

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

### 1. Name of Property

historic name McCleery Calendar Factory

other names/site number The McCleery Company, McCleery-Cumming Company

### 2. Location

street & number 632 E. 3<sup>rd</sup> Street

city or town Washington

state Iowa

code IA

county Washington

code 183

zip code 52353

N/A

not for publication

N/A

vicinity

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this x nomination    request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property x meets    does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

   national    statewide x local

[Signature]  
Signature of certifying official/Title

28 APRIL 2015  
Date

State Historical Society of Iowa  
State Historic Preservation Office

In my opinion, the property    meets    does not meet the National Register criteria.

Signature of commenting official

Date

Title State or Federal agency/bureau or Tribal Government

### 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register

   determined eligible for the National Register

   determined not eligible for the National Register

   removed from the National Register

   other (explain:)

[Signature]  
Signature of the Keeper

6/15/2015  
Date of Action

McCleery Calendar Factory  
Name of Property

Washington County, Iowa  
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**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

**Category of Property**  
(Check only **one** box.)

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		<b>Total</b>

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

N/A

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

**Current Functions**  
(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION /  
manufacturing facility

VACANT / NOT IN USE

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

**Materials**  
(Enter categories from instructions.)

OTHER

foundation: Brick

walls: Brick

roof: Asphalt

other: \_\_\_\_\_

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## Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

### Summary Paragraph

The McCleery Calendar Factory is located at 632 E. 3<sup>rd</sup> Street on the east side of Washington, Iowa, about two blocks south of the railroad tracks and about six blocks northeast of downtown. Small and large industrial and commercial buildings are scattered along the railroad corridor in Washington, with the Chicago, Rock Island, and Pacific freight depot remaining along the tracks to the north of this property. The Baxter Coal Company was historically on the south side of 3<sup>rd</sup> Street on this block, with a feed mill at the west end of the north side of the block. The surrounding blocks to the south, east, and west were historically and are currently residential. The McCleery Calendar Factory is a two-story brick building constructed in 1923, measuring roughly 66 by 123 feet including its later additions. The original building was L-shaped, extending along E. 3<sup>rd</sup> Street to the south and N. 7<sup>th</sup> Avenue to the east. The first addition filled in the “L” in 1931, and a rear brick addition was built in 1935. The small one-story office addition on the west side was built in 1945. The factory building is functional in its design, with brick pilasters and an arched recessed entry as the main architectural elements. The interior is primarily an open floor plan, with columns throughout the building. The building retains excellent historic integrity.

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## Narrative Description

The McCleery Calendar Factory is a two-story brick building constructed in 1923, with three later additions. The main entry is located near the west end of the south (3<sup>rd</sup> Street) side. This side is divided into six bays by brick pilasters, with the entry section slightly narrower than the other sections. The pilasters are connected across the frieze, accented by five rows of brick corbeling. The entry area is recessed under a brick arch opening, with doors to the east and west within the vestibule. The first story windows fill the entire width of each bay. These metal windows – eight by six lights – have a metal screen on the outside of the glass. The center sections tilt open. The second story windows are smaller, four by four lights. These multi-light metal windows also have a center section that tilts open. Each bay has two six-light metal basement windows as well. These windows also have the metal screen on the outside of the glass. A row of soldier bricks and a setback rowlock brick course extends across the building above the basement windows at the height of a water table. The office addition constructed on the west side of the building in 1945 protrudes slightly from the façade line of the remainder of the building. It is constructed with tan brick, somewhat in contrast to the dark red brick of the original factory building. The brick walls terminate in a parapet wall on the south and north sides. The brick veneer covers the foundation on this addition as well, with a course of soldier bricks and a course of rowlock bricks around the addition at the “top” of the foundation to complement the original building. It has a window on the south side similar to the second story windows – four by four metal window with a tilting center section.

The east side of the original section of the building has features identical to the south side. It is likewise divided into six bays by brick pilasters, which are also connected across the frieze and accented by five rows of brick corbeling. The first story eight-by-six-light metal windows fill the entire width of each bay, and they have a metal screen on the outside of the glass. The second story windows are smaller, four by four light metal windows. Both sets of windows have a center section that tilts open. Each bay on this side also has two six-light metal basement windows with metal screens on the outside of the glass. A row of soldier bricks and a

McCleery Calendar Factory  
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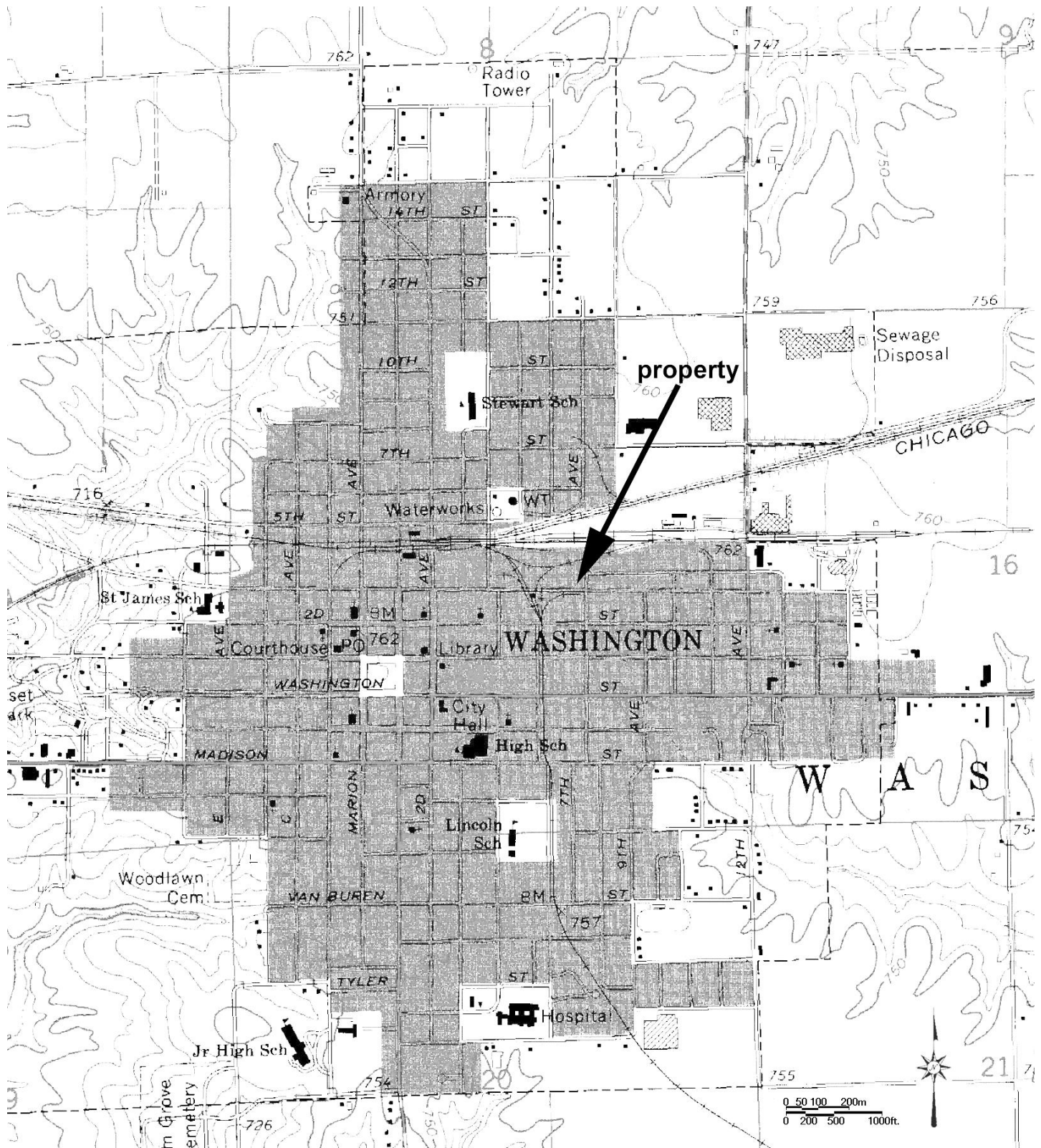


Figure 1. Location map for the McCleery Calendar Factory.  
(USGS topographic quadrangle map, Iowa Geographic Map Server)



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**Figure 2. McCleery Calendar Factory property, with National Register boundary indicated (McCarley 2014).**  
*2010 aerial photography from Washington County GIS (Quonset additions since demolished)*  
*(aerial photography offset – NRHP boundary follows parcel boundary, including all of building foundation)*

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setback rowlock brick course extends across this portion of this side of the building above the basement windows at the height of a water table. The remainder of the east side of the building is the side of the 1935 rear addition. This addition has a large door in the north half, with stairs leading up to a loading platform. Two four-by-four-light metal windows are located to the south of this side entry, with one to the north. Three similar windows are found on the second story, and no basement windows are found in the concrete foundation.

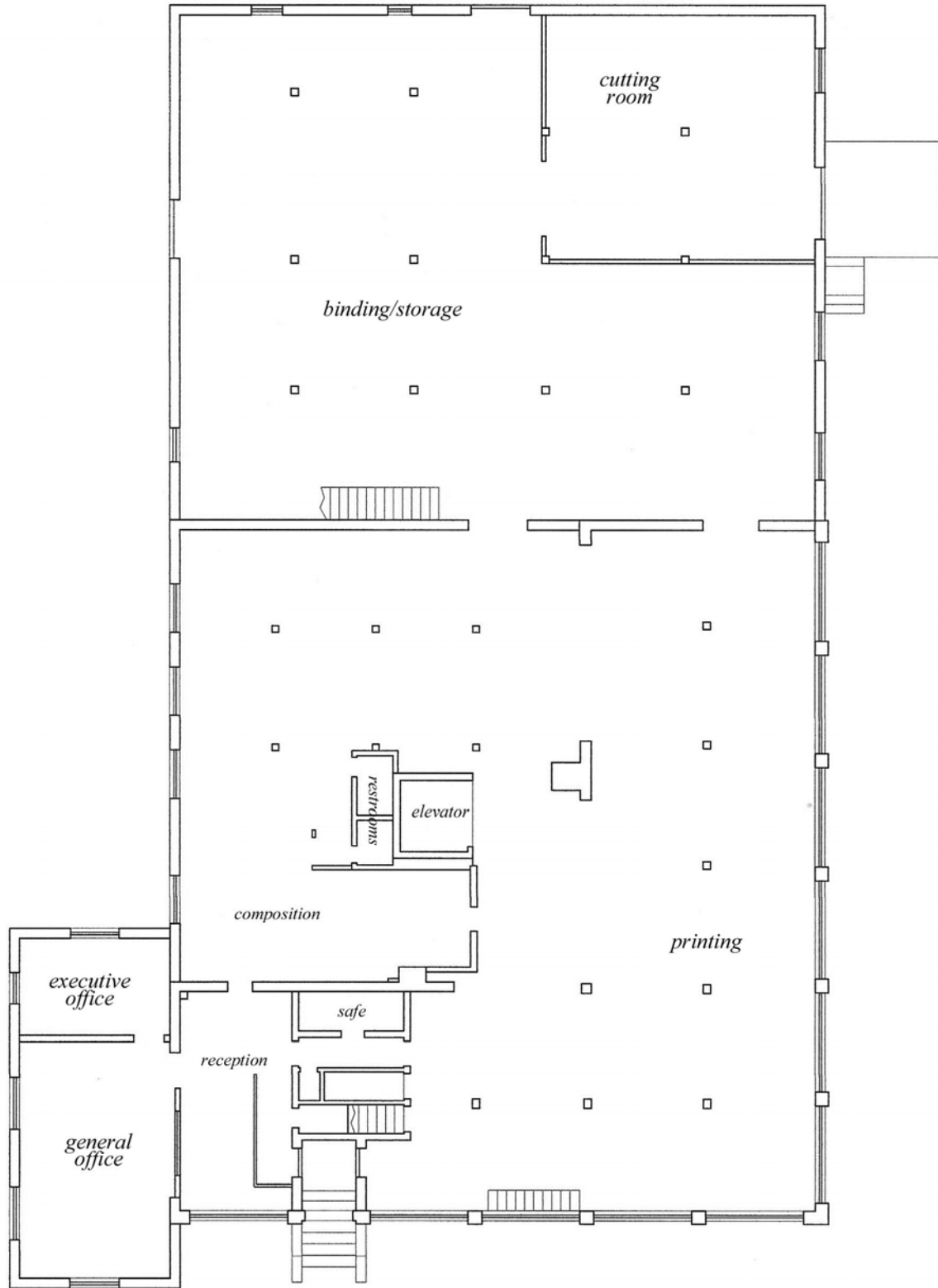
The west side elevation is composed of portions of all four sections of the building. The south half of the two-story building is the original 1923 building, with a seam evident in the brick between this section and the 1931 rear addition that was built within the corner of the original L-shaped building (above the side addition). This addition was built with tile blocks clad in brick veneer as well. The small office addition on the south end of this side was built around 1945, and it covers the south two bays of the original building. The west side has two large multi-light (four by four) metal windows and a smaller six-light window. The north side has a large multi-light (four by four) metal window. The west side of the original 1923 building appears to have originally been two bays in width, with an additional five bays added on the west side with the 1931 addition. The exposed portion of the first story has four multi-light (four by four) metal windows (four north bays) within this 1931 addition. Four multi-light (four by four) metal windows remain in the four south bays on the second story (two in 1923 section and two in 1931 addition), with the window in the sixth bay to the north converted for ventilation. Three six-light windows are found on the basement level of the 1931 section, which is also clad in brick veneer. The west side of the 1935 addition is then to the north of the 1931 addition. A Quonset warehouse addition dating to the early 1950s on the side of this rear addition has also been removed in the last few years, leaving the concrete foundation. A large double-door entry is roughly centered on the first story, with evidence of two earlier windows bricked in for the creation of this entry. A covered six-light window is found to the south of these windows. Two large multi-light (four by four) metal windows are found on the south half of the second story. Two large entries were also cut in the foundation to provide access into the basement of the warehouse side addition, and a six-light basement window remains between them.

