bring about a number of critical changes, from increasing the length of each issue to introducing the popular center spread printed in full color.

By the time of Sagendorph's death to cancer in 1970, Yankee enjoyed a circulation of over 400,000. As Hale succeeded as editor and Trowbridge as publisher, the company embarked on an ambitious, but not entirely successful course of expansion. Hale's efforts to raise the editorial standards of the magazine and the arrival of new editors and art directors paid off in doubling circulation during the decade, and in 1982, the company changed its name to Yankee Publishing Incorporated to reflect a planned expansion into other regional, specialty, and trade publications as well. While publications such as Alaska Magazine did not survive long in a turbulent marketplace, the core publications Yankee and Old Farmer's Almanac managed to adapt successfully, if not easily.

In 1999, Jamie Trowbridge (Rob's son) took over as President of Yankee Publishing and in the following year, Hale was appointed editor-in-chief as other editors were brought on board. Since then, the magazine has continued to respond to a shifting publishing landscape, replacing the fare of fiction, poetry, and history with an increase in coverage of food and lifestyle and expanding [online](#) by the mid-1990s. Yankee Publishing purchased McLean Communications in 2013, taking over its publications such as New Hampshire Magazine, New Hampshire Business Review, Parenting New Hampshire, and New Hampshire Home. The company remains as it has always been: family-owned.

Scope of collection

The records of Yankee Publishing are a compelling record of a company that is both an icon of New England's self-image and a highly successful multi-generational family enterprise. Beginning prior to the first publication of Yankee Magazine in 1935, the collection offers a perspective on the development and evolution of the magazine as a record and resource for regional culture and its creative efforts at marketing and corporate growth. The parallel records for Old Farmer's Almanac (beginning 1934) and other Yankee publications are somewhat less extensive but reflect the same mix of challenges confronting the publisher and the strategies they pursue for success.

The collection is organized into five series: Robb Sagendorph Papers, Yankee Magazine, The Old Farmer's Almanac, Other Publications, and Yankee Publishing Inc. The files for individual publications are, in turn, organized into chronologically-arranged sections on advertising, circulation, editorial work, history, production, and public relations. Nearly complete runs of Yankee Magazine, Old Farmer's Almanac, and other titles are catalogued with SCUA's rare book collections, as is a collection of historical almanacs from competitors.

Series descriptions

[Series 1: Robb Sagendorph Papers](#)

1935-1987

1.25 linear feet

These writings include books, both published and unpublished manuscripts, as well as newspaper and magazine articles. All Writings are arranged alphabetically.

[Subseries 1a. Correspondence](#)

1935-1987

69 folders

Personal and professional correspondence of Robb Sagendorph's. All of Robb Sagendorph's correspondence is arranged alphabetically.

[Subseries 1b. Writings](#)

1934-1970

32 folders

These writings include books, both published and unpublished manuscripts, as well as newspaper and magazine articles. All Writings are arranged alphabetically.

[Subseries 1c. Personal Documents](#)

1894-1977

36 folders

Included in this series are a real estate notebook and transactions and a commonplace book of Robb's. Also included are copied quotes and notes on a variety of subjects, including but not limited to religion, writing, marriage, love, philosophy, and meditation. All Personal Documents are arranged alphabetically.

[Series 2: Yankee Magazine](#)

1935-1997

4 linear feet

Corporate records pertaining to the production and promotion of Yankee Magazine. This series includes advertising rates, correspondence, news clippings, and surveys. The majority of the records in series 2 pertain to Advertising: anniversaries, artists, artwork, awards, buildings, circulation, competition, editorial (pieces and authors), covers and center spreads, history, legal, personnel files, production, products, and public relations. Also included in this series are the first bound copy of Yankee Magazine, published in September of 1935, and volume one of The Yankee and Boston Literary Gazette, published in 1828. All Yankee Magazine records are arranged alphabetically by subject and grouped by decade.

[Series 3: Old Farmers' Almanac](#)

1934-1999

1.5 linear feet

Corporate records pertaining to the production and promotion of The Old Farmer's Almanac. This majority of records in series 3 pertain to Advertising: anniversaries, awards, circulation (rates, promotion, and surveys), competition, editorial, financial, history, legal, personnel, production, products, and production. All of The Old Farmer's Almanac records are arranged alphabetically by subject and grouped by decade.

[Series 4: Other Publications](#)

1935-1999

1.25 linear feet

Corporate records pertaining to all other publications produced by Yankee Publishing Inc. These other publications include books, calendars, magazines, almanacs, travel guides, color inserts and prints. All records of Other Publications are arranged alphabetically by subject and grouped by decade.

[Series 5: Yankee Publishing Inc.](#)

1944-1999

3.25 linear feet

Corporate records pertaining to Yankee Publishing Inc. Included in this series are articles submitted for publication, correspondence, magazine and supplements, surveys, information on competing publications, editorial memos, center spreads and covers, financial documents and statements, stock valuations, president's messages, planning projects, information for shareholders, and legal documents including permissions and lawsuits. Also included in this series are All Yankee Publishing, Inc. records are arranged alphabetically by subject and grouped by decade.

[Series 6: Photographs](#)

ca.1848-1895

Miscellaneous photographs acquired by Yankee Publications, including a suite of images associated with Abby Mary Wood (later Bliss), a confidante of Emily Dickinson.

Inventory

Series 1: Robb Sagendorph Papers

1935-1987

Subseries 1a. Correspondence

1935-1987

69 folders

Atkinson, Brooks

1960-1965

Box 1: 1

B., Effie

1969

Box 1: 2

Barton, Maud

1935

Box 1: 3

Borland, Hal

1960

Box 1: 4

Brown, Zenith

1940

Box 1: 5

Burden, Jean

1964

Box 1: 6

Cameron, R.F.

1966

Box 1: 7

Candee, Marjorie Dent

1956

Box 1: 8

Carpenter, Ralph G., II

1950-1951

Box 1: 9

Chase, Katherine

1965

Box 1: 10

Eaton's dogs

1962-1966

Box 1: 11

Elliott, Howard Jr.

1970

Box 1: 12

Estes, Richard

1959-1966

Box 1: 13

Gray, Gordon: National Trust for Historic Preservation

1966, 1969

Box 1: 14

Groesbeck, Margaret S.

undated

Box 1: 15

Harris, Roger

1958

Box 1: 16

Hatch, Frank W.

1970

Box 1: 17

Highland Lake

1959

Box 1: 18

Holladay, Martha Macon

1968-1969

Box 1: 19

Hollis, Allen

1938-1939

Box 1: 20

Hoover, Herbert

undated

Box 1: 21

Hope, Bob

undated

Box 1: 22

Ives, Philip

1963

Box 1: 23

James, Danny

undated

Box 1: 24

Jamie, Wallace

1970

Box 1: 25

Job-related material and letters

1942-1946

Box 1: 26

Kimball, Harrison

1950

Box 1: 27

Lane, Howard

1950

Box 1: 28

Lichtenberg, David

1969

Box 1: 29

Lougee, Carl M.: New Hampshire Profiles

1953

Box 1: 30

Mathieu, Louis J.

1967-1969
Box 1: 31
McCormick, Ada Pierce
1943-1970
Box 1: 32
Merrifield, Richard F.
1971
Box 1: 33
Morton, David
1951-1956
Box 1: 34
Murtagh, John M.
1966
Box 1: 35
Osborne, Marjorie Fairfield
undated
Box 1: 36
Partridge, Pat
1959
Box 1: 37
Pitt, Bill
1966
Box 1: 38
Poling, James W.
1950
Box 1: 39
Pool, Bookman
1969
Box 1: 40
Prout, William W.
1966
Box 1: 41
Purvis, Donn
1957-1961
Box 1: 42
Pusey, Nathan M.
1964
Box 1: 43
Putnam, Eliot
1967
Box 1: 44
Reddy, D. Raghava
1951-1971
Box 1: 45
Reynolds, John
1944
Box 1: 46
Rhode Island Historical Society
1987
Box 1: 47
Rockliff Brothers
1952
Box 1: 48
Rogers, George
1968-1969
Box 1: 49
Sagendorph, Beatrix
ca.1962-1973
Box 1: 50
Sagendorph family affairs
ca.1944-1963
Box 1: 51
Sagendorph family affairs
1964-1965
Box 1: 52
Sagendorph family affairs
1966-1971
Box 1: 53
Sagendorph family and friends
1905-1935
Box 1: 54
Simmons, Ernest
1965-1970
Box 1: 55
Souther, Rita
1964-1965
Box 1: 56
Stewart, Thomas R.
1969
Box 1: 57
Sullivan, Frank
1968
Box 1: 58
Taft, Robert A.
undated
Box 1: 59
Tobey, Charles W.
1952
Box 1: 60
Towne, Charles
1927
Box 1: 61
Trask, Corridon F. Jr.
1951
Box 1: 62
Unidentified correspondents
1935-1969
Box 1: 63
Watson, John F.
1968
Box 1: 64
Welch, J.N.
1954

