

Yankee Publishing Incorporated Records

1920-1922

19 boxes (9.5 linear feet)

Call no.: MS 732

Read collection overview [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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Background on Yankee Publishing

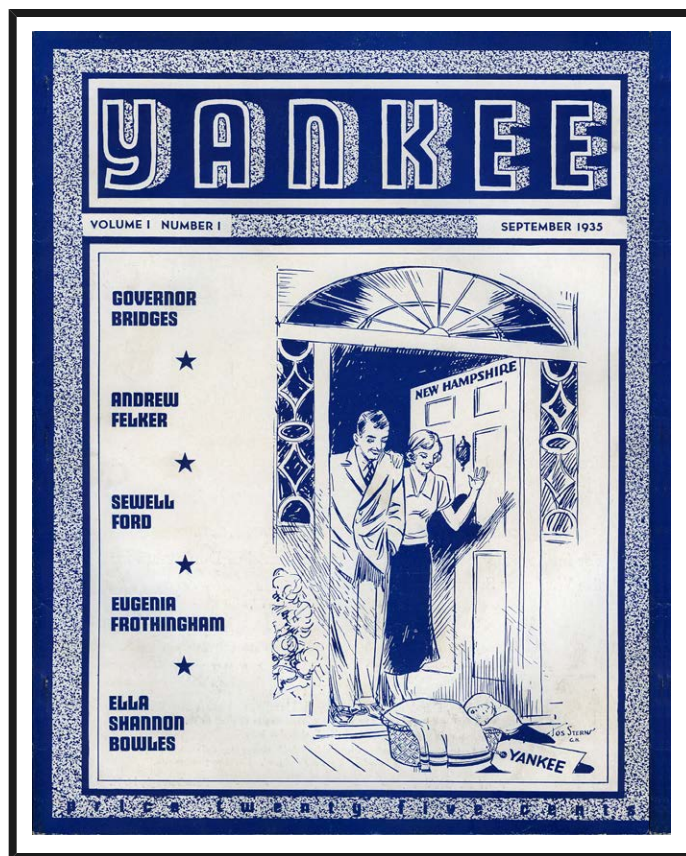
An independent, family-owned corporation based in Dublin, N.H.,

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.

Collection 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
		undated	Box 1: 22

- Hope, Bob

• 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
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• Reddy, D. Raghava	1951-1971	Box 1: 45
• Reynolds, John	1944	Box 1: 46
• Rhode Island Historical Society	1987	Box 1: 47
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• 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
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• This is Yankee, part 2	ca.1939	Box 2: 11
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• 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

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• 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
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• 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

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1936-1939

Box 3: 15

ca.1941-1963

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Advertising: general: 1940-1949		
Advertising: promotion: 1940-1949	ca.1940-1949	Box 3: 17
Advertising: testimonial letters: 1940-1949	ca.1938-1949	Box 3: 18
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Advertising: classified: 1970-1979	1976-1979	Box 3: 22
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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
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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
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Advertising: ski race: 1980-1989	1981-1984	Box 4: 7
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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
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Circulation: 1950-1959	ca.1950-1981	Box 5: 21
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Circulation: correspondence: 1970-1979	ca.1970-1979	Box 5: 26
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Circulation: fulfillment: 1970-1979	1974-1976	Box 5: 28
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Editorial: Oracle: 1960-1969	1961-1963	Box 6: 33
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Editorial: Vermont Life: 1960-1969	1963	Box 7: 6
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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
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Editorial: 1980-1989	1980-1989	Box 7: 22
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Production: Judd and Detweiler, Inc., termination: 1980-1989	1984-1986	Box 8: 6
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Personnel: 1940-1949	1941-1946	Box 18: 6
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Personnel: Hahn, Dane: 1980-1989	ca.1985	Box 18: 21
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Personnel: Klett, Stephen: 1980-1989	1981	Box 18: 26
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Personnel: Who's Who at Yankee: 1980-1989	1980-1986	Box 18: 37
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Publishing: American Heritage Press, meeting: 1980-1989	1984	Box 18: 51
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Publishing: Farmstead Press: 1980-1989	1984	Box 19: 1
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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
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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
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Ventures unfulfilled: 1970-1979	1979	Box 19: 26
Ventures unfulfilled: S.S. Pierce Company, Epicure: 1970-1979	1971	Box 19: 27
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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.

<ul style="list-style-type: none"> • 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).			
<ul style="list-style-type: none"> • Unidentified man 	ca.1848	Ninth-plate daguerreotype	Box :
Oval plate with no case, possibly associated with the Wood family.			
<ul style="list-style-type: none"> • Wood family photograph album 	ca.1864	10 images	Box :
Carte de visite album with members of the Wood, Sweetser, Bliss, and Washburn families.			
<ul style="list-style-type: none"> • 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."			
<ul style="list-style-type: none"> • "Willie" (s.l.) 	ca.1864	Carte de visite	Box : 2
Vignetted portrait of infant.			
<ul style="list-style-type: none"> • Allen & Rowell: Aunt Goldsbury (Boston, Mass.) 	ca.1864	Carte de visite	Box : 3
Vignetted portrait of elderly woman.			
<ul style="list-style-type: none"> • Claflin'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.			
<ul style="list-style-type: none"> • Johnson, Williams, & Co.: Cousin Mary Sweetser (New York, N.Y.) 	ca.1864	Carte de visite	Box : 5
Vignetted portrait.			
<ul style="list-style-type: none"> • Spooner, J. C.: Cousin Charles Sweetser (Springfield, Mass.) 	ca.1864	Carte de visite	Box : 6
Vignetted portrait.			
<ul style="list-style-type: none"> • 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"			
<ul style="list-style-type: none"> • Willman H. Bliss (Amherst, Mass.?) 	1864	Carte de visite	Box : 8
Vignetted portrait inscribed on verso: "Wilman H. Bliss / Aged 13 June 20th 1865"			
<ul style="list-style-type: none"> • 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.) Half-length portrait of Congressman, seated.	ca.1864	Carte de visite	Box : 10
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Great Stone Dam on the Merrimack River (Lawrence, Mass.) View up the river across the falls.	ca.1895	5x7 in. dry plate negative	Box :
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Suzuki: Brown, Arthur M. 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.	ca.1895	5x7 in. dry plate negative	Box :
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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

Copyright and Use (More information)

Cite as: Yankee Publishing Company Records (MS 732).

Special Collections and University Archives, UMass Amherst Libraries.

Search terms

Subjects

- Almanacs, American
- New England periodicals
- New England--Description and travel
- New England--History
- New England--Social life and customs
- Old Farmer's Almanac
- Periodicals--Marketing
- Publishers and publishing--New Hampshire
- Yankee Magazine

Names

- Hale, Judson D.
- Sagendorph, Robb Hansell
- Trowbridge, Rob

Genre terms

- Almanacs
- Photographs

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