The north/rear side of the building is the north side of the 1935 rear addition. It has another large sliding wood door near the center, with evidence of two large windows on the first story bricked in. Two small windows remain to the west of the rear entry, one covered and the other with a six-light metal sash. Three large openings have been filled with wood on the second story, with a six-light metal window to either side. A Quonset rear addition to this section, added in the 1950s, was removed in the last few years, with a portion of the roof above the brick building remaining. This demolished addition was located on a separate parcel, which is under separate ownership and has not been included in the National Register boundary for the property.

The interior of the building is primarily open space. The entry on the south side had a door to the east into the factory space and a door to the west in to the office area (Figure 3). The original L-shaped building has wood posts in the center of the east and south sides, and metal beams span the large areas of removed walls. The presses were historically located through this space, with large concrete columns in the basement to support the weight on the floors. Stairs to the second story and a hall with a safe are located near the center of the south side to the north of the entry area. Stairs to the basement are also located to the east along the south wall. An office / reception area is located in the southwest corner of the original building (accessed from the west door within the entry), with the office addition with two rooms then built to the west. The elevator is located further to the north, within the 1931 addition to the building. Bathrooms are located on the west side of the elevator. This section also has several columns through the middle of the space, and it was used for composition in the 1940s and 1950s. The first story of the 1935 rear addition is likewise largely open space with columns. A set of stairs to the second story extends along the south side, next to a large door leading into the rear of the original building. This addition space was utilized for binding and storage in the 1940s and 1950s. A room was partitioned in the northeast corner of this addition, used as the cutting room in the 1940s and 1950s.

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First story  
McCleery Calendar Factory  
Washington, Iowa

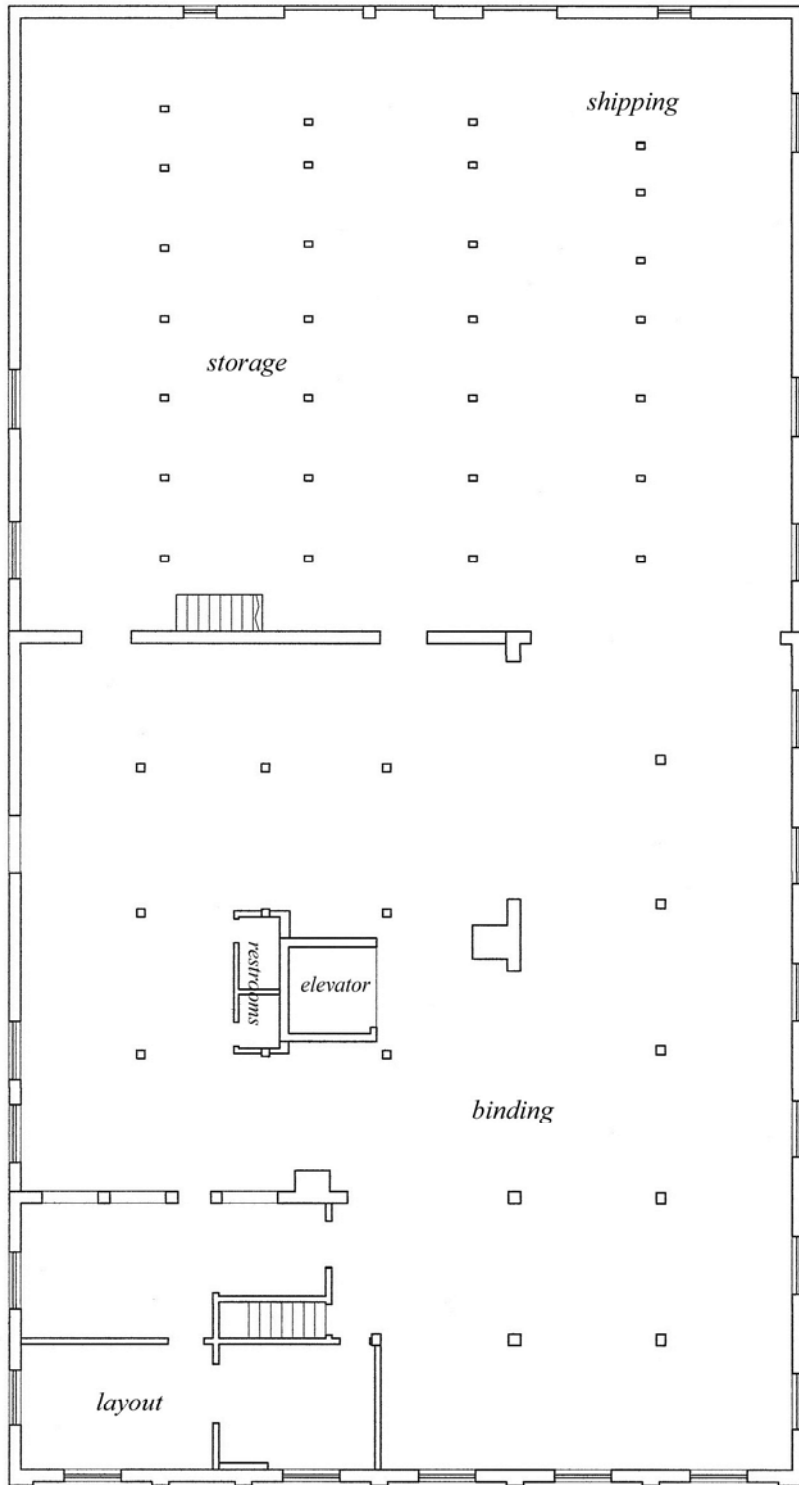


1/16"=1' (sketch of general layouts)  
R.L. McCarley, SPARK Consulting  
June 2014

Figure 3. First story of McCleery Calendar Factory.

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Second story  
McCleery Calendar Factory  
Washington, Iowa



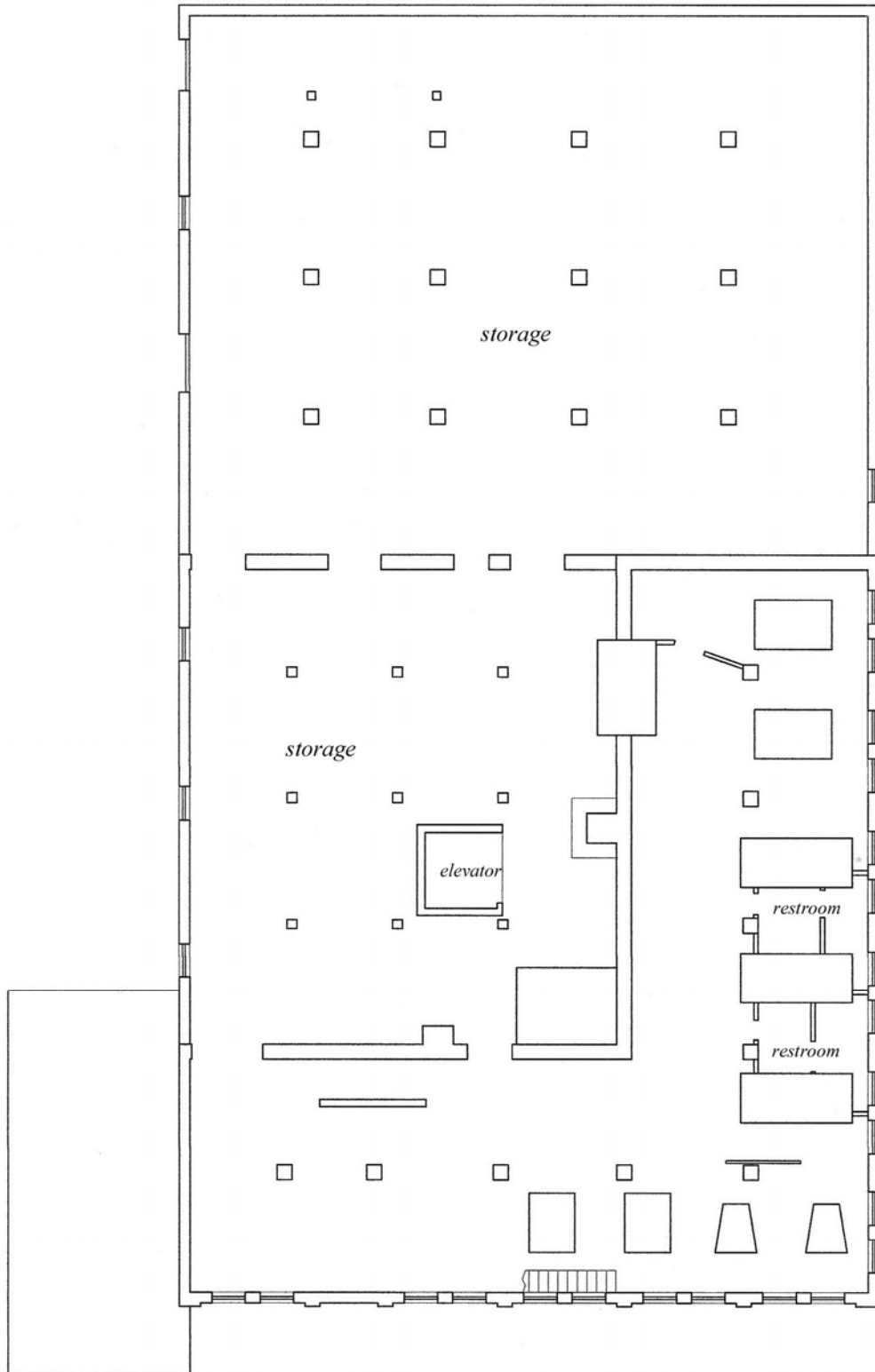
1/16"=1' (sketch of general layouts)  
R.L. McCarley, SPARK Consulting  
June 2014

Figure 4. Second story of McCleery Calendar Factory.



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Basement  
McCleery Calendar Factory  
Washington, Iowa

1/16"=1' (sketch of general layouts)  
R.L. McCarley, SPARK Consulting  
June 2014

Figure 5. Basement of McCleery Calendar Factory.