Box 1: 65
West, Isobel
1969
Box 1: 66
White, I.D.
1959
Box 1: 67
Winter, Ruth
1969-1971
Box 1: 68
Wyman, Louis C.
1953
Box 1: 69
Subseries 1b. Writings
1934-1970
32 folders
Amazing, Unpredictable New England
ca.1960
Box 1: 70
America and Her Almanacs
1970
Box 1: 71
Articles: American Magazine
1955
Box 1: 72
Articles: American Legion Magazine
1964-1965
Box 1: 73
Articles: Atlantic Monthly
1956
Box 1: 74
Articles: Cape Cod Compass
1965
Box 1: 75
Articles: Criticism and letters
1947-1957
Box 1: 76
Articles: Free America
1937
Box 1: 77
Articles: Harvard Lampoon
1956
Box 1: 78
Articles: Household Magazine
1935
OS 20: 1
Articles: Magazines and newspapers
1934, 1943
Box 1: 79
Articles: Monadnock Regionaire
1965-1970
Box 1: 80
Articles: New England Galaxy
1961
Box 1: 81
Articles: New York Times Magazine
1955-1959
Box 1: 82
Articles: New York Times Magazine
1955-1959
OS 20: 2
Articles: New Yorker
1965
Box 1: 83
Articles: This I Believe
1954
Box 1: 84
Articles: This Week Magazine, part 1
1955-1956 Apr.
Box 1: 85
Articles: This Week Magazine, part 2
1956 May-1961
Box 1: 86
Articles: This Week Magazine
1956-1957
OS 20: 3
Articles: Writer
1933
Box 1: 87
Before Armageddon
ca.1935
Box 2: 1
Forecasting for Farmers
undated
Box 2: 2
The Measured Mile
ca.1957
Box 2: 3
The Old Farmer's Almanac Sampler
1957
Box 2: 4
Rain, Hail, and Baked Beans
1959
Box 2: 5
The Secrets of a Postal Censor
1945
Box 2: 6
The Secrets of a Postal Censor, the Office of Censorship
1945
Box 2: 7
Spain, the route of Don Quijote
ca.1954
Box 2: 8

Swop story, American Magazine
ca.1954-1955
Box 2: 9
This is Yankee, part 1
ca.1939
Box 2: 10
This is Yankee, part 2
ca.1939
Box 2: 11
Subseries 1c. Personal
1894-1977
36 folders
Boathouse, Stoddard
1957-1977
Box 2: 12
Commonplace book: Sagendorph, Robb
1933
Box 2: 13
Community Aid Fund of the Dublin Community Church
1967
Box 2: 14
Copied quotes and notes, part 1
ca.1925-1969
Box 2: 15
Copied quotes and notes, part 2
ca.1925-1969
Box 2: 16
Copied quotes and notes, part 3
ca.1925-1969
Box 2: 17
Copied quotes and notes, part 4
ca.1925-1969
Box 2: 18
Copied quotes and notes, part 5
ca.1925-1969
Box 2: 19
FBI: Communism, espionage, and subversive activities
1950-1951
Box 2: 20
Ghandi, Mahatma, autobiography
1948
Box 2: 21
Harvard Alumni Association Board of Directors
1962, 1965
Box 2: 22
Monadnock Region Association
1968
Box 2: 23
New Hampshire Gazette and Historical Chronicle
1775
OS 20: 4
Nobel and Greenough School class of 1918: 50th reunion
1968
Box 2: 24
Penn Metal Company
ca.1929
Box 2: 25
Portraits
undated
Box 2: 26
Poetry
ca.1958
Box 2: 27
Real estate notebook and transactions
1894-1977
Box 2: 28
Sagendorph, Robb: Articles about
ca.1918-1954
Box 2: 29
Sagendorph, Robb: Articles about
1955-1965
Box 3: 1
Sagendorph, Robb: Articles about
1966-1971
Box 3: 2
Sagendorph, Robb: Articles about
1935-1971
OS 20: 5
Sagendorph, Robb: Articles about, Saturday Evening Post
1954-1955
Box 3: 3
Sagendorph, Robb: Certificates and diplomas
1916-1963
Box 3: 4
Sagendorph, Robb: Certificates and diplomas
1916-1963
OS 20: 6
Sagendorph, Robb: In memory of
1970-1978
Box 3: 5
Speeches, part 1
ca. 1947-1963 Oct.
Box 3: 6
Speeches, part 2
ca.1963 Nov.-1969
Box 3: 7
Sagendorph, Robb: Stamp collection
1961
Box 3: 8
Stresa conference: scrapbook
1935
Box 3: 9
Tax forms, licenses and citations

1958-1966
Box 3: 10
To Tell the Truth, CBS-TV
1960
Box 3: 11
Town of Dublin lawsuit: Furnace case
1950-1951
Box 3: 12
Town of Dublin lawsuit: Furnace case
1950-1951
OS 20: 7
Town offices and state affairs
1950-1975
Box 3: 13
White House library donation
1962
Box 3: 14
Series 2. Yankee Magazine
1935-1997
4 linear feet
Advertising: 1930-1939
1936-1939
Box 3: 15
Advertising: general: 1940-1949
ca.1941-1963
Box 3: 16
Advertising: promotion: 1940-1949
ca.1940-1949
Box 3: 17
Advertising: testimonial letters: 1940-1949
ca.1938-1949
Box 3: 18
Advertising: 1950-1959
ca.1950-1958
Box 3: 19
Advertising: 1960-1969
ca.1957-1969
Box 3: 20
Advertising: 1970-1979
ca.1970-1979
Box 3: 21
Advertising: classified: 1970-1979
1976-1979
Box 3: 22
Advertising: correspondence: 1970-1979
ca.1969-1975
Box 3: 23
Advertising: general: 1970-1979, part 1
1970-1976
Box 3: 24
Advertising: general: 1970-1979, part 2
1977-1979
Box 3: 25
Advertising: survey: 1970-1979
1971-1979
Box 3: 26
Advertising: 1980-1989
ca.1980-1988
Box 3: 27
Advertising: general:1980-1989
ca.1982-1986
Box 4: 1
Advertising: the Great New England Cook-Off: 1980-1989
1987-1988
Box 4: 2
Advertising: promotion: 1980-1989
ca.1985-1987
Box 4: 3
Advertising: promotion: 1980-1989
ca.1985-1987
OS 20: 8
Advertising: rates: 1980-1989, part 1
ca.1980-1985
Box 4: 4
Advertising: rates: 1980-1989, part 2
ca.1987-1990
Box 4: 5
Advertising: sales development plan: 1980-1989
1988
Box 4: 6
Advertising: ski race: 1980-1989
1981-1984
Box 4: 7
Advertising: trade outs: 1980-1989
1987-1988
Box 4: 8
Advertising: 1990-1999, part 1
ca.1988-1990
Box 4: 9
Advertising: 1990-1999, part 2
1991
Box 4: 10
Advertising: 1990-1999, part 3
ca.1992-1997
Box 4: 11
Advertising: food festivals: 1990-1999
ca.1988-1991
Box 4: 12
Advertising memos, Cavanaugh, Martha: 1990-1999
1990-1991
Box 4: 13
Advertising memos, Fishman, Jim: 1990-1999
1990-1991

Box 4: 14
Advertising memos, Whitcomb, Merideth: 1990-1999
1990-1991
Box 4: 15
Advertising memos, Yankee staff: 1990-1999
1990-1991
Box 4: 16
Advertising: rates: 1990-1999
1990-1991
Box 4: 17
Advertising History Rates: 1930-1939
1935-1939
Box 4: 18
Advertising History Rates: 1940-1949
1940-1949
Box 4: 19
Advertising History Rates: 1950-1959
ca.1951-1959
Box 4: 20
Advertising History Rates: 1960-1969
1960-1969
Box 4: 21
Advertising History Rates: 1970-1979, part 1
1970-1976
Box 4: 22
Advertising History Rates: 1970-1979, part 2
1977-1979
Box 4: 23
Advertising History Rates: 1980-1989, part 1
1980-1982
Box 4: 24
Advertising History Rates: 1980-1989, part 2
1983
Box 4: 25
Advertising History Rates: 1980-1989, part 3
1984-1985
Box 4: 26
Anniversaries: 1930-1939
1936, 1995
Box 4: 27
Anniversaries, 50th, advertising: 1980-1989
1985
Box 4: 28
Anniversaries, 50th, Boston Pops Esplanade Orchestra: 1980-1989, part 1
1985
Box 5: 1
Anniversaries, 50th, Boston Pops Esplanade Orchestra: 1980-1989, part 2
1984-1985
Box 5: 2
Anniversaries, 50th, commemorative plaques:1980-1989
1985
Box 5: 3
Anniversaries, 50th, editorial: 1980-1989
1985
Box 5: 4
Anniversaries, 50th, employee celebration: 1980-1989
1985
Box 5: 5
Anniversaries, 50th, Hatch, Frank: 1980-1989
1985
Box 5: 6
Anniversaries, 50th, logos: 1980-1989
1985
Box 5: 7
Anniversaries, 50th, Newcomen Society: 1980-1989
1985
Box 5: 8
Anniversaries, 50th, public relations: 1980-1989
1984-1985
Box 5: 9
Artists: 1940-1949
ca.1938-1956
Box 5: 10
Artwork: 1960-1969
ca.1960-1966
Box 5: 11
Artwork, cuts and logos: 1940-1949
ca.1940-1949
Box 5: 12
Awards: 1980-1989
1986-1989
Box 5: 13
Awards: 1990-1999
ca.1990-1999
Box 5: 14
Buildings: 1930-1939
1935-1975
Box 5: 15
Circulation: general: 1930-1939
ca.1936-1939
Box 5: 16
Circulation: gifts and renewals: 1930-1939
ca.1935-1939
Box 5: 17
Circulation: Leisure: 1930-1939
1938-1939
Box 5: 18
Circulation: promotion: 1930-1939
ca.1935-1939
Box 5: 19
Circulation: 1940-1949
ca.1940-1952
Box 5: 20