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The second story is primarily open space, with columns supporting the structure of the building (Figure 4). Part of the north wall of the original building remains in the south section of the second story, with two rooms, the stairs, and a small room to the south of it. Cabinets and large tables remain in two rooms in the southwest corner. The west wall of the original building has generally been removed, with columns and metal beams installed to provide open space from the 1923 to 1931 sections. The elevator and restrooms are located in the south part of the 1931 addition. Columns are regularly located throughout this section of the building, which was used for calendar binding and production in the 1940s and 1950s. The second story of the rear 1935 addition is likewise open space dotted with columns. It provided storage space in the 1940s and 1950s.

The basement is slightly raised with six-light windows for light and ventilation (Figure 5). Large battered concrete piers extend under the original L-shaped building, installed to support the heavy printing equipment on the first story. Small bathrooms have been partitioned between the columns on the east side. Brick columns provide additional support in this section. In an interview with former office manager (later vice president) Robert Nicola in 1990, he noted that pillars were added as the company expanded and added more presses. The original pillars poured also vibrated with the floor, so they were removed and replaced with the battered columns, wider at the base (Rachel Nicola, "Trip to the past in old factory," *Washington Evening Journal*, June 21, 1990). The basement of the 1931 and 1935 additions are larger, more open spaces. The elevator extends to the basement level near the southeast corner of the 1931 addition, with wood columns supporting large beams throughout the remainder of the space. The rear 1935 section has concrete columns supporting large wood beams. The basements of these additions were used as storage space. The Quonset addition to the west of the 1935 addition extended the basement storage space under this section, with only the concrete foundation/basement remaining as noted above.

The McCleery Calendar Factory retains excellent historic integrity. Few alterations have been made to the building since The McCleery-Cumming Company vacated the property in 1958. The main changes have been the demolition of the 1950s Quonset storage additions to the west and to the north (rear) of the rear addition of the building. The building remains on its original site and within a similar setting as during the calendar factory operations here from 1923 to 1958. The overall integrity of design, workmanship, and materials is intact. It retains its association to the McCleery Calendar Factory and the overall feeling of a factory building. Specific aspects of the integrity of the property include:

**Location:** The McCleery Calendar Factory remains on its original site at the northwest corner of E. 3<sup>rd</sup> Street and 7<sup>th</sup> Avenue on the east side of Washington.

**Setting:** The setting of the McCleery Calendar Factory has historically been and currently is on the south side of the railroad corridor through Washington, with some commercial uses on the immediate block and residences on the blocks to the east, south, and west of the property.

**Design:** The overall functional design of the building remains intact. The architectural detailing is simple yet distinct, with pilasters and brick corbelling as the primary architectural features. The building retains its original multi-light metal windows, and the interior remains largely open space with columns.

**Materials:** Brick is the dominant exterior material for this building, and the brick walls and details are intact throughout the building. The building retains excellent integrity of its other historic materials as well, including multi-light metal windows, wood columns, wood floors, and window and door trim.

**Workmanship:** The historic workmanship of the building continues to be strongly reflected in the overall historic design elements and materials of the building.

**Feeling:** The overall feeling of the building is that of a large historic brick factory building in Washington.

**Association:** The building retains a strong association to its original function as the McCleery Calendar Factory, with the overall exterior design and interior layout continuing to date to this use.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

Industry  
Commerce  
Architecture

**Period of Significance**

1923-1958

**Significant Dates**

1923  
1931  
1935  
1945

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

**Architect/Builder**

unknown

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The McCleery Calendar Factory is nominated at a local level of significance under Criterion A for its significance within the industrial and commercial history of Washington, Iowa, and under Criterion C for its industrial architecture. McCleery Calendar Factory was a significant local business and one of a handful of local manufacturing firms throughout the period of significance from 1923 to 1958. The factory was constructed for the growing business in 1923, with additions in 1931, 1935, and 1945 to provide additional production and storage space. The factory building was one of the largest industrial buildings in Washington at the time of its construction, with simple architectural details to accentuate the functional nature of the building. The business became the McCleery-Cumming Company on January 1, 1945 after acquiring the calendar division of the Newman-Rudolph Lithographing Company in Chicago. Demand for additional lines of advertising calendars grew rapidly with this merger and the strong post-World War II economy. The company continued to operate here into the late 1950s when it completely outgrew this building, moving to a larger facility on the south side of Washington in 1958 where it continued to operate until 2004.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

The McCleery Calendar Factory is nominated under Criterion A for its significance within the industrial and commercial history of Washington. Hugh H. McCleery started a calendar business in the basement of his home at 615 E. Main Street in 1905, expanding into a small building at the rear of his house in 1910 and into a two-story building at the rear of his residential lot in 1913. This factory at 632 E. 3<sup>rd</sup> Street was then constructed two blocks north of his house in 1923 specifically as the McCleery Calendar Factory. The construction marked a deliberate point in the expansion and growth of the company, which continued to grow through the 1930s. Additions to significantly enlarge the production and storage spaces were constructed in 1931 and 1935. Hand tinted color calendars were supplemented by four color printed calendars in the 1930s and options for calendar lines and styles continued to increase. The company was one of the two leading industries in Washington through the 1920s and 1930s, continuing to grow through the 1940s and 1950s. In December 1944, they purchased the calendar division of the Newman-Rudolph Lithographing Company of Chicago, becoming the McCleery-Cumming Company on January 1, 1945. A small west addition was then constructed in 1945 for additional office space. Demand for additional lines of advertising calendars grew rapidly with this merger and the strong post-World War II economy. The McCleery-Cumming Company produced calendars in Washington for distributors, who then sold the calendars through their network of salesmen. By the late 1950s, they were noted as the second largest manufacturer of religious calendars in the United States. With additional calendar lines and distributors added through the 1950s, additional space was required for both production and storage. The need for a larger facility resulted in the purchase of the property in 1956 by The Washington Industrial Corporation to facilitate the construction of the new plant on the south side of Washington at 915 S. Tyler, where the McCleery-Cumming Company then moved in May 1958. They continued to produce numerous lines of calendars in Washington, recognized as largest publisher of calendars in the advertising specialties industry by the 1980s. The company was locally owned by the management of the McCleery-Cumming Company through 1993 when it was sold to Bemrose. The factory continued to operate in Washington until 2004.

The McCleery Calendar Factory is also nominated under Criterion C for its locally significant industrial architecture. Washington is a small county seat town in southeast Iowa, reporting a population of 4,814 in 1930. This factory is among only a handful of industrial buildings in Washington, and it is one of the two largest buildings. The only extant historic industrial/wholesale building similar in overall square footage to the McCleery Calendar Factory is the three-story brick Mills Seed Company (later The Curran Company, 100 x 40 feet), built in 1907 on the north side of the railroad tracks at 614 N. 7<sup>th</sup> Avenue and recently moved closer to



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downtown at 216 N. Iowa (Iowa Site Inventory #92-00471, listed as contributing within the Washington Downtown Historic District in 2013). Thus, the McCleery Calendar Factory, a two-story 123 by 66 foot brick building with a full basement, is the largest historic (pre-World War II) industrial building that remains on its original site in Washington. The other industrial/commercial buildings near the railroad tracks are one-story buildings, and they typically have a much smaller footprint. In comparison to the Mills Seed Company and other one-story industrial brick buildings in Washington, the two-story brick McCleery Calendar Factory stands out for its architectural design. The architectural detailing is simple yet distinct, with pilasters and brick corbelling as the primary architectural features. The entry is accented by an arched recessed vestibule. The simple use of these design features is typical for industrial architecture in larger cities. This type of building is an excellent example of the more functional architecture associated with manufacturing and warehouse buildings. The significance of these buildings derives from their utilitarian form and functionality, as well as their simpler design elements. These details often accentuate the underlying structural elements of the building. The exterior brick pilasters of the McCleery Calendar Factory align with the interior structural columns. The large multi-light metal first story windows provided ample light for the interior press operations on the first story, with smaller multi-light metal windows on the second story offering light for binding operations. The raised foundation and basement windows provided light for storage in the basement as well. Thus, the simple functional architectural design of the McCleery Calendar Factory defined by its brick pilasters, arch entry, brick corbeling, and large windows is significant within context of industrial buildings.

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**Developmental history/additional historic context information (if appropriate)**

***Launch and early development of the calendar company by Hugh H. McCleery, 1905-1923***

In 1905, Hugh McCleery launched a small calendar and job printing business that would become one of Washington's largest industries and the leader in advertising calendars. Hugh Hutchins McCleery was born on November 28, 1872 in Waterman, Dekalb County, Illinois, and grew up in Kansas. He moved to Washington, Iowa, to attend the Washington Academy, graduating in 1895. While in school, he learned the printer's trade by working at the *Washington Gazette*. Hugh McCleery then worked as the city editor of *Evening Journal* from 1895 to 1905, and he served in the Spanish-American War in 1898. This newspaper served the needs of the small county-seat town of Washington, which had a population of 4,255 in 1900. On May 22, 1902, he married Ola (Viola) Hamilton, who grew up in Washington. The 1903 city directory lists Hugh McCleery as the city editor of the *Evening Journal* and living at 615 E. Main Street with wife Ola. His experience working in printing in the *Gazette* office led him to start manufacturing calendars in his basement in 1905 (house sustained a fire in December 1924, then rebuilt/repaired). Hugh McCleery operated as designer, manufacturer, and salesman for the first six years, traveling to market and sell his calendars ("Hugh H. McCleery, Long Prominent in Washington Community, Is Dead," *Washington Evening Journal*, March 18, 1946, 1; "Washington's Manufacturing Plants Today Would Surprise Pioneers," *Evening Journal*, County centennial edition, July 1936, 58; "Firm Founded in 1905," *Washington Evening Journal*, May 14, 1958, 12). The 1908 city directory lists him as a job printer. One known early calendar, dating to 1908, was printed as a promotional calendar for Central Dry Goods Store in Keokuk, with a ribbon for hanging it. The imprint notes that it was made by H. McCleery Co. of Washington ("1908 Keokuk Store Calendar," *Des Moines Register*, January 2, 1972, 19).

In 1910, Hugh H. McCleery built a small building behind his house to expand his operations, which was then replaced by a larger building in 1913. The 1910-11 city directory lists Hugh H. McCleery as a job printer at 615 E. Main Street, also living at the same address. He is listed as a 35-year-old printer of advertising specialties in the 1910 census, living with wife Ola (31), son Richard (7), and daughter Agnes (1). The calendar business quickly outgrew the small building on his lot, and he built a larger two-story 24 by 60 brick building in 1913 for the operations (demolished). This building is depicted on the 1917 Sanborn map along the alley behind his house (Figure 6). It is noted as still standing in 1958 ("Washington's Manufacturing Plants Today Would

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Surprise Pioneers," *Evening Journal*, County centennial edition, July 1936, 58; "Firm Founded in 1905," *Washington Evening Journal*, May 14, 1958, 12). The business, however, does not yet appear to have attracted much local attention, as it is not covered in the special 20<sup>th</sup> anniversary edition of the *Evening Journal* published on April 26, 1913.

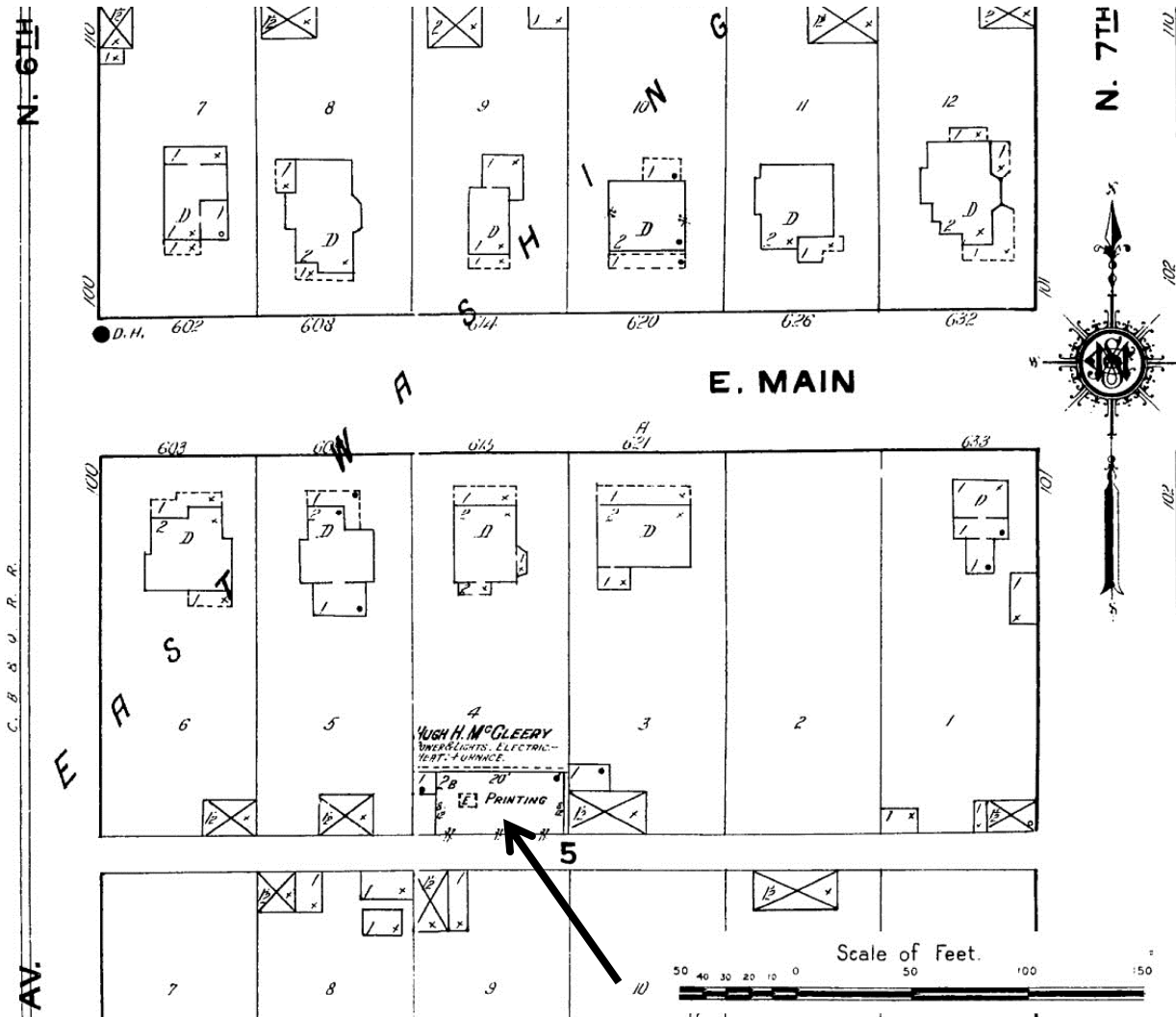


Figure 6. Residence and early factory of Hugh H. McCleery on 1917 Sanborn fire insurance map (Sanborn Map Company 1917: 4)

The calendar business of Hugh H. McCleery continued to grow through the end of the 1910s and into the 1920s. The 1917 city directory then lists Hugh H. McCleery as a calendar manufacturer at 615 E. Main Street. The 1920 census likewise lists Hugh McCleery (45) as a printer for a calendar factory, living with wife Ola (40), son Richard (15), and daughter A. Carolyn (11). His business grew largely through sale of the "art calendar" for advertising purposes. The "art calendar" for business advertising reportedly originated in Red Oak, Iowa by Thomas B. Murphy and Edmund Osbourne. They wished to have a woodcut of the new Montgomery County courthouse for an article in their local newspaper, and they utilized the image as a centerpiece on a wall calendar with advertisements around it to finance it. The Thomas D. Murphy Company was incorporated in 1900, with a large building constructed in Red Oak in 1903. The first color calendar art was later produced in 1902. The company continued to be the largest producer of calendars in Iowa through the first half of the 20<sup>th</sup> century. It operated in Red Oak until 2002 (Senden 2008: 44-50; Patricia Cooney, "One calendar isn't enough for women on the run," *Des Moines Register*, December 29, 1974, 1E, 5E; Dallmeyer 2014).

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### **Construction of the McCleery Calendar Factory and development of the company, 1923-1944**

The construction of this two-story building at 632 E. 3<sup>rd</sup> Street in 1923 appears to have been associated with a deliberate move by Hugh H. McCleery to expand his calendar business. In addition to the physical growth, this expansion was also slightly preceded and marked by a conscious effort to recruit salesmen throughout the United States to sell his calendars. Hugh McCleery advertised: "Wanted – Salesmen, exceptional opportunity, hustlers earnings big, Write McCleery Calendar Factory, Washington, Iowa." The same advertisement appeared in newspapers across the country, including running for several months in certain markets. A sample of the range of locations for this advertisement includes:

- *The Daily Northwestern*, Oshkosh, WI, November 3, 1922, 11
- *Muskogee Times-Democrat*, Muskogee, OK, January 1, 1923, 9
- *Logansport Pharos-Tribune*, Logansport, IN, January 5, 1923, 11
- *The Register*, Sandusky, OH, January 5, 1923, 11
- *Hamilton Evening Journal*, Hamilton, OH, January 5, 1923, 14
- *Oakland Tribune*, Oakland, CA, January 5, 1923, 37
- *Waterloo Evening Courier*, Waterloo, IA, January 12, 1923, 16
- *Portsmouth Herald*, Portsmouth, NH, January 18, 1923, 7
- *Janesville Daily Gazette*, Janesville, WI, January 19, 1923, 11
- *San Antonio Express*, San Antonio, TX, January 26, 1923, 17
- *Hammond Times*, Hammond, IN, February 3, 1923, 1
- *Salt Lake Tribune*, Salt Lake City, UT, February 4, 1923, 20
- *Brooklyn Daily Eagle*, Brooklyn, NY, February 18, 1923, D7
- *Santa Fe New Mexican*, Santa Fe, NM, March 10, 1923, 7
- *Sheboygan Press Telegram*, Sheboygan, WI, April 7, 1923, 11
- *Las Vegas Daily Optic*, Las Vegas, NV, May 14, 1923, 3
- *Nevada State Journal*, Reno, NV, November 9, 1923, 5
- *Daily Kennebec Journal*, Augusta, ME, November 24, 1923, 7
- *Billings Gazette*, Billings, MT, January 27, 1924 (also ad for Kenyon Company)

The advertisement was then slightly revised to "Hand colored calendars. Hustlers earning big. Write Hugh H. McCleery, Washington, Iowa" by November 1923 for several newspapers and continued to run through April 1924. This appears to have been associated with the completion of the new calendar factory.

On July 3, 1923, Hugh H. McCleery bought "fractional lot 1" in the Northeast Addition at 632 E. 3<sup>rd</sup> Street from Anna L. Berquist and husband to build a larger, more substantial calendar factory. The location was strategic, located immediately south of several railroad lines. The two-story building was then constructed of tile block construction, clad in brick veneer. The calendar printing and production moved from the two-story building to the rear of his house to this new McCleery Calendar Factory. The old building was vacant by April 1924, when the newspaper reported that McCleery had rented his old calendar factory to the Linder-Iverson Ice Cream Company of Fairfield, which was planning to run a wholesale ice cream factory in town ("Washington, IA," *Davenport Democrat and Leader*, April 9, 1924, 19). On November 18, 1924, Hugh H. McCleery then bought "fractional lot 2" to the west of his new building from Solomon Allen, providing room for potential future expansion.

The McCleery calendar business grew through this period with their George Washington line of calendars, featuring a hand colored image ("Firm Founded in 1905," *Washington Evening Journal*, May 14, 1958, 12). Calendars continued to be marketed nationally through salesmen through the 1920s. A newspaper advertisement on December 13, 1925 stated: "Salesmen Wanted – Earn while you learn. Sell our hand colored advertising calendars. Sample line includes free salesmanship course in the lessons. McCleery Calendar Factory, Washington, Iowa" (*Galveston Daily News*, Galveston, TX, December 13, 1925, 36).

McCleery Calendar Factory

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Advertisements in several newspapers in October 1927 read: "Salesman – Opportunity for man of energy and good health to connect with long established advertising calendar factory. If you are a hard hitter and made of the right stuff, can use you. Liberal commission. The McCleery Co., Washington, Iowa" (*Charleston Gazette*, Charleston, WV, October 23, 1927, 27; *The Daily Northwestern*, Oshkosh, WI, October 29, 1927, 9).

The business was highlighted in an article in the 25<sup>th</sup> anniversary edition of the *Evening Journal* on April 3, 1926. The calendar factory was "another of those self made institutions of which Washington has all too few, but such as we have are of the very finest quality," located in a "nice big roomy, well lighted, brick building" at E. 3<sup>rd</sup> Street and N. 7<sup>th</sup> Avenue. The new building provided the needed room for handling large orders, with large windows to provide sufficient light. It also had comfortable and roomy quarters for employees. The company was founded about 20 years ago, and it had grown to conducting business in every state in the country. Hugh McCleery, the founder, was still the active head of the business. The business had outgrown the building behind his house, moving to this new building specifically designed for the business. The factory employed 15-30 people to produce high grade, hand colored, advertising calendars, such as those used by banks, insurance agencies, bakeries, and other businesses of all kinds. All the hand colored work was completed at the factory. Additionally, the company had a sales staff of over 100 full and part time representatives. The company continued to look to grow and expand, competing with the best produced in the country. Hugh's son Richard had graduated from college six months ago, and he returned to Washington to join his father in running the business. The article also noted that Hugh McCleery was a prominent citizen and fine Christian gentleman. He was a veteran of the Spanish-American War, served on city council, an officer in First United Presbyterian Church, and a member of the County Hospital board. He was also the first member of the local Golf and Country Club to achieve a hole in one – and he carried the honor well without boasting, per the article ("The McCleery Calendar Factory," *Evening Journal*, 25<sup>th</sup> anniversary edition, April 3, 1926, 31).

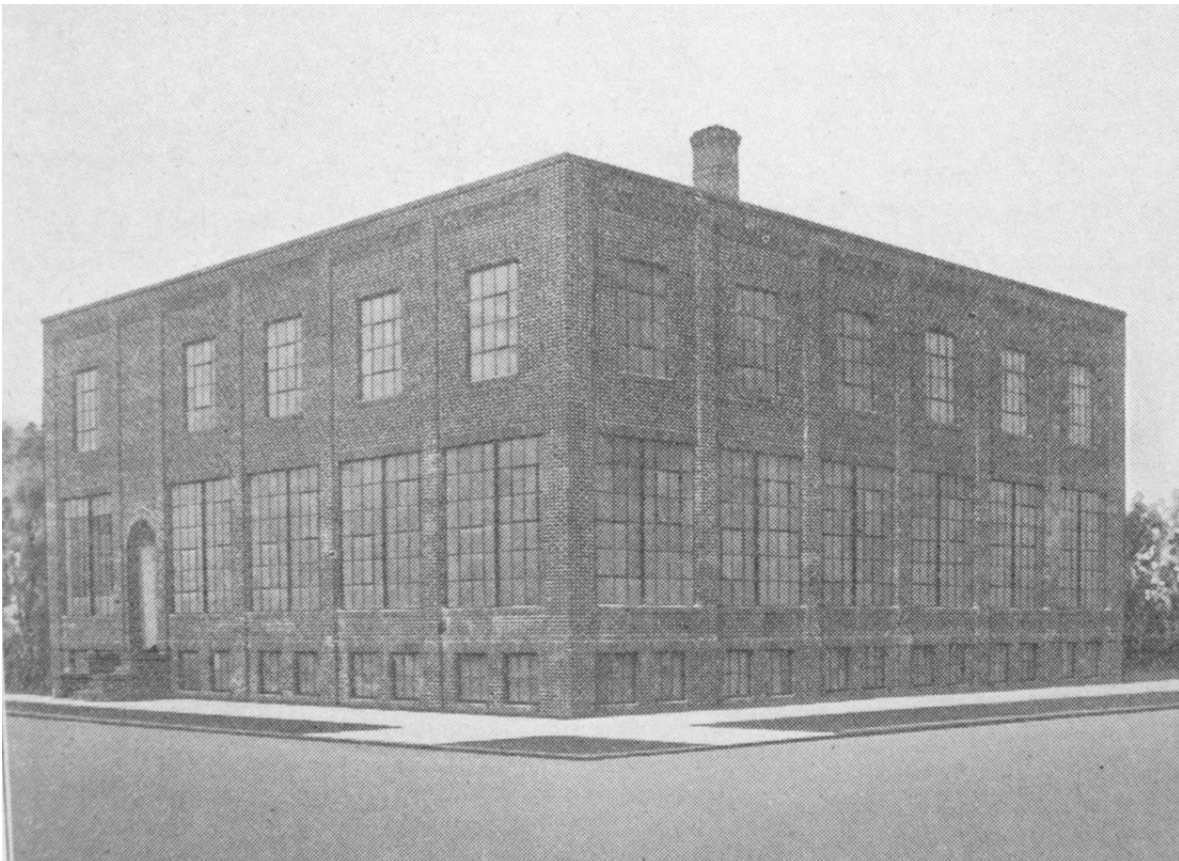


Figure 7. 1926 photograph of McCleery Calendar Factory (*Evening Journal*, April 3, 1926, 31).