Circulation: 1950-1959
ca.1950-1981
Box 5: 21
Circulation: breakdown: 1960-1969
1960-1968
Box 5: 22
Circulation: breakdown: 1960-1969
1960-1968
OS 20: 9
Circulation: gifts and renewals: 1960-1969
ca.1960-1969
Box 5: 23
Circulation: Magazine Publishers Association, postal rates: 1960-1969
ca.1960-1969
Box 5: 24
Circulation: "B" list package: 1970-1979
1974
Box 5: 25
Circulation: correspondence: 1970-1979
ca.1970-1979
Box 5: 26
Circulation: fall "A" list package: 1970-1979
1974
Box 5: 27
Circulation: fulfillment: 1970-1979
1974-1976
Box 5: 28
Circulation: gifts and renewals: 1970-1979, part 1
1969-1975 Jun.
Box 5: 29
Circulation: gifts and renewals: 1970-1979, part 2
1975 Jul.-1979
Box 5: 30
Circulation: gifts and renewals: 1970-1979, part 3
ca.1970-1979
Box 6: 1
Circulation: mail marketing: 1970-1979
ca.1970-1979
Box 6: 2
Circulation: multi-donors: 1970-1979
1974
Box 6: 3
Circulation: newsstand: 1970-1979
1975-1978
Box 6: 4
Circulation: summer "A" list package: 1970-1979
1974
Box 6: 5
Circulation: fulfillment: 1980-1989, part 1
ca.1980-1981
Box 6: 6
Circulation: fulfillment: 1980-1989, part 2
ca.1982-1989
Box 6: 7
Circulation: general: 1980-1989
1980-1989
Box 6: 8
Circulation: gifts and renewals: 1980-1989
ca.1980-1989
Box 6: 9
Circulation: renewal series: 1980-1989
ca.1985
Box 6: 10
Circulation: promotion: 1980-1989
ca.1980-1990
Box 6: 11
Circulation: survey: 1980-1989
ca.1980-1992
Box 6: 12
Competition: 1950-1959
ca.1949-1959
Box 6: 13
Competition: 1970-1979
1977
Box 6: 14
Competition: 1980-1989
1987-1989
Box 6: 15
Editorial: 1930-1939
ca.1935-1939
Box 6: 16
Editorial: survey: 1930-1939
ca.1936
Box 6: 17
Editorial: 1940-1949
1940-1948
Box 6: 18
Editorial: Swopper's column: 1940-1949
1940-1946
Box 6: 19
Editorial: 1950-1959
1950-1951
Box 6: 20
Editorial: 1950-1959
1952-1953
Box 6: 21
Editorial: 1950-1959
1954
Box 6: 22
Editorial: 1950-1959
1955
Box 6: 23
Editorial: 1950-1959

1956-1957
Box 6: 24
Editorial: 1950-1959
1958-1959
Box 6: 25
Editorial: Orton, Vrest: 1950-1959
1956-1960
Box 6: 26
Editorial: 1960-1969
1960-1963
Box 6: 27
Editorial: 1960-1969
1964-1965
Box 6: 28
Editorial: 1960-1969
1966-1969
Box 6: 29
Editorial: artwork: 1960-1969
ca.1964-1968
Box 6: 30
Editorial: Brahe, Tycho: 1960-1969
undated
Box 6: 31
Editorial: Elliott Industries: 1960-1969
1961
Box 6: 32
Editorial: Oracle: 1960-1969
1961-1963
Box 6: 33
Editorial: Oracle: 1960-1969
ca.1965-1966
Box 7: 1
Editorial: Oracle: 1960-1969
1967
Box 7: 2
Editorial: Oracle: 1960-1969
1968
Box 7: 3
Editorial: Snow, Edward Rowe: 1960-1969
1964
Box 7: 4
Editorial: Torcon Direct Mail and Printing Service: 1960-1969
1961-1965
Box 7: 5
Editorial: Vermont Life: 1960-1969
1963
Box 7: 6
Editorial: Yankee Mural Series: 1960-1969
ca.1960-1969
Box 7: 7
Editorial: 1970-1979
1970
Box 7: 8
Editorial: 1970-1979
1971-1974
Box 7: 9
Editorial: 1970-1979
ca.1975-1979
Box 7: 10
Editorial: Burden, Jean: 1970-1979
ca.1976
Box 7: 11
Editorial: Sagendorph, Beatrix: 1970-1979
1972-1974
Box 7: 12
Editorial: covers and center spreads: 1970-1979
1971
Box 7: 13
Editorial: covers and center spreads: 1970-1979
1972
Box 7: 14
Editorial: covers and center spreads: 1970-1979
1973
Box 7: 15
Editorial: covers and center spreads: 1970-1979
1974
Box 7: 16
Editorial: covers and center spreads: 1970-1979
1975
Box 7: 17
Editorial: covers and center spreads: 1970-1979
1976
Box 7: 18
Editorial: covers and center spreads: 1970-1979
1977
Box 7: 19
Editorial: covers and center spreads: 1970-1979
1978
Box 7: 20
Editorial: covers and center spreads: 1970-1979
1979
Box 7: 21
Editorial: 1980-1989
1980-1989
Box 7: 22
Editorial: Finest Handcrafts: 1980-1989
ca.1986-1988
Box 7: 23
First Bound Copy: 1930-1939
1935
Box 7: 24
History: 1930-1939
ca.1973-1988

Box 7: 25
History: 1940-1949
ca.1942-1975
Box 7: 26
History: 1960-1969
1960
Box 7: 27
History: 1980-1989
1985
Box 7: 28
History: 1990-1999
ca.1990-1998
Box 7: 29
Legal: 1940-1949
ca.1944-1949
Box 7: 30
Legal: 1960-1969
1960, 1962
Box 7: 31
Legal: 1980-1989
ca.1989
Box 7: 32
Personnel: 1980-1989
ca.1989
Box 7: 33
Personnel: 1990-1999
1991-1998
Box 7: 34
Production: 1930-1939
1905, 1981
Box 7: 35
Production: Sentinel Printing Company: 1940-1949
ca.1948-1949
Box 7: 36
Production: Simonetta, A.J.: 1940-1949
1947, 1992
Box 7: 37
Production: Sun Printing Corporation: 1940-1949
ca.1946-1948
Box 7: 38
Production: 1950-1959
1954-1959
Box 7: 39
Production: Sentinel Printing Company: 1950-1959
1950-1951
Box 7: 40
Production: Sun Printing Corporation: 1950-1959
1957-1959
Box 7: 41
Production: 1960-1969
1960-1965
Box 7: 42
Production: paper: 1960-1969
1960-1963
Box 7: 43
Production: printing: 1960-1969
1960-1969
Box 7: 44
Production: Sun Printing Corporation: 1960-1969
ca.1951-1964
Box 7: 45
Production: Baird-Ward: 1970-1979
1970-1972
Box 7: 46
Production: Koppel Colorgraphics, Inc.: 1970-1979
1972-1973
Box 7: 47
Production: Connecticut Printers: 1970-1979
1973, 1975
Box 7: 48
Production: graphics: 1970-1979
1971-1979
Box 7: 49
Production: Judd and Detweiler, Inc.: 1970-1979
1971-1976
Box 7: 50
Production: Judd and Detweiler, Inc.: 1970-1979
ca.1977-1979
Box 7: 51
Production: 1980-1989
1985
Box 8: 1
Production: 1980-1989
1986
Box 8: 2
Production: 1980-1989
1987
Box 8: 3
Production: 1980-1989
ca.1988
Box 8: 4
Production: 1980-1989
1988
OS 20: 10
Production: Judd and Detweiler, Inc., proposal: 1980-1989
1984-1985
Box 8: 5
Production: Judd and Detweiler, Inc., termination: 1980-1989
1984-1986
Box 8: 6
Production: printing: 1980-1989
1986-1989
Box 8: 7