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Richard H. McCleery joined his father Hugh H. McCleery in the calendar business in the 1920s. Richard graduated from Washington High School in 1921 and then graduated from Muskingum College in New Concord, Ohio in June 1925. An article from that period notes that he grew up in the calendar business and would return home to go into partnership with his father (“Washington, IA,” *Davenport Democrat and Leader*, June 28, 1925, 28). The April 1926 article likewise noted that Richard had joined his father in the business (“The McCleery Calendar Factory,” *Evening Journal*, 25<sup>th</sup> anniversary edition, April 3, 1926, 31). However, his obituary states that he was a part time employee at the McCleery Calendar Factory after his graduation, also working as a part time speech teacher at Washington High School for three years. He married Sara Lois Grimes on June 28, 1927. In 1928, he then joined his father full time in the calendar business. Through this period, he was active in the Y’s Men’s Club, serving as international director from 1927 to 1930 and international president in 1931 (“Richard H. McCleery, 80, dies,” *Washington Evening Journal*, October 22, 1983, 1). The 1930 census lists Hugh McCleery (age 57) as the proprietor of a calendar factory and owning \$15,000 in real estate, and it lists Richard McCleery (age 27) as a partner in a calendar factory and owning \$4,500 in real estate. Hugh continued to live at 615 E. Main with wife Ola and daughter Carolyn, and Richard lived at 414 W. Main with wife Sara and son Richard L.

An article in the *Williamsburg Journal Tribune* in 1929 provides additional insight in the marketing and sales aspects of the McCleery Calendar Company in this period. The article outlined that the McCleery Company of Washington was planning to issue a Community Calendar in cooperation with local businesses in Williamsburg (Iowa). Various merchants were contributing to a cash prize fund for the essay contest on “How Can We Better Our Community?” Every occupant of a home who placed an order for a calendar would be eligible to submit an essay to compete for the prize, with the best essay included in the calendar. The goal was to spur the community in thinking and acting along the lines of Community Betterment, and the calendar concept was promoted as such by the McCleery Calendar Company (“Community Betterment,” *Williamsburg Journal Tribune*, February 28, 1929, 7). An advertisement for The McCleery Company in the 1929 yearbook for Washington High School notes that they specialized in personalized advertising and manufactured calendars, monthly mailing cards, greeting cards, and blotters, as well as still completing job printing of all kinds.

The 1931 Sanborn map shows the L-shaped brick building for the McCleery Calendar Factory at the northwest corner of 3<sup>rd</sup> Street and 7<sup>th</sup> Avenue (Figure 8). It was noted as two stories with a basement, and an elevator was located near the center of the east wing. The northwest open corner was depicted with an addition noted as “from plans” (under construction), also two stories. Company history likewise indicates that the first addition was built on the building in 1931. The Progress Edition of the *Evening Journal* in October 1933 highlighted the McCleery Calendar Company as one of the leading industries of Washington. Hugh H. McCleery had been in business for almost 30 years, and his product was exceeded by no others on the market. His son, Richard, had joined the company several years ago and managed the business with Hugh. The present factory was built in 1923, with a ware room recently added along with new modern machinery and office equipment. The included photograph shows the same building as depicted in the 1926 photograph, as the addition is located in the rear northwest corner. The company manufactured calendars from start to finish, including the pictures, design, pads, backgrounds, etc. A total of 50-60 people were employed in the factory. Their products were shipped to all states and a dozen countries, and the post office handled a large volume of mail on their behalf. Over 120,000 sets of samples were being mailed out in the fall (“For Thirty Years in the Calendar Business,” *Evening Journal*, Progress Edition, October 1933). Their advertisement in the same newspaper edition noted that in addition to calendars, the plant was equipped for all types and kinds of printing. They encouraged local businesses to purchase calendars from them for promotional purposes, urging the businesses to compare their calendars to any others on the market to be “confident that you will secure equal and in many cases better value, beauty, and originality right here in Washington” (“McCleery Calendars,” advertisement, *Evening Journal*, Progress Edition, October 1933).

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Population initially grew slowly through the first decades of the 20<sup>th</sup> century, from 4,255 in 1900 to 4,814 in 1930. However, the business strength of Washington through the 1930s apparently resulted in population growth through this period to 5,227 residents in 1940. The Washington Chamber of Commerce was organized in May 1935 to help create a favorable business climate to enhance the quality of life, continuing the purpose of the earlier Commercial Club (*Souvenir History of Washington, Iowa* 1989: 116). The community had a handful of manufacturing interests that had grown in the 1910s and 1920s to strong position by the 1930s, with the McCleery Calendar Factory and the American Pearl Button Company at the top of the list. Other manufacturers listed in the 1934 city directory included the Washington Bottling Works, Wilson Concrete Company, Carris Manufacturing Company, and Curran Company.

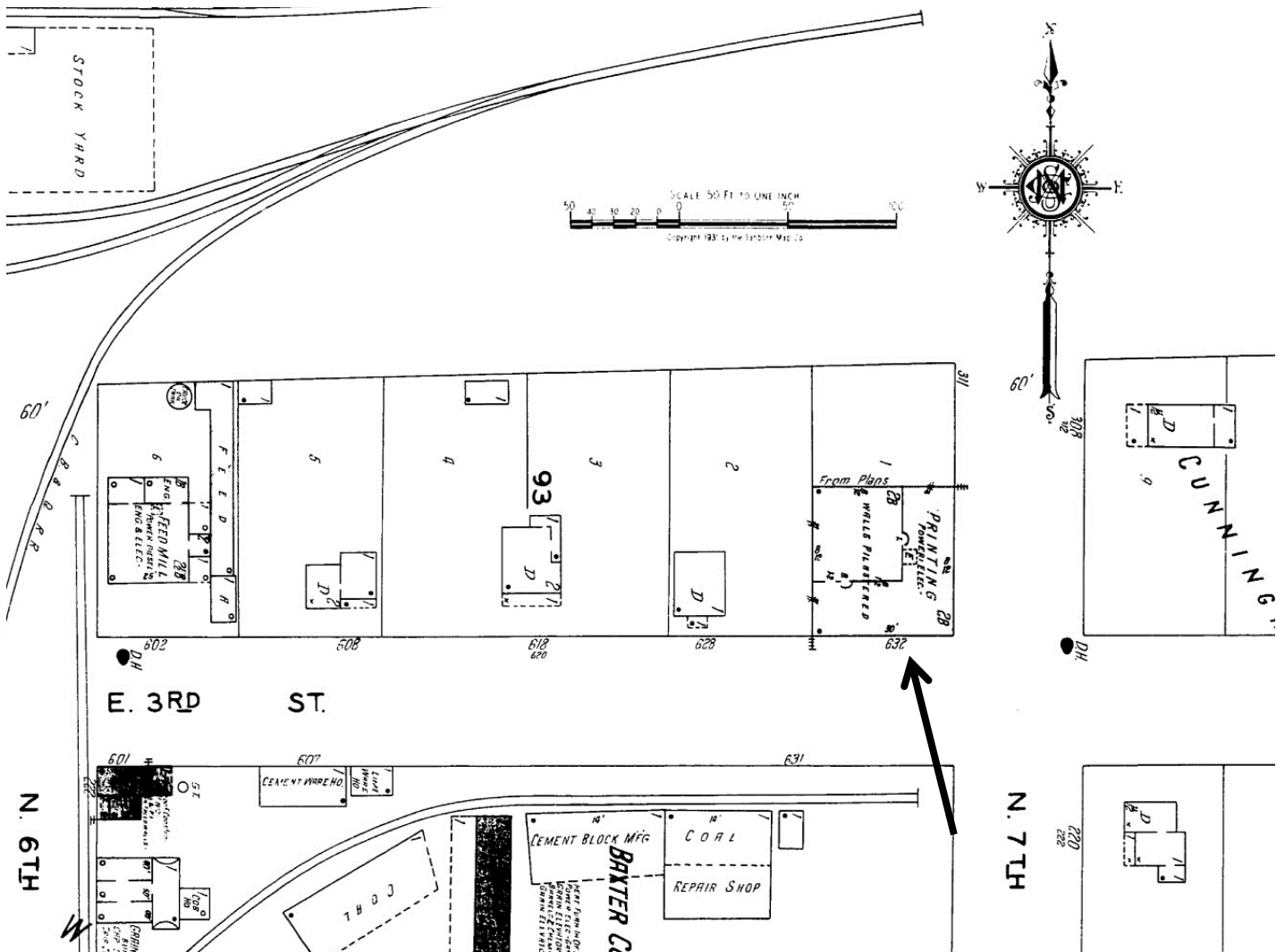


Figure 8. 1931 Sanborn fire insurance map

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Some Early Calendars



GRANDFATHER OF ADVERTISING CALENDARS

Edmund Burke Osborne and Thomas D. Murphy conceived this cooperative advertising calendar in Red Oak, Iowa, in 1889.



BELLE OF 1903

Imported from Germany and reproduced in 14 colors, this early American calendar was converted to the U.S. market with an advertising imprint and an English date pad.



CHARMER FROM 1904

Another colorful import for 1904 featured this charming lassie dressed in her Sunday finest.



YOUNGSTERS AND PETS, 1913

This type of picture subject has remained popular in home calendars throughout the years.



EARLY "DELUXE" CALENDAR

Consisting of two pieces of mounting board, one serving as a frame for the picture, this 1912 creation was a prime favorite a half century ago.



DECORATOR'S CHOICE

This elaborate calendar was much in demand almost 50 years ago. Its beautifully framed picture was further enhanced by the addition of a colorful cord for hanging, and the calendar date pad was attached by a matching ribbon.

Figure 9. Examples of early calendars highlighted in *The Calendar Story* by McCleery-Cumming, c.1968.

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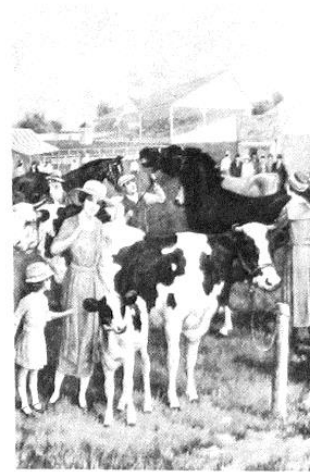
## Popular Calendar Subjects of Yesteryear



**MARY MILES MINTER**  
Metro Star — 1916



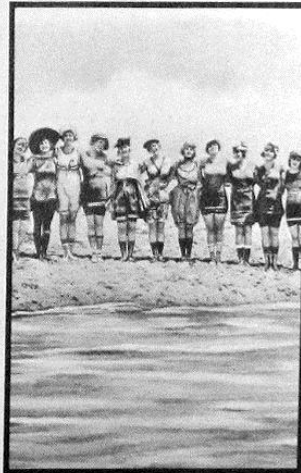
**FRANCIS X. BUSHMAN**  
Metro Star — 1916



**"THE COUNTY FAIR"**  
with Prize-winning Exhibits



**"A LIFE SAVER"**  
Miss Pin-Up of 1922



**"THE LIFE LINE"**  
11 Gorgeous Girls—Count 'Em



**"HIGH TIDE"**  
Daring Subject of The Early 20's

Figure 10. Examples of early calendar pictures highlighted in *The Calendar Story* by McCleery-Cumming, c.1968.