Production: printing: 1980-1989
ca.1986-1989
OS 21: 1
Production: W.A. Krueger Company contract: 1980-1989
1985
Box 8: 8
Production: 1990-1999
ca.1992-1998
Box 8: 9
Products: 1990-1999
ca.1990-1992
Box 8: 10
Products: 1990-1999
ca.1993-1997
Box 8: 11
Public Relations: 1930-1939
1935-1987
Box 8: 12
Public Relations: 1940-1949
1948
Box 8: 13
Public Relations: 1960-1969
1960-1969
Box 8: 14
Public Relations: 1980-1989
ca.1983-1989
Box 8: 15
Public Relations: 1990-1999
ca.1990-1998
Box 8: 16
Shopper's Guide: 1980-1989
ca.1982-1984
Box 8: 17
Swoppers' List: 1940-1949
ca.1900-1942
Box 8: 18
Swoppers' List, parties and radio programs: 1940-1949
ca.1940-1942
Box 8: 19
Ventures unfulfilled: 1940-1949
1946
Box 8: 20
Yankee, definition of: 1930-1939
ca.1936-1973
Box 8: 21
Yankee: 1930-1939
1939
Box 8: 22
Yankee Magazine, tables of contents: 1935-1939
1935-1941
Box 8: 23
Series 3. Old Farmer's Almanac
1934-1999
1.5 linear feet
Advertising: 1930-1939
ca.1934-1939
Box 8: 24
Advertising: 1940-1949
1940-1949
Box 8: 25
Advertising: United Fruit Company: 1940-1949
1948-1953
Box 8: 26
Advertising: 1950-1959
ca.1952-1959
Box 8: 27
Advertising: United Fruit Company: 1950-1959
1951-1961
Box 8: 28
Advertising: 1960-1969
1960-1969
Box 8: 29
Advertising: 1960-1969
1960-1969
OS 21: 2
Advertising: rates and promotion: 1970-1979
1970-1979
Box 8: 30
Advertising: survey: 1970-1979
1978
Box 8: 31
Advertising: advertisers A-L: 1970-1979
1969-1975
Box 8: 32
Advertising: advertisers M-Z: 1970-1979
1969-1975
Box 8: 33
Advertising: agencies A-G: 1970-1979
1970-1975
Box 8: 34
Advertising: agencies H-Z: 1970-1979
1970-1975
Box 8: 35
Advertising: 1980-1989
ca.1979-1980
Box 8: 36
Advertising: 1990-1999
ca.1991-1996
Box 8: 37
Advertising: promotions: 1990-1999
1990-1999
Box 8: 38
Advertising History Rates: 1960-1969

1968-1969
Box 8: 39
Advertising History Rates: 1970-1979
1970-1979
Box 9: 1
Advertising History Rates: 1980-1989
1980-1986
Box 9: 2
Anniversary, 200th: 1990-1999
ca.1986-1992
Box 9: 3
Awards: 1960-1969
ca.1962-1964
Box 9: 4
Circulation: 1940-1949
1940-1949
Box 9: 5
Circulation: 1950-1959
1950-1958
Box 9: 6
Circulation: breakdown: 1950-1959
ca.1959-1959
Box 9: 7
Circulation: correspondence: 1950-1959
1951-1956
Box 9: 8
Circulation: correspondence: 1950-1959
1957-1959
Box 9: 9
Circulation: 1960-1969
1960-1969
Box 9: 10
Circulation: 1960-1969
1961-1969
OS 21: 3
Circulation: inserts: 1960-1969
1964
Box 9: 11
Circulation: Triangle Circulation Company: 1960-1969
1964
Box 9: 12
Circulation: 1970-1979
ca.1970-1979
Box 9: 13
Circulation: promotion: 1970-1979
1970-1979
Box 9: 14
Circulation: 1980-1989
1980-1984
Box 9: 15
Circulation: 1990-1999
1990-1999
Box 9: 16
Circulation: floor stands: 1990-1999
1996, 1998
Box 9: 17
Circulation: promotion: 1990-1999
1991-1997
Box 9: 18
Competition: 1950-1959
ca.1950-1959
Box 9: 19
Competition: 1960-1969
1966-1967
Box 9: 20
Competition: 1990-1999
1990, 1996
Box 9: 21
Editorial: 1930-1939
ca.1935-1939
Box 9: 22
Editorial: Duncan, John C.: 1930-1939
1932-1935
Box 9: 23
Editorial: Duncan, John C.: 1930-1939
1936
Box 9: 24
Editorial: 1940-1949
1940-1942
Box 9: 25
Editorial: 1940-1949
1943-1945
Box 9: 26
Editorial: 1940-1949
1946-1947
Box 9: 27
Editorial: 1940-1949
1948-1949
Box 9: 28
Editorial: almanac used by Abraham Lincoln: 1940-1949
1857-1967
Box 9: 29
Editorial: almanacs: 1940-1949
1940-1941
Box 9: 30
Editorial: Andrews, Loring: 1940-1949
1944-1949
Box 9: 31
Editorial: Goodwin, Angier: 1940-1949
1948-1949
Box 9: 32
Editorial: forecasts: 1940-1949
ca.1941

Box 9: 33
Editorial: 1950-1959
1950-1951
Box 9: 34
Editorial: 1950-1959
1952
Box 9: 35
Editorial: 1950-1959
1953-1955
Box 9: 36
Editorial: 1950-1959
1956-1957
Box 9: 37
Editorial: 1950-1959
1958-1959
Box 9: 38
Editorial: Andrews, Loring: 1950-1959
1950-1954
Box 9: 39
Editorial: Andrews, Loring: 1950-1959
1955-1958
Box 9: 40
Editorial: Blackstone, S.R.: 1950-1959
ca.1956-1958
Box 9: 41
Editorial: 1960-1969
1960
Box 9: 42
Editorial: 1960-1969
1961
Box 10: 1
Editorial: 1960-1969
1962
Box 10: 2
Editorial: 1960-1969
1963-1965
Box 10: 3
Editorial: 1960-1969
1966-1967
Box 10: 4
Editorial: 1960-1969
1969
Box 10: 5
Editorial: Andrews, Loring: 1960-1969
1960-1964
Box 10: 6
Editorial: Andrews, Loring: 1960-1969
1965-1966
Box 10: 7
Editorial: Andrews, Loring: 1960-1969
1967-1969
Box 10: 8
Editorial: Borland, Hal: 1960-1969
1960-1963
Box 10: 9
Editorial: cartoon: 1960-1969
undated
Box 10: 10
Editorial: Kaiser Aluminum News: 1960-1969
1962
Box 10: 11
Editorial: Scientific Progress: 1960-1969
ca.1963-1965
Box 10: 12
Editorial: Scientific Progress: 1960-1969
ca.1966
Box 10: 13
Editorial: weather forecasts: 1960-1969
1960-1963
Box 10: 14
Editorial: weather forecasts and text: 1960-1969
ca.1967
Box 10: 15
Editorial: 1970-1979
1793, 1979
Box 10: 16
Editorial: 1980-1989
1979-1980
Box 10: 17
Editorial: 1990-1999
1992-1996
Box 10: 18
Financial: 1980-1989
1984
Box 10: 19
History: 1930-1939
ca.1976-1989
Box 10: 20
History: Daboll Patents: 1930-1939
1863, 1866
Box 10: 21
History: 1940-1949
1940-1986
Box 10: 22
History: 1950-1959
1950, 1952
Box 10: 23
History: 1960-1969
1961-1970
Box 10: 24
History: 1970-1979
ca.1900-1980
Box 10: 25

Legal: 1950-1959
1951-1956
Box 10: 26
Legal: 1960-1969
1961-1963
Box 10: 27
Legal: 1970-1979
1970-1977
Box 10: 28
Legal: 1990-1999
1990
Box 10: 29
Personnel: 1930-1939
ca.1934-1973
Box 10: 30
Personnel: 1940-1949
1940-1941
Box 10: 31
Production: 1940-1949
1940-1943
Box 10: 32
Production: Crowley, John J.:1950-1959
1957
Box 10: 33
Production: Pocket Books, Inc.: 1950-1959
1955-1956
Box 10: 34
Production: Pocket Books, Inc.: 1950-1959
1957
Box 10: 35
Production: Pocket Books, Inc.: 1950-1959
1958
Box 10: 36
Production: Pocket Books, Inc., joint account: 1950-1959
1958
Box 10: 37
Production: Pocket Books, Inc., joint account: 1950-1959
1959
Box 10: 38
Production: Pocket Books, Inc., people: 1950-1959
1957-1964
Box 10: 39
Production: Pocket Books, Inc.: 1960-1969
1959-1960
Box 10: 40
Production: Pocket Books, Inc.: 1960-1969
1961
Box 10: 41
Production: Pocket Books, Inc.: 1960-1969
1962
Box 10: 42
Production: Pocket Books, Inc.: 1960-1969
1963-1969
Box 10: 43
Production: Pocket Books, Inc., joint account: 1960-1969
1960
Box 10: 44
Production: Pocket Books, Inc., joint account: 1960-1969
1961
Box 10: 45
Production: Pocket Books, Inc., joint account: 1960-1969
1962
Box 10: 46
Production: Pocket Books, Inc., joint account: 1960-1969
1963
Box 10: 47
Production: Pocket Books, Inc., joint account: 1960-1969
1964
Box 10: 48
Production: Pocket Books, Inc., joint account: 1960-1969
1965
Box 10: 49
Production: 1970-1979
1970-1979
Box 10: 50
Production: calendar pages: 1970-1979
1971
Box 10: 51
Production: 1980-1989
ca.1986-1990
Box 10: 52
Production: 1982 edition: 1980-1989
1981-1982
Box 10: 53
Production: 1982 premium edition: 1980-1989
1981-1982
Box 10: 54
Production: 1983 edition: 1980-1989
1981-1982
Box 10: 55
Production: 1983 premium edition: 1980-1989
1982-1983
Box 10: 56
Production: 1984 editions: 1980-1989
1982-1984
Box 10: 57
Production: 1985 edition: 1980-1989
1983-1985
Box 10: 58
Production: 1985 premium edition: 1980-1989
1983-1985
Box 10: 59
Products, almanacs: 1960-1969

1878-1969
Box 11: 1
Products, F. Schumacher and Company: 1960-1969
1962-1965
Box 11: 2
Products, H.C. Products, Inc.: 1960-1969
ca.1960-1964
Box 11: 3
Public Relations: 1930-1939
ca.1932-1947
Box 11: 4
Public Relations: 1940-1949
1940-1946
Box 11: 5
Public Relations: 1940-1949
1947-1951
Box 11: 6
Public Relations: 1950-1959
ca.1950-1959
Box 11: 7
Public Relations, correspondence: 1950-1959
ca.1950-1957
Box 11: 8
Public Relations, radio and television: 1950-1959
ca.1950-1957
Box 11: 9
Public Relations: 1960-1969
1960
Box 11: 10
Public Relations: 1960-1969
1961
Box 11: 11
Public Relations: 1960-1969
1962-1964
Box 11: 12
Public Relations: 1960-1969
1965-1966
Box 11: 13
Public Relations: 1960-1969
1967-1969
Box 11: 14
Public Relations: 1960-1969
1961
OS 21: 4
Public Relations: 1970-1979
ca.1975-1979
Box 11: 15
Public Relations: 1980-1989
1981-1985
Box 11: 16
Public Relations: 1990-1999
ca.1991-1998
Box 11: 17
Public Relations: 1990-1999
1992
OS 21: 5
Specialty Division products: 1990-1999
1990-1995
Box 11: 18
Specialty Division products: 1990-1999
1996-1998
Box 11: 19
Series 4. Other Publications
1935-1999
1.25 linear feet
Alaska Magazine, advertising: 1990-1999
ca.1991-1994
Box 11: 20
Alaska Magazine, awards: 1990-1999
1989-1995
Box 11: 21
Alaska Magazine, circulation: 1990-1999
ca.1992-1995
Box 11: 22
Alaska Magazine, editorial: 1990-1999
1990-1995
Box 11: 23
Alaska Magazine, financial: 1990-1999
1959-1994
Box 11: 24
Alaska Magazine, history: 1980-1989
ca.1985-1986
Box 11: 25
Alaska Magazine, history: 1990-1999
ca.1990-1995
Box 11: 26
Alaska Magazine, personnel: 1980-1989
ca.1982-1989
Box 11: 27
Alaska Magazine, personnel: 1990-1999
ca.1992
Box 11: 28
Alaska Sportsman Magazine, history: 1980-1989
ca.1985-1986
Box 11: 29
Almanacs, Daboll's Almanac: 1960-1969
ca.1901-1968
Box 11: 30
Almanacs, Maine Farmers' Almanac, copyrights: 1960-1969
1880-1907, 1946-1968
Box 11: 31
Almanacs, Maine Farmer's Almanac, history: 1960-1969
ca.1913, 1941-1968

Box 11: 32
American Cookery: 1940-1949
ca.1940-1942
Box 11: 33
American Cookery: 1940-1949
ca.1943
Box 11: 34
American Society of Travel Agents (ASTA): 1980-1989
1985-1988
Box 11: 35
American Society of Travel Agents (ASTA), review document: 1980-1989
ca.1988
Box 11: 36
Books, cookbooks: 1950-1959
1958
Box 11: 37
Books, Morton, David: 1950-1959
1953, 1958
Box 11: 38
Books, Old Farmer's Almanac Sampler: 1950-1959
1957-1959
Box 11: 39
Books, Rain, Hail, and Baked Beans: 1950-1959
ca.1957-1958 Jun.
Box 11: 40
Books, Rain, Hail, and Baked Beans: 1950-1959
1958 Jul.-1959
Box 11: 41
Books, Robb's Cabinet of Curiosities: 1950-1959
ca.1951-1953
Box 11: 42
Books: 1960-1969
1959-1969
Box 11: 43
Books, Recipes with a History: 1960-1969
1960-1967
Box 12: 1
Books, That New England: 1960-1969
1967-1984
Box 12: 2
Books: 1990-1999
ca.1991-1994
Box 12: 3
Boston Sunday Advertiser: 1960-1969
ca.1960-1962
Box 12: 4
Calendars: 1960-1969
1960, 1969
Box 12: 5
Calendars: 1970-1979
1969-1977
Box 12: 6
Calendars: 1990-1999
1991-1999
Box 12: 7
Cape Cod Compass: 1960-1969
1965-1969
Box 12: 8
Cape Cod Compass, "Clover and the Beautiful Skeleton": 1960-1969
1965-1969
Box 12: 9
Cape Cod Compass: 1970-1979
1970-1995
Box 12: 10
Color inserts: 1970-1979
undated
Box 12: 11
Color prints, Forbes Lithograph Manufacturing Company: 1950-1959
1959-1960
Box 12: 12
Color prints: 1960-1969
ca.1960-1967
Box 12: 13
Color prints, Griffin, Arthur: 1960-1969
1959-1962
Box 12: 14
Color prints, Griffin, Arthur and Forbes Lithography Manufacturing Company: 1960-1969
1960-1965
Box 12: 15
Color prints: 1970-1979
undated
Box 12: 16
Color prints, New England Architectural Heritage: 1970-1979
1976
Box 12: 17
Color prints, New England Scenes: 1970-1979
1975-1976, 1984
Box 12: 18
Color prints, sailing prints: 1970-1979
1972-1978
Box 12: 19
Creative Papers, awards: 1970-1979
1978
OS 21: 6
Creative Papers, circulation: 1970-1979
1976-1979
Box 12: 20
Creative Papers, general: 1970-1979
ca.1976-1979, 1989
Box 12: 21
Creative Papers, history: 1970-1979
ca.1975-1980
Box 12: 22

Creative Papers, personnel: 1970-1979
1975-1979
Box 12: 23
Dublin Gift Shop: 1970-1979
ca.1971-1980
Box 12: 24
Dublin Opinion: 1940-1949
ca.1948-1950
Box 12: 25
Guides, Guide to New England: 1970-1979
1978
Box 12: 26
Guides, Guide to the State of New York: 1970-1979
1977-1979
Box 12: 27
Guides, Massachusetts Bicentennial: 1970-1979
1975
Box 12: 28
Guides, New England Sportsguide: 1970-1979
1976
Box 12: 29
Guides, Travel Maps of New England: 1970-1979
1978
Box 12: 30
New England Business, advertising: 1970-1979
1978-1979
Box 12: 31
New England Business, circulation: 1970-1979
ca.1979-1987
Box 12: 32
New England Business, editorial: 1970-1979
1978-1979
Box 12: 33
New England Business, history: 1970-1979
1978-1979
Box 12: 34
New England Business, personnel: 1980-1989
ca.1987-1988
Box 12: 35
New England Business Opportunity Exchange (NEBOX): 1980-1989
1987
Box 12: 36
New Englander, advertising: 1970-1979
ca.1973-1978
Box 12: 37
New Englander, circulation: 1970-1979
1974-1978
Box 12: 38
New Englander, history: 1970-1979
ca.1956-1977
Box 12: 39
New Englander, legal: 1970-1979
1977
Box 12: 40
New Englander, personnel: 1970-1979
1973
Box 12: 41
New Englander, readership study: 1970-1979
1976
Box 12: 42
New Englander, subscriber study: 1970-1979
1975-1978
Box 12: 43
Old Farmer's Almanac Gardener's Companion: 1970-1979
1978-1979
Box 12: 44
Portfolio of Fine Prints, photos from That New England: 1970-1979
1975-1979
Box 12: 45
Portfolio of Fine Prints, Stinehour Press: 1970-1979
1975
Box 12: 46
Portfolio of Fine Prints, Yankee Premium Post Cards: 1970-1979
1974
Box 12: 47
Postcards, New England: 1960-1969
ca.1967-1968
Box 12: 48
Solar-Environmental Sciences, Inc.: 1970-1979
1978-1979
Box 12: 49
Solar-Environmental Sciences, Inc.: 1980-1989
ca.1984
Box 12: 50
Solar-Environmental Sciences, Inc.: 1990-1999
1998
Box 13: 1
Travel Guide to New England, Advertising: control sheets: 1970-1979
1978
Box 13: 2
Travel Guide to New England, Advertising: control sheets: 1970-1979
1979
Box 13: 3
Travel Guide to New England, Advertising: New England Marketplace: 1970-1979
1975-1978
Box 13: 4
Travel Guide to New England, Advertising: house ads: 1970-1979
1972-1979
Box 13: 5
Travel Guide to New England, Advertising: rates and promotion: 1970-1979
1974-1976
Box 13: 6
Travel Guide to New England, Advertising: rates and promotion: 1970-1979