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With increasing business, Hugh and Richard McCleery built a large two-story rear addition on the McCleery Calendar Factory around 1935 to increase their capacity. This three-level addition (basement plus two stories) included warehouse space as well as new modern machinery ("The McCleery Company," advertisement, *Evening Journal*, County centennial edition, July 1936, 93). The addition is shown on a later photograph of the property (Figure 11). Around this time, the name of the company also appears to have shifted to The McCleery Company. The 1932 telephone directory continues to list the McCleery Calendar Factory at 632 E. 3<sup>rd</sup> Street. The advertisements in the 1933 and 1936 newspaper editions list The McCleery Company, and it is The McCleery Company that is listed in the 1935 city directory. The company is listed as run by Hugh McCleery and Richard H. McCleery. Later directories, however, continue to list the McCleery Calendar Factory at 632 E. 3<sup>rd</sup> Street in 1938 and 1939. It also appears to have been in this period that the marketing strategy of the company shifted from directly employed salesmen to a network of distributors who marketed their calendar lines to clients, with calendars then printed under their names. While a sales staff is cited in 1926 and ads continued to appear in 1927 for a salesman, no sources in the 1930s cite any salesmen working for the company. The sale of calendars through distributors produced by The McCleery Company continued to be the business model employed by the company from the 1940s to 1990s.

The county centennial spurred the issuance of a special edition of the *Evening Journal* in July 1936, highlighting Washington and its businesses. Three factories in town received special attention, noted as relatively recent businesses in the history of the community: the McCleery calendar factory (dating to 1905, two-story brick building), American Pearl Button Company (1908, one story brick building), and the Curran Company (1929, in former Mill Seed Company building, three-story brick building). The McCleery Calendar Company was the oldest factory in the city, dating its origination back to 1905. They manufactured calendars, pads, and pictures completely from start to finish. The American Pearl Button Company was the largest employer, with 230 men and women on the payroll. It had been run by C.J. Jungbluth and E.B. Hammer since two years after its founding by Frank Stewart and his brother-in-law Fred Giesler. The Curran Company was run by R.J. Curran of St. Paul, MN, with E.B. Hammer (treasurer) and C.J. Jungbluth (secretary) locally. They manufactured tally pads, bridge score pads, and greeting cards, with much of the work on their products done in home by women. The H. & A. Baking Company was also noted as successful in Washington for 11 years, moving several years ago to a larger plant ("Washington's Manufacturing Plants Today Would Surprise Pioneers," *Evening Journal*, County centennial edition, July 1936, 58). These industries were located near the railroad tracks to the east of downtown, while the downtown remained the heart of the retail, governmental, and public/community functions.

The 1936 article on the McCleery Calendar Factory outlined the history of the company, from its start by Hugh H. McCleery in 1905 in his basement to the growth to an outbuilding in 1910 and a real factory behind his house in 1913. The current factory was built in 1923, with a sizeable addition in 1931 (in the corner of the L) and a rear addition (to the north) last year. The new addition could hold 10-12 carloads of paper. Six carloads of paper had been used in the last year. Hugh McCleery had started the business, and his son Richard reportedly took over as general manager in 1925. Both continued to make some business trips to promote their products. More than 50 people were employed during the rush season from August to Christmas. Calendars, pads, and pictures were manufactured completely from raw materials to finished product at the factory, and they were marketed through jobbers in all parts of the United States. McCleery calendars were found in all the leading cities, with shipments also to Hawaii, South Africa, South America, and Canada. The company continued to grow in needed space and equipment ("Washington's Manufacturing Plants Today Would Surprise Pioneers," *Evening Journal*, County centennial edition, July 1936, 58). The company specialized in Art Calendars, including pictures hand tinted with air brushes. New machinery was added last year to manufacture pictures direct from color photography printed from four color plates. Photographs of the process included in the newspaper ad for the company including one of the color room where pictures were tinted with airbrushes, a new completely automatic Miehle press printing a calendar, and a tipping machine that assembled calendar fastening on the folder and picture (Figure 12). The latter was noted as one of two machines built specifically for their use ("The McCleery Company," advertisement, *Evening Journal*, County

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centennial edition, July 1936, 93). Carl Dallmeyer, who started with the company in 1946, recalls that binding machines were specially made for the company in Germany. The color presses that were added to the factory in Washington in the 1930s were four color plate presses – thus a sheet was run through the press four times with a separate color printed each time. By this period, calendar sales were handled by distributors who marketed samples of calendars to businesses, with The McCleery Company then producing the calendars under the name of the business that ordered them, rather than including their name (Dallmeyer 2014). Calendars produced by McCleery through the end of the 20<sup>th</sup> century could be identified by the small portrait of George Washington on the last day of the year, rather than the name of the company printed on the calendar (Figure 13).

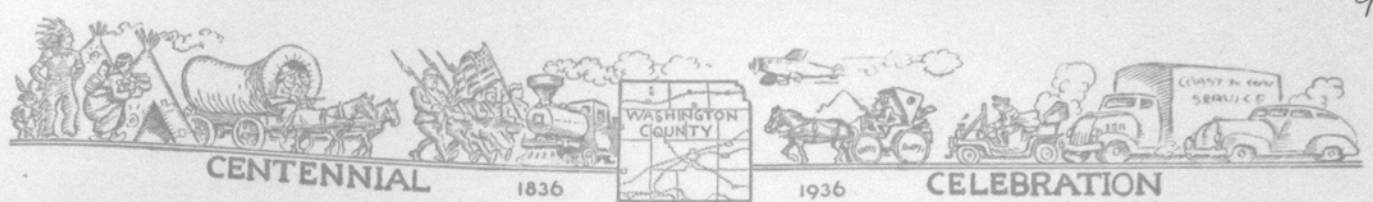


**Figure 11. Photograph of McCleery Calendar Factory with 1935 rear addition (Batterson collection).**

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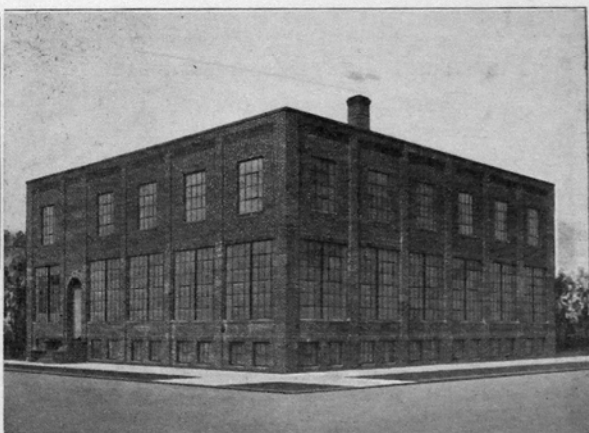

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## Washington County's Modern Calendar Factory

From a small business thirty-three years ago the McCleery Co. gradually expanded until it is now serving patrons throughout the world. In 1923 the present building was erected. A sizeable addition was added in 1931 and last year a ware room of three floors was added together with new modern machinery some of which is shown here. The Company manufactures the calendars complete including pads, pictures, backgrounds. McCleery calendars are shipped to all states and exported to several countries. Fifty to sixty people are employed. The business is vitally interested in the welfare and progress of this community. Congratulations to the Journal on publication of its fourth Historical Magazine.





Above, left, one of our new completely automatic Miehle presses printing the calendar.

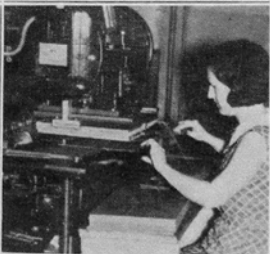
Above, right, a view of the color-room where experts tint the pictures through use of air-brushes.

### Specialization

The McCleery Company specializes in Art Calendars. Not only are pictures hand tinted with air brushes, but within the last year through the addition of special machinery pictures are manufactured from direct color photography printed from four color plates.



RICHARD H. McCLEERY      HUGH H. McCLEERY



A View of Our Plant

◆

Illustrated at left is a tipping machine which assembles the calendar fastening on the folder and the picture. This is one of two machines especially built for our use.

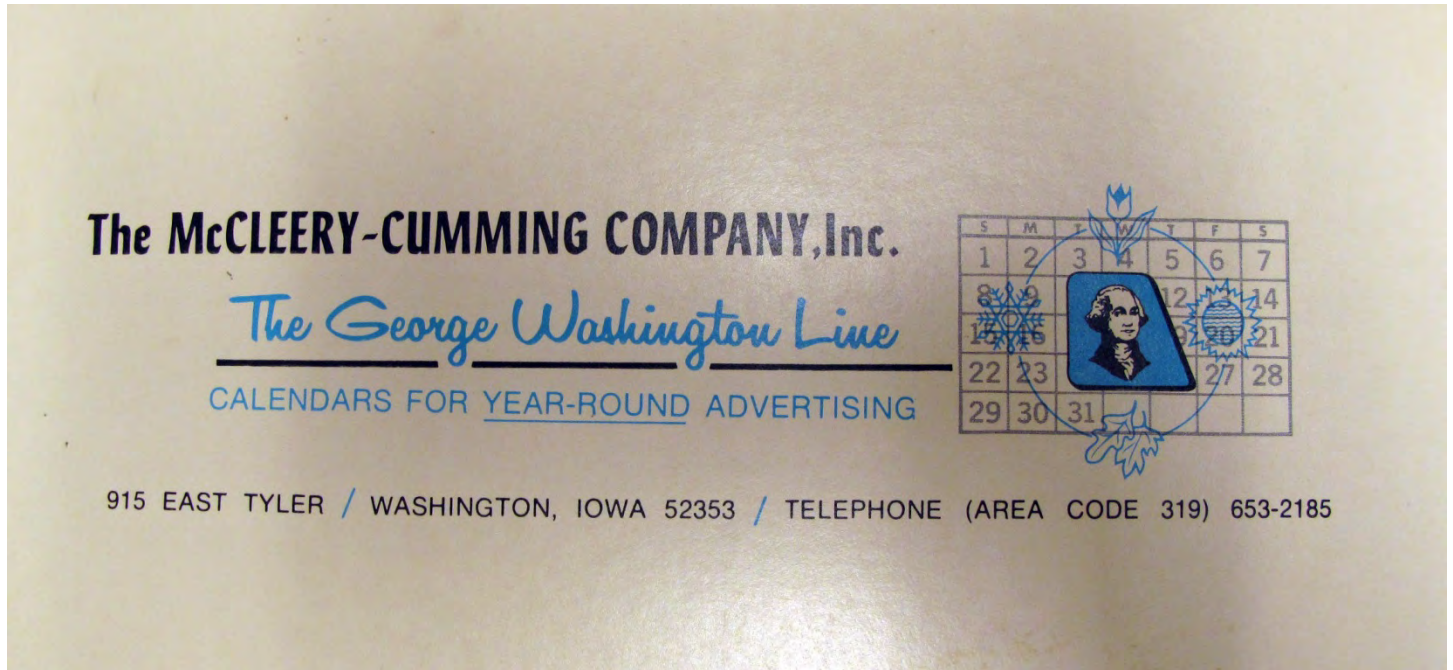
# THE McCLEERY COMPANY

Figure 12. Ad for The McCleery Company in 1936 (*Evening Journal*, County centennial edition, July 1936, 93) photograph of building appears to be earlier newspaper image, not showing the 1935 rear addition



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## On The Tour

As you begin the tour of our plant, you will visit our newly expanded, self-contained and climate controlled pre-press production center where the advertising imprints are prepared for individual orders. You will see on your tour a battery of 36 printing presses, including letter-set presses and the latest 2-color presses.

Production equipment throughout the plant is up-to-date and efficient, and some of the machines have been designed and built by our own engineers. Combined with skilled personnel, we produce 1,700,000 calendars per week during our peak manufacturing period. Our yearly volume is about 130,000 orders and over 43 million calendars.

### IDENTIFYING A GEORGE WASHINGTON CALENDAR

To identify a calendar produced by our firm, look on the calendar's December page for a small head and shoulders drawing of George Washington. This symbol is lithographed on all calendars we manufacture: 

**Figure 13. Trademark portrait of George Washington included on McCleery calendars through the end of the 20<sup>th</sup> century (1970s tour booklet by McCleery-Cumming).**

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The manufacturing interests of Washington were again highlighted in the county centennial edition of the *Evening Journal* in August 1939. Much of the business information on the McCleery Calendar Factory was the same as included in the 1936 edition. The company continued to increase the quality of artwork for calendars, pads, and pictures produced. A color advertisement included in this newspaper edition highlighted the artwork associated with their George Washington line of calendars (Figure 14). The image was taken from an oil painting by Walter Haskill Hinton, noted as painted for and reproduced in four colors by The McCleery Company. Walter Haskill Hinton was an artist and illustrator based in Chicago from the 1920s to 1970s, painting scenes of American history, life, and landscapes as a freelance commercial artist starting in the 1930s. By the 1920s, he began making paintings for reproductions by various clients, including calendar companies and puzzle manufacturers. He also did work for other calendar companies, such as the major firm of Brown and Bigelow in St. Paul, Minnesota (Grove 2014). It is unknown the extent of his work for The McCleery Company or when his relationship started with this firm, but it may have been in the middle of the 1930s when he shifted to solely freelance work. During the 1930s and into the 1940s, a single color image was utilized for a calendar with pages for each month attached to the lower portion and torn off for each month, such as the 1942 calendar for the Washington National Insurance Company of Chicago (Figure 15) (printed by Brown and Bigelow, also Hinton illustration).

Per the county centennial edition of the *Evening Journal* in August 1939, other manufacturers in Washington then included the American Pearl Button Company (run by Carl Jungbluth), the Curran Company (tally cards, bridge score pads, and greeting cards), the C.W. Long brick and tile plant (drain tile), and the Busby Manufacturing Company (tank heaters and hog watering fountains) (“Products of Washington Factories of Today Used in Many Parts of World,” Centennial Celebration, *Evening Journal*, August 1939, 20). The 1941 community map includes the locations of the McCleery Calendar Company, American Pearl Button Company, Washington Concrete Company, The Curran Company, and Carris Manufacturing Company (Figure 16). The 1941 city directory likewise lists the McCleery Calendar Company at 632 E. 3<sup>rd</sup> Street, noted as calendar manufacturers. Hugh H. McCleery is listed as manager, and Richard McCleery is listed as partner in the company. The 1943 Sanborn map shows the McCleery Calendar Company at the northwest corner of 3<sup>rd</sup> Street and 7<sup>th</sup> Avenue, including the original 1923 L-shaped building, the 1931 corner addition, and the 1935 rear addition (Figure 17). The elevator was then located within the 1931 section, and the rear addition was indicated as a paper stock warehouse. The construction was noted as tile block with brick veneer.



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The Evening Journal, Washington, Iowa — Centennial Edition — August, 1939

**JANUARY • FEBRUARY**



**DECEMBER • NOVEMBER • OCTOBER**

**MARCH • APRIL • MAY • JUNE • JULY**

**SEPTEMBER • AUGUST**

*From an oil painting by W. H. Hinton --- Painted for and reproduced in four colors by  
THE McCLEERY COMPANY*

The GEORGE WASHINGTON Line	"Since 1903"	ART CALENDARS for Advertising
----------------------------------	-----------------	-------------------------------------

Figure 14. Ad for George Washington Line of calendars in August 1939 (Centennial Celebration, *Evening Journal*, August 1939, 21).



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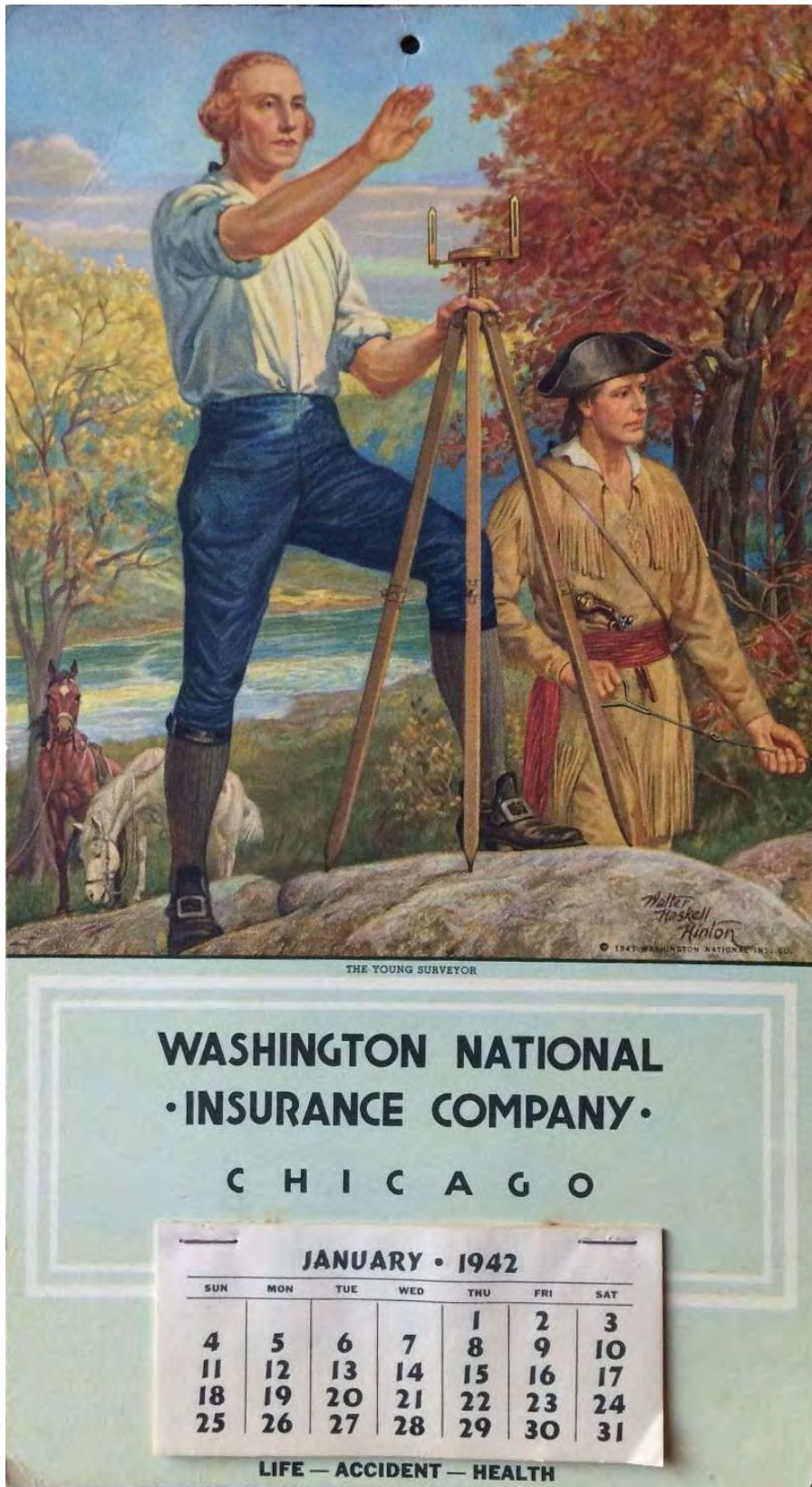


Figure 15. Example of style of calendar produced in 1942.  
printed by Brown & Bigelow, not McCleery



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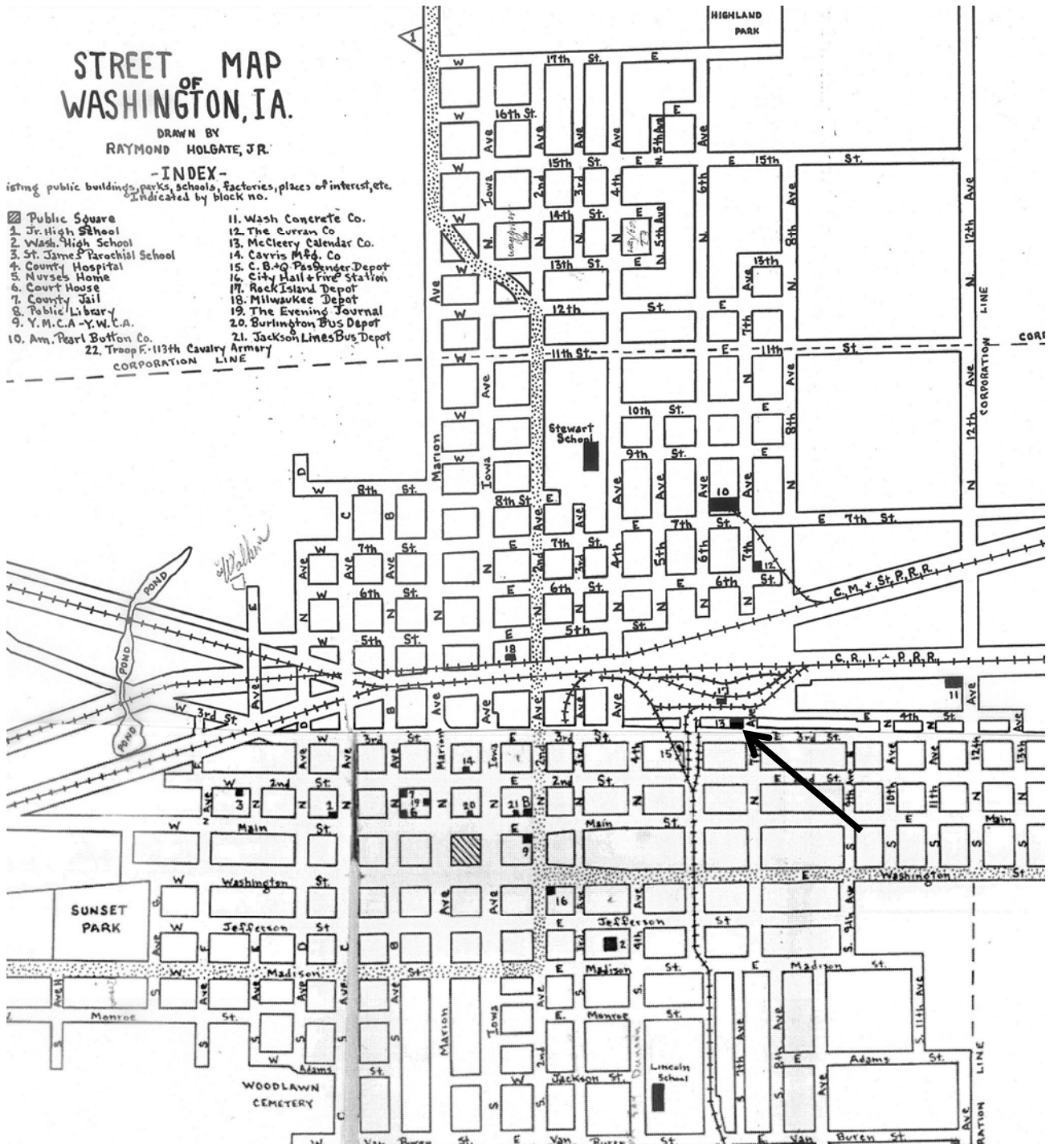


Figure 16. 1941 map of Washington with property indicated.