1977-1979
Box 13: 7
Travel Guide to New England, advertising survey: 1970-1979
1977
Box 13: 8
Travel Guide to New England, advertising: 1980-1989
ca.1980-1987
Box 13: 9
Travel Guide to New England, advertising: 1990-1999
ca.1987-1992
Box 13: 10
Travel Guide to New England, circulation: 1970-1979
1976-1978
Box 13: 11
Travel Guide to New England, circulation: 1980-1989
1980-1988
Box 13: 12
Travel Guide to New England, circulation: 1990-1999
ca.1990-1999
Box 13: 13
Travel Guide to New England, editorial: 1970-1979
ca.1971-1979
Box 13: 14
Travel Guide to New England, editorial: 1980-1989
1980
Box 13: 15
Travel Guide to New England, Editorial: spin-offs: 1980-1989
ca.1985
Box 13: 16
Travel Guide to New England, editorial: 1990-1999
ca.1990-1997
Box 13: 17
Travel Guide to New England, Editorial: state directories: 1990-1999
undated
Box 13: 18
Travel Guide to New England, inserts: 1980-1989
1986-1987
Box 13: 19
Travel Guide to New England, personnel: 1990-1999
1990-1998
Box 13: 20
Travel Guide to New England, production: 1980-1989
1986
Box 13: 21
Travel Guide to New England, production: 1980-1989
1987
Box 13: 22
Travel Guide to New England, production: 1980-1989
1988
Box 13: 23
Travel Guide to New England, production: 1980-1989
1989
Box 13: 24
Travel Guide to New England, production: 1990-1999
1993, 1995
Box 13: 25
Travel Guide to New England, public relations: 1980-1989
1988
Box 13: 26
Travel Guide to New England, radio program: 1980-1989
ca.1982-1985
Box 13: 27
Yankee Auction News, advertising: 1970-1979
1979
Box 13: 28
Yankee Auction News, circulation: 1970-1979
1979
Box 13: 29
Yankee Auction News, editorial: 1970-1979
1979
Box 13: 30
Yankee Auction News, history: 1970-1979
1979
Box 13: 31
Yankee Homes: 1980-1989
ca.1988
Box 13: 32
Yankee Press, general administration: 1970-1979
ca.1977-1978
Box 13: 33
Yankee Press, financial: 1970-1979
1973, 1980
Box 13: 34
Yankee Story: 1970-1979
1971
Box 13: 35
Series 5. Yankee Publishing Inc.
1944-1999
3.25 linear feet
Administration: 1970-1979
ca.1975-1977
Box 13: 36
Administration: 1970-1979
1978-1979
Box 13: 37
Administration: 1980-1989
ca.1986-1989
Box 13: 38
Administration: 1990-1999
1990-1991
Box 13: 39
Administration: 1990-1999
1992-1993

Box 13: 40
Administration: 1990-1999
1995-1997
Box 13: 41
Administration, computers: 1990-1999
1992-1998
Box 13: 42
Administration, visitors register: 1990-1999
1989-1993
Box 13: 43
Anniversaries: 1960-1969
1966-1972
Box 13: 44
Anniversaries: 1970-1979
ca.1973-1975
Box 13: 45
Anniversaries: 1970-1979
ca.1976-1978
Box 14: 1
Articles: A Chance Meeting with an Early Resident: 1970-1979
1972, 1978
Box 14: 2
Articles: Abby and Emily; and "An Amethyst Remembrance": 1970-1979
1973
Box 14: 3
Articles: American Winston Churchill: 1970-1979
ca.1956-1971
Box 14: 4
Articles: Bennington Flag: 1970-1979
undated
Box 14: 5
Articles: Blizzard on April Fool's Day: 1970-1979
ca.1971-1976
Box 14: 6
Articles: Bygone Barbershops: 1970-1979
undated
Box 14: 7
Articles: Camp Meeting Life in New England: 1970-1979
ca.1972-1973
Box 14: 8
Articles: Casey Jones, Railroad's Immortal Engineer: 1970-1979
ca.1972
Box 14: 9
Articles: Charles Blondin at Niagara Falls: 1970-1979
ca.1969-1970
Box 14: 10
Articles: Clapp, William F. and Teredoes: 1970-1979
ca.1967
Box 14: 11
Articles: Clipper Ship, Red Jacket: 1970-1979
undated
Box 14: 12
Articles: Coronet Gets a New Foremast: 1970-1979
ca.1975-1976
Box 14: 13
Articles: Explosion of the Steamboat New England: 1970-1979
ca.1833
Box 14: 14
Articles: Hetty Green's Bellows Falls: 1970-1979
1966
Box 14: 15
Articles: Lake Champlain Ferry Company: 1970-1979
ca.1969-1970
Box 14: 16
Articles: Loss of the "Tennyson": 1970-1979
ca.1972-1973
Box 14: 17
Articles: Miscellaneous History: Short, Vincent: 1970-1979
ca.1959-1966
Box 14: 18
Articles: Moswetuset Hummock and the Origin of the Name Massachusetts: 1970-1979
1973
Box 14: 19
Articles: Outboarding pictures: 1970-1979
undated
Box 14: 20
Articles: Project Joe: 1970-1979
ca.1977
Box 14: 21
Articles: Rare White Pelican and Townsend's Solitaire: 1970-1979
1978
Box 14: 22
Articles: Sequel to the Mystery of Charley Ross: 1970-1979
1974
Box 14: 23
Articles: Shipbuilding Roundup: 1970-1979
ca.1961
Box 14: 24
Articles: Silk Worm Cycle: 1970-1979
ca.1958-1970
Box 14: 25
Articles: Sisson's Crossing: 1970-1979
1971
Box 14: 26
Articles: Star-Spangled Banner -- A Long Time a 'Bornin': 1970-1979
ca.1970
Box 14: 27
Articles: Stetson Hats: 1970-1979
ca.1972
Box 14: 28
Articles: Story of the Stagecoach: 1970-1979
ca.1962
Box 14: 29

Articles: Washington, D.C. train wreck: 1970-1979
ca.1972
Box 14: 30
Articles: When Images Were Wood Carved: 1970-1979
ca.1971
Box 14: 31
Articles: Yacht America: 1970-1979
ca.1973-1976
Box 14: 32
Articles: Gebelein Silversmiths: 1980-1989
1980
Box 14: 33
Articles: Gebelien Silversmiths, images: 1980-1989
ca.1980
Box 14: 34
Articles: Gebelien Silversmiths, images: 1980-1989
ca.1980
OS 21: 7
Awards: 1960-1969
1968
Box 14: 35
Buildings: 1940-1949
ca.1941-1949
Box 14: 36
Buildings, Allison, Hildreth M. correspondence: 1940-1949
1947
Box 14: 37
Buildings, Boucher, I.E. correspondence: 1940-1949
1947
Box 14: 38
Buildings: 1950-1959
ca.1957-1959
Box 14: 39
Buildings: 1960-1969
ca.1960-1967
Box 14: 40
Buildings: 1970-1979
1970-1978
Box 14: 41
Buildings: 1980-1989
ca.1989
Box 14: 42
Buildings: 1990-1991
1990-1994
Box 14: 43
Circulation: 1950-1959
1950-1957
Box 15: 1
Circulation: 1950-1959
1958-1959
Box 15: 2
Circulation: 1990-1999
1990-1992
Box 15: 3
Circulation: 1990-1999
1993
Box 15: 4
Circulation: 1990-1999
1994-1998
Box 15: 5
Circulation: magazines and supplements: 1990-1999
1990-1991
Box 15: 6
Circulation: magazines and supplements: 1990-1999
1992
Box 15: 7
Circulation: magazines and supplements: 1990-1999
1993-1995
Box 15: 8
Circulation: magazines and supplements: 1990-1999
1996-1997
Box 15: 9
Circulation: magazines and supplements: 1990-1999
ca.1998
Box 15: 10
Circulation: survey: 1990-1999
1997-1998
Box 15: 11
Circulation: Yankee Magazine's Community Partners: 1990-1999
ca.1997-1999
Box 15: 12
Competition: 1950-1959
1953
Box 15: 13
Competition: 1950-1959
1957-1958
Box 15: 14
Competition, Geiger, Ray: 1960-1969
ca.1960-1968
Box 15: 15
Competition: 1980-1989
1983-1985
Box 15: 16
Competition: 1990-1999
1990-1991
Box 15: 17
Editorial: 1990-1999
1990-1995
Box 15: 18
Editorial: 1990-1999
1996-1998
Box 15: 19
Editorial: centerspreads and covers: 1990-1999

1990-1999
Box 15: 20
Editorial: memos: 1990-1999
1990
Box 15: 21
Editorial: memos: 1990-1999
1991-1992
Box 15: 22
Financial: 1940-1949
1941-1947
Box 15: 23
Financial: 1950-1959
1953-1958
Box 15: 24
Financial: 1960-1969
1960-1962
Box 15: 25
Financial: 1960-1969
1963-1964
Box 15: 26
Financial: 1960-1969
1965-1969
Box 15: 27
Financial, note payable, Sagendorph, Beatrix:1960-1969
1965
Box 15: 28
Financial: 1970-1979
1970-1971
Box 15: 29
Financial: 1970-1979
1973-1978
Box 15: 30
Financial, Sagendorph, Beatrix, stock redemption discharge: 1970-1979
1965-1972
Box 15: 31
Financial, Sagendorph estate contracts: 1970-1979
1971-1972
Box 15: 32
Financial, stock valuation, Business Week: 1970-1979
1970
Box 15: 33
Financial, stock valuation, Standard Research Consultants: 1970-1979
1970
Box 15: 34
Financial: 1980-1989
ca.1984-1985
Box 15: 35
Financial: 1980-1989
ca.1986
Box 15: 36
Financial: 1980-1989
ca.1988
Box 16: 1
Financial crisis: 1980-1989
1988-1989
Box 16: 2
Financial: 1990-1999
ca.1994
Box 16: 3
Financial, President's Messages: 1990-1999
1990-1993
Box 16: 4
Financial, President's Messages: 1990-1999
1994-1999
Box 16: 5
Financial statements: 1990-1999
1990-1992
Box 16: 6
Financial statements: 1990-1999
1993-1995
Box 16: 7
Financial statements: 1990-1999
1996-1998
Box 16: 8
General: 1940-1949
ca.1941-1945
Box 16: 9
General: 1960-1969
1960-1967
Box 16: 10
General: 1970-1979
ca.1970-1979
Box 16: 11
General, Board of Directors: 1980-1989
1989
Box 16: 12
General, shareholders: 1980-1989
1985-1989
Box 16: 13
General: 1990-1999
1990-1999
Box 16: 14
General, annual employee meetings: 1990-1999
1990-1998
Box 16: 15
General, guidelines: 1990-1999
ca.1987-1992
Box 16: 16
General, planning projects: 1990-1999
1990
Box 16: 17
General, planning projects: 1990-1999
1991

Box 16: 18
General, planning projects: 1990-1999
1992-1995
Box 16: 19
General, President's Messages: 1990-1999
1990-1998
Box 16: 20
General, shareholders: 1990-1999
1991-1998
Box 16: 21
General, Travel Guide Calendar Opener subjects: 1990-1999
1991
Box 16: 22
History: 1940-1949
ca.1946-1949, 1960
Box 16: 23
History: correspondence, Boucher, I.E.: 1940-1949
1945-1946
Box 16: 24
History: correspondence, Foote, Robert: 1940-1949
ca.1943-1946
Box 16: 25
History: Courtenay Guild: 1940-1949
1942
Box 16: 26
History: reacquisition of Yankee Magazine: 1940-1949
1944-1946
Box 16: 27
History: sale of Yankee Magazine: 1940-1949
1944
Box 16: 28
History: 1960-1969
ca.1960-1989
Box 16: 29
History: 1970-1979
ca.1969-1989
Box 16: 30
History: Yankeetalk: 1970-1979
1977-1978
Box 16: 31
History: Yankeetalk: 1970-1979
1979
Box 16: 32
History: 1980-1989
1982-1989
Box 16: 33
History of Yankee Magazine: 1980-1989, part 1
ca.1983-1984
Box 16: 34
History of Yankee Magazine: 1980-1989, part 2
ca.1984-1985
Box 16: 35
History: 1990-1999
1990-1998
Box 16: 36
Legal: 1940-1949
ca.1829, 1900
Box 16: 37
Legal: 1940-1949
ca.1940-1947
Box 16: 38
Legal, Yankee, Inc. vs. WFIL Broadcasting Company: 1940-1949
1941-1942
Box 16: 39
Legal: 1950-1959
ca.1948-1957
Box 16: 40
Legal: 1950-1959
1958
Box 16: 41
Legal: 1950-1959
1959
Box 16: 42
Legal, gifts and tax advice: 1960-1969
1963-1969
Box 17: 1
Legal, Griffin, Arthur: 1960-1969
1960-1967, 1984
Box 17: 2
Legal, permissions: 1960-1969
1959-1960
Box 17: 3
Legal, permissions: 1960-1969
1961
Box 17: 4
Legal, permissions: 1960-1969
1962 Jan.-May
Box 17: 5
Legal, permissions: 1960-1969
1962 Jun.-Dec.
Box 17: 6
Legal, permissions: 1960-1969
1963 Jan.-Jun.
Box 17: 7
Legal, permissions: 1960-1969
1963 Jul.-Dec.
Box 17: 8
Legal, permissions: 1960-1969
ca. 1964 Jan.-Jun.
Box 17: 9
Legal, permissions: 1960-1969
1964 Jul.-Dec.
Box 17: 10

Legal, permissions: 1960-1969
1965 Jan.-Jun.
Box 17: 11
Legal, permissions: 1960-1969
1965 Jul.-Dec.
Box 17: 12
Legal, permissions: 1960-1969
1966-1967
Box 17: 13
Legal, share values: 1960-1969
1968-1970
Box 17: 14
Legal: 1970-1979
ca.1972-1977
Box 17: 15
Legal: 1980-1989
1982
Box 17: 16
Legal, lawsuit, NORCO Graphix, Inc.: 1980-1989
1976-1981
Box 17: 17
Legal, lawsuit, NORCO Graphix, Inc.: 1980-1989
1982
Box 17: 18
Legal, lawsuit, NORCO Graphix, Inc.: 1980-1989
1983
Box 17: 19
Legal, lawsuit, NORCO Graphix, Inc.: 1980-1989
1984
Box 17: 20
Legal, Yankee logo and name change: 1980-1989
1982-1985
Box 17: 21
Legal: 1990-1999
1990
Box 17: 22
Legal, Rolseth v. Yankee Publishing: Inc.: 1990-1999
ca.1971-1990 Mar. 16
Box 17: 23
Legal, Rolseth v. Yankee Publishing: Inc.: 1990-1999
1990 Mar. 19
Box 17: 24
Legal, Rolseth v. Yankee Publishing: Inc.: 1990-1999
1990 Mar. 28-Nov.
Box 17: 25
Magazine Publishers Association: 1950-1959
1957-1958 Apr.
Box 17: 26
Magazine Publishers Association: 1950-1959
1958 May
Box 17: 27
Magazine Publishers Association: 1950-1959
1958 Jun.-Dec.
Box 17: 28
Magazine Publishers Association: 1950-1959
1959
Box 17: 29
Magazine Publishers Association: 1960-1969
1960-1963
Box 17: 30
NATORG (Natural and Organic Foods) Food Products Company: 1960-1969
1960-1962
Box 17: 31
NATORG (Natural and Organic Foods) Food Products Company: 1960-1969
1963-1964
Box 17: 32
Regional Publishers Association: 1960-1969
1966
Box 17: 33
Regional Publishers Association: 1960-1969
1967
Box 17: 34
Regional Publishers Association: 1960-1969
1968-1969
Box 17: 35
New England Monthly: 1980-1989
1983
Box 18: 1
New England Monthly: 1980-1989
1984-1985
Box 18: 2
New York World's Fair: 1960-1969
1964-1965
Box 18: 3
Old Farmer's Almanac, radio and television agreement: 1960-1969
1960
Box 18: 4
Old Farmer's Almanac, radio and television agreement: 1960-1969
1961
Box 18: 5
Personnel: 1940-1949
1941-1946
Box 18: 6
Personnel: 1950-1959
ca.1952-1959
Box 18: 7
Personnel: 1960-1969
1960-1967
Box 18: 8
Personnel: Andrews, Loring: 1960-1969
1965-1970
Box 18: 9
Personnel: Pilli, Norma M.: 1960-1969

ca.1967
Box 18: 10
Personnel: 1970-1979
1970-1975
Box 18: 11
Personnel: 1970-1979
1976
Box 18: 12
Personnel: 1970-1979
1977-1981
Box 18: 13
Personnel: 1980-1989
1981-1987
Box 18: 14
Personnel: 1980-1989
1988-1989
Box 18: 15
Personnel: Chandler, Harvey H.: 1980-1989
1981
Box 18: 16
Personnel: Christensen, Douglas A.: 1980-1989
ca.1981
Box 18: 17
Personnel: Dabney, Lewis S.: 1980-1989
ca.1981-1987
Box 18: 18
Personnel: executive retreat: 1980-1989
1983-1993
Box 18: 19
Personnel: Fredericks, Kenneth G.: 1980-1989
1981-1983
Box 18: 20
Personnel: Hahn, Dane: 1980-1989
ca.1985
Box 18: 21
Personnel: Hale, Judson D. Jr.: 1980-1989
1984
Box 18: 22
Personnel: Heckman, Richard D.: 1980-1989
ca.1981-1982
Box 18: 23
Personnel: Hooker, Kenneth W. Jr.: 1980-1989
ca.1981
Box 18: 24
Personnel: Hull, Dana: 1980-1989
ca.1981
Box 18: 25
Personnel: Klett, Stephen: 1980-1989
1981
Box 18: 26
Personnel: Kukulka, B. Michael: 1980-1989
1980-1983
Box 18: 27
Personnel: manual: 1980-1989
ca.1981-1984
Box 18: 28
Personnel: Muskie, Stephen O.: 1980-1989
1982-1985
Box 18: 29
Personnel: Nielsen, Robert N.: 1980-1989
1981-1987
Box 18: 30
Personnel: Phippard, Ed: 1980-1989
1981
Box 18: 31
Personnel: Pierce, John B. Jr. 1980-1989
1981-1982
Box 18: 32
Personnel: Porter, J.: 1980-1989
1981-1982
Box 18: 33
Personnel: Rowe, Kenneth E.: 1980-1989
1982-1984
Box 18: 34
Personnel: Sperry, Clint: 1980-1989
1984
Box 18: 35
Personnel: Sykas, Peter William: 1980-1989
1980-1984
Box 18: 36
Personnel: Who's Who at Yankee: 1980-1989
1980-1986
Box 18: 37
Personnel: 1990-1999
1990-1994
Box 18: 38
Personnel: 1990-1999
1995-1999
Box 18: 39
Personnel: employee survey: 1990-1999
1995, 1997
Box 18: 40
Personnel: YPI Publishing Star Award: 1990-1999
1996-1999
Box 18: 41
Pleasure Island: 1950-1959
1959 Jan.-Jun.
Box 18: 42
Pleasure Island: 1950-1959
1959 Jul.-1960
Box 18: 43
Production: 1990-1999
ca.1990-1995

Box 18: 44
Public Relations: 1950-1959
1950, 1958
OS 21: 8
Public Relations: 1970-1979
1970-1971
Box 18: 45
Public Relations: 1970-1979
1976-1980
Box 18: 46
Public Relations: 1990-1999
undated
Box 18: 47
Publishing: 1980-1989
1982-1984
Box 18: 48
Publishing: 1980-1989
1985
Box 18: 49
Publishing: American Heritage Press: 1980-1989
1985-1986
Box 18: 50
Publishing: American Heritage Press, meeting: 1980-1989
1984
Box 18: 51
Publishing: Bostonian: 1980-1989
1985
Box 18: 52
Publishing: Family Food Garden: 1980-1989
1981-1984
Box 18: 53
Publishing: Farmstead Press: 1980-1989
1984
Box 19: 1
Publishing: Healing magazine: 1980-1989
1985
Box 19: 2
Publishing: Metro Business: 1980-1989
1983-1984
Box 19: 3
Publishing: Navigator: 1980-1989
1985
Box 19: 4
Publishing: Navigator, business plan: 1980-1989
1985
Box 19: 5
Publishing: New England Council book: 1980-1989
1984
Box 19: 6
Publishing: New Hampshire Times: 1980-1989
1984
Box 19: 7
Publishing: New York Business Publications, Inc.: 1980-1989
1984
Box 19: 8
Publishing: Ovation: 1980-1989
ca.1984-1985
Box 19: 9
Publishing: Sailor magazine: 1980-1989
1984
Box 19: 10
Publishing: Scale Woodcraft: 1980-1989
1984-1985
Box 19: 11
Publishing: Sine Qua Non: 1980-1989
1985
Box 19: 12
Publishing: Tampa Bay Monthly: 1980-1989
1984
Box 19: 13
Publishing: Washington Weekly: 1980-1989
1985
Box 19: 14
Publishing: West Florida Life: 1980-1989
1984
Box 19: 15
Publishing: Yachts and Classics: 1980-1989
1984-1985
Box 19: 16
Sagendorph, Robb, obituary: 1970-1979
1970
Box 19: 17
Services: 1970-1979
ca.1970
Box 19: 18
Ventures unfulfilled: 1950-1959
1957-1960
Box 19: 19
Ventures unfulfilled, Almanac Caergybi: 1950-1959
1951-1954
Box 19: 20
Ventures unfulfilled, Neuer Bauernkalender (Austrian almanac): 1960-1969
1966
Box 19: 21
Ventures unfulfilled, purchase offers: 1960-1969
1962-1964
Box 19: 22
Ventures unfulfilled: 1970-1979
1970-1971
Box 19: 23
Ventures unfulfilled: 1970-1979
1972-1973
Box 19: 24

Ventures unfulfilled: 1970-1979
1977-1978
Box 19: 25
Ventures unfulfilled: 1970-1979
1979
Box 19: 26
Ventures unfulfilled: S.S. Pierce Company, Epicure: 1970-1979
1971
Box 19: 27
Ventures unfulfilled: 1980-1989
1980
Box 19: 28
Ventures unfulfilled: 1980-1989
1981
Box 19: 29
Ventures unfulfilled: 1980-1989
1982 Jan.-Sept.
Box 19: 30
Ventures unfulfilled: 1980-1989
1982 Oct.
Box 19: 31
Ventures unfulfilled: 1980-1989
1983
Box 19: 32
Yankee Magazine's Christmas in New England: 1990-1999
ca.1990-1999
Box 19: 33
Yankee Residency Program: 1980-1989
1982-1985
Box 19: 34
Series 6: Photographs
ca.1848-1895
Black, James Wallace: [Sheridan Rifles, Co. F, First Regiment M.V.M., in the ruins at Boston, Nov. 18, 1872, Congress Street, near Milk](#)
1872 Nov. 18
5x7 in. dry plate negative
Box :

Militia company standing at the ready in front of ruins of great Boston fire. Copy photo of an original framed and water-damaged print.

Bliss-Wood family photographs
ca.1848-1864
Box :

Cased images and carte de visite album.

[Bliss, Abby Maria Wood](#)
ca.1848
Ninth-plate daguerreotype
Box :

Half-length portrait of Wood, seated. Identified in pencil on verso.

[Bliss, Abby Maria Wood](#)
ca.1848
Sixth-plate daguerreotype
Box :

Half-length portrait of Wood. Identified as Wood by provenance and reference to other daguerreotype (mums732-s06-i003).

Unidentified man
ca.1848
Ninth-plate daguerreotype
Box :

Oval plate with no case, possibly associated with the Wood family.

Wood family photograph album
ca.1864
10 images
Box :

Carte de visite album with members of the Wood, Sweetser, Bliss, and Washburn families.

Lovell, J. L.: [Uncle Luke Sweetser \(Amherst, Mass.\)](#)
ca.1864
Carte de visite
Box : 1

Half-length portrait, seated. In pencil on verso: "An exhumed antiquity to show the arabs."

["Willie" \(s.l.\)](#)
ca.1864
Carte de visite
Box : 2

Vignetted portrait of infant.

Allen & Rowell: [Aunt Goldsbury \(Boston, Mass.\)](#)
ca.1864
Carte de visite
Box : 3

Vignetted portrait of elderly woman.

Claffin's: [Mrs. Abby M. Wood "My mother" \(Worcester, Mass.\)](#)
ca.1864
Carte de visite
Box : 4

Vignetted portrait of elderly woman; possibly a copy print from an older image.

Johnson, Williams, & Co.: [Cousin Mary Sweetser \(New York, N.Y.\)](#)
ca.1864
Carte de visite
Box : 5

Vignetted portrait.

Spooner, J. C.: [Cousin Charles Sweetser \(Springfield, Mass.\)](#)

ca.1864
Carte de visite
Box : 6

Vignetted portrait.

[Willis R. Bliss \(Amherst, Mass.?\)](#)

1865 June 20
Carte de visite
Box : 7

Vignetted portrait inscribed on verso: "Willis R. Bliss / Aged 13 June 20th 1865"

[Willman H. Bliss \(Amherst, Mass.?\)](#)

1864
Carte de visite
Box : 8

Vignetted portrait inscribed on verso: "Wilman H. Bliss / Aged 13 June 20th 1865"

Ely, E. C.: [George and William Washburn \(Greenfield, Mass.\)](#)

ca.1864
Carte de visite
Box : 9

Double portrait of the children of Congressman William B. Washburn.

Brady's National Photographic Portrait Galleries: [William B. Washburn \(New York, N.Y.\)](#)

ca.1864
Carte de visite
Box : 10

Half-length portrait of Congressman, seated.

[Great Stone Dam on the Merrimack River \(Lawrence, Mass.\)](#)

ca.1895
5x7 in. dry plate negative
Box :

View up the river across the falls.

Suzuki: [Brown, Arthur M.](#)

ca.1895
5x7 in. dry plate negative
Box :

Image of Brown in uniform. In 1894, Brown enlisted as a cabin boy aboard the yacht Eleanor during its two-year, round the world cruise. Owned by the textile manufacturer William A. Slater, of Norwich, Conn., the Eleanor arrived in Japan in May 1895.

Administrative information

Access

The collection is open for research.

Provenance

Gift of Yankee Publishing, 2012.

Processing Information

Processed by Megan O'Laughlin, Aug. 2013.

Separated Material

A complete run of Yankee Magazine and a nearly complete run of Old Farmer's Almanac are housed with the rare book collections.

Yankee Publishing maintained a file of other almanacs that have

In the early 1960s, Yankee Publishing purchased an extensive collection of glass plate negatives taken by Alton "Blackie" Blackington between 1919 and 1943, mostly depicting New England personalities and scenes. These have been catalogued as a separate collection (PH 061).

Language:

English

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Search terms

Subjects

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- Old Farmer's Almanac
- Periodicals--Marketing
- Publishers and publishing--New Hampshire
- Yankee Magazine

Contributors

- Yankee Publishing Incorporated [main entry]
- Sagendorph, Robb Hansell
- Hale, Judson D.
- Trowbridge, Rob

Genres and formats

- Almanacs
- Photographs

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