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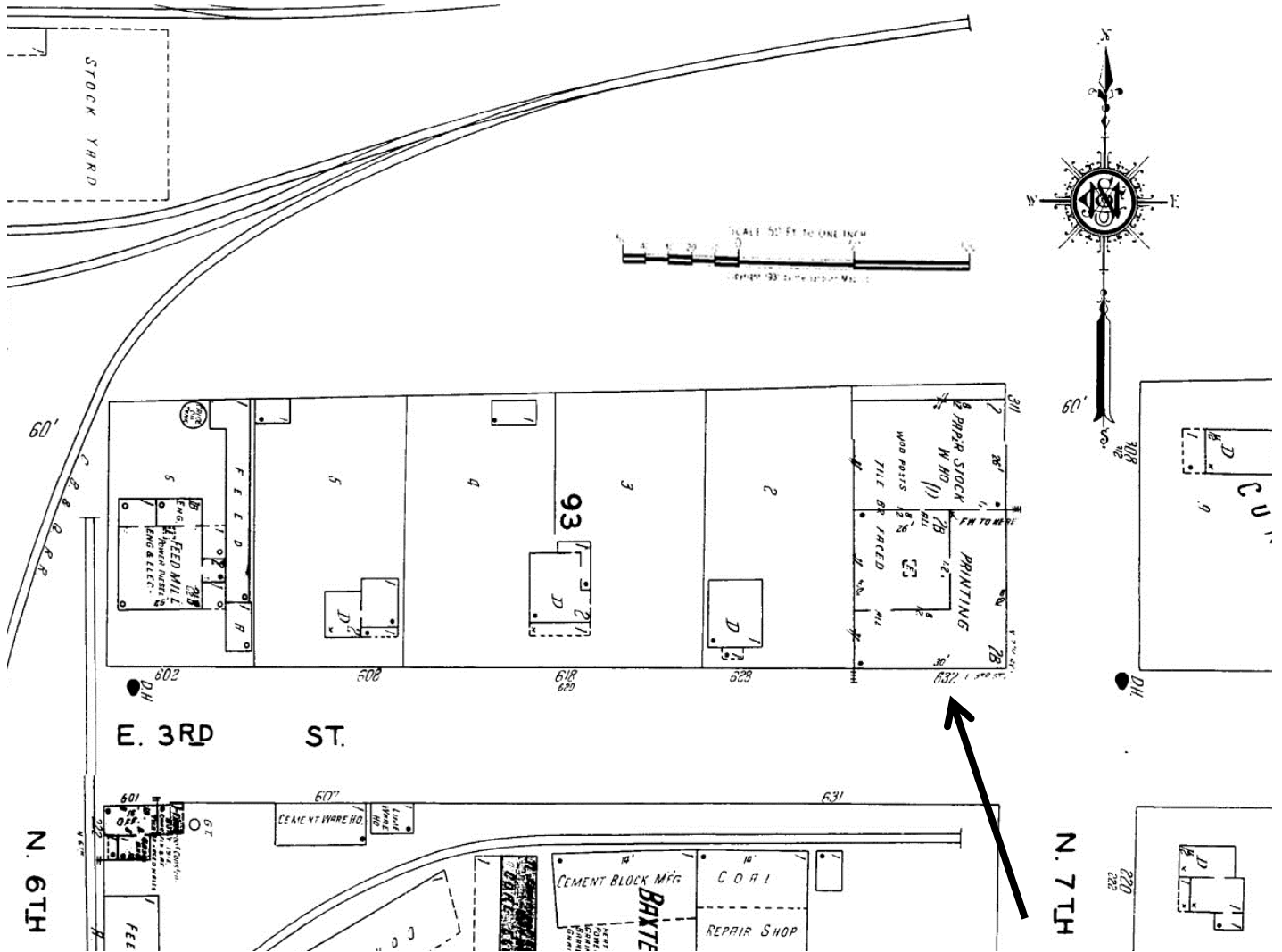


Figure 17. Building indicated on 1943 Sanborn fire insurance map

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### ***The evolution to and growth of the McCleery-Cumming Company, 1945-1958***

The McCleery Calendar Company then further expanded with the purchase of the calendar division of Newman-Rudolph Lithographing Company of Chicago in December 1944. Negotiations for the merger were finalized in late 1944, and the agreement brought Harold W. Cumming to Washington. Harold Cumming was born in Racine, Wisconsin in 1898, and he entered the graphic arts industry in 1918. He worked for several years for the Western Printing and Lithographing Company, and then he joined the Newman-Rudolph Lithographing Company in 1935 as head of the calendar division. He moved to Washington as partner in the company and the head of the creative department, selecting and purchasing artwork and images to be used in the various lines of calendars. Thus, the McCleery-Cumming Company was incorporated, which would continue to operate in Washington until 2004. On December 30, 1944, Hugh and Ola McCleery transferred the calendar factory property to The McCleery-Cumming Company. Richard H. McCleery and Harold W. Cumming were the principal partners for operations of The McCleery-Cumming Company. A year after its formation, Hugh McCleery died on March 16, 1946 at age 74. In addition to his business interests, he was active in the community includes serving as city clerk (early 1900s), on city council (late 1910s), and on the Washington County Hospital board (1923-1936) (“Hugh H. McCleery, Long Prominent in Washington Community, Is Dead,” *Washington Evening Journal*, March 18, 1946, 1).

The McCleery-Cumming Company quickly worked to merge equipment and products. New lines of calendars were added to their catalog. A religious line of calendars was acquired with the merger, and Protestant, Catholic, Lutheran, Polish, and Spanish calendars were then produced in Washington. Plates, inventory, and machinery were also moved to Washington from Chicago (“Harold Cumming Active in Creating Line of Calendars,” *Washington Evening Journal*, May 14, 1958, 1; Harold W. Cumming Dies Here,” *Washington Evening Journal*, October 13, 1962, 1; “Turning Point in Firm’s History,” *Washington Evening Journal*, May 14, 1958, 1; Dallmeyer 2014). Production and storage facilities were maintained in Chicago, including four color presses. These presses, printing four colors simultaneously rather than through multiple runs, remained in Chicago through the 1950s, with large four-color sheets printed there and shipped to Washington for cutting and calendar production (Dallmeyer 2014). The addition of Harold Cumming to the factory in Washington required additional office space, and a small office addition was constructed on the west side of the property. This addition was completed prior to March 1946 when Carl Dallmeyer started working for the company (Dallmeyer 2014). The 1952 city directory continued to list The McCleery-Cumming Company at 632 E. 3<sup>rd</sup> Street, and Richard McCleery lived in the family home at 615 E. Main Street.

With the death of Hugh H. McCleery, his son Richard H. McCleery became president of the company in 1946 and Harold W. Cumming became vice president. Harold Cumming was most active in the daily operations and development of the calendar lines, while Richard McCleery focused on overall management and financing (“Richard McCleery Serves in General Supervisory Capacity,” *Washington Evening Journal*, May 14, 1958, 1; Dallmeyer 2014). Several long-term employees began working for The McCleery-Cumming Company in the late 1940s as well, with some that would become later partners and shareholders in the company. Carl Dallmeyer started working for the company in March 1946 as bookkeeper. After five years, he became treasurer and office manager. He also assisted Harold Cumming with the production line through the 1950s, including creation and marketing of calendars. He continued to serve as treasurer in 1958 (later vice president in 1964 and president in 1983) (Dallmeyer 2014; “Carl Dallmeyer in Design, Selling End of Business,” *Washington Evening Journal*, May 14, 1958, 18). Robert Nicola started with The McCleery-Cumming Company in 1948 as a payroll clerk. He served in this capacity for a couple years, and then as order clerk for three year before becoming shipping clerk and bookkeeper. In 1954, he became office manager (later secretary by 1976 and vice president by 1993) (“Robert Nicola is Office Manager at New Factory,” *Washington Evening Journal*, May 14, 1958, 14).

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The advertisement is a black and white photograph of a display board. At the top, the years '1905' and '1953' are printed in large, bold, sans-serif font. The board is filled with several examples of 1953 calendars. In the center is a vertical calendar titled 'Daily Christian Guide' with a religious illustration. To its left is a calendar with a landscape scene and the text 'DOOR WILL BE PROTRUDING'. To its right is a calendar with a woman holding a child and the text 'YOUR ADVERTISEMENT'. Below these are three more calendars: one with a dark scene and 'THE "VALUE" SERIES HANGERS', one with a child's face, and one with a woman and child. A central text block reads: 'These are representative samples of 1953 calendars manufactured in Washington by the McCleery-Cumming Co. You will see these, and other "George Washington Line" calendars, hanging all over the United States and in numerous foreign countries.' At the bottom, the company name 'The McCleery-Cumming Company' is written in a large, stylized font, followed by 'Washington, Iowa' and 'CALENDAR MANUFACTURERS SINCE 1905'.

Figure 18. Ad for The McCleery-Cumming Company in February 27, 1953 edition

McCleery Calendar Factory

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The growth of the company was highlighted in the 60<sup>th</sup> anniversary edition of the *Evening Journal* on February 27, 1953. The company, started by Hugh McCleery in his basement in 1905, was noted as enlarged to the large wonderfully equipped plant on E. 3<sup>rd</sup> St today. The company was continued by son Richard McCleery, with the partner of Harold Cumming then added to create the current McCleery-Cumming Company. The current factory was built in 1923 with later additions to accommodate the increased volume. The company was known for its George Washington line and religious calendars. Samples of one line of calendars were included in an advertisement in the anniversary edition (Figure 18). Their postal volume was noted as largely responsible for the first class rating of the local post office, as they were the largest user of parcel post locally. Hundreds of people were employed, including many that had moved on within the field to other leading positions. They had recently created an art department with a full time artist who would be designing calendars for the company ("Progress Keynotes Growth of McCleery-Cumming," *Washington Evening Journal*, 60<sup>th</sup> Anniversary Edition, February 27, 1953, 121). Bruce Milne joined The McCleery-Cumming Company on January 1, 1953 as the art director. He was an artist from Toronto, Canada, who had done freelance commercial work for many years. He worked for the E.S. & A. Robinson Company in Canada as art director for their calendar division, then moving to the United States and becoming became art director for The McCleery-Cumming Company ("Bruce Milne in Charge of Art Work at Factory," *Washington Evening Journal*, May 14, 1958, 14).

The merger of the calendar division of Newman Rudolph Lithographing Company into The McCleery Company resulted in a significant increase in business and resulting production demand on the facility in Washington. An article in 1958 notes that production in Washington increased by almost three times in the first year. In addition to the added business from the Chicago company, the end of World War II and strong business economy created increased demand for advertising calendars. New calendar lines were marketed and sold through distributors throughout the country. It quickly became apparent that a new plant would be required to handle the increased volume. Preliminary plans were drawn up by an architect, and additional property to the east of the factory was acquired. However, material shortages and serious illness striking Richard McCleery delayed plans for a new building. The existing facility was remodeled and streamlined to accommodate increased production machine ("Planning Started Twelve Years Ago," *Washington Evening Journal*, May 14, 1958, 1). With the printing department needing to further expand by the early 1950s, an addition was built to expand the building, per the February 27, 1953 article. This expansion appears to refer to the addition of a Quonset hut building to the west, including a basement level, used primarily for additional storage space (Dallmeyer 2014).

In order to keep up with production, day and night shifts were run at the factory for The McCleery-Cumming Company through the 1950s. While over 100 people were employed year round, over 200 were employed for the peak season in the second half of the year. The majority of the employees were women, particularly the part-time seasonal employees that worked for the company for several decades. Women worked in all aspects of the calendar production, including running presses (Dallmeyer 2014). By 1957, payroll for the company was \$442,000, with an estimated local economic impact of an additional \$200,000 related to businesses frequented by employees ("New Factory is Community Asset," *Washington Evening Journal*, May 14, 1958, 14). In the 1950s, the press room continued to be located on the south half of the first story (original building), with bindery areas located to the north (rear 1935 addition) and the cutting department found in the northeast corner. Printing was largely done in Washington, though lithograph sheets continued to be printed on four-color presses in Chicago. These sheets were shipped to Washington to be cut and stored in this building. The basement and later additions provided storage space for raw stock as well as these sheets. The majority of the second story was bindery, including stitching of calendar pads and inserting of metal binding. The shipping department was located at the north end (Dallmeyer 2014).

The McCleery-Cumming Company operated as a high class finishing business through the 1950s, producing calendars for multiple distributors and clients. No salesmen worked directly for the company, with the distributors selling calendars to clients, and calendars were then printed under their name rather than The

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McCleery-Cumming Company. Four-color calendars, as well as hand-tinted calendars, were produced in Washington. Calendars were planned two years in advance, providing time for selection of images, production of samples, and sales of calendars through distributors prior to the start of the production year (Dallmeyer 2014). Calendars were primarily sold through jobbers of advertising specialties materials, who were familiar with the desires and likes of the public. A convention for these jobbers/distributors was held annually in August at the Palmer House in Chicago. Jobbers attending the August 1958 convention would examine the complete 1960 line of calendars display and buy samples for their salesmen to market to clients. Sales of 1960 calendars started by November 15, 1958, and then The McCleery-Cumming Company started working on the 1961 line ("Work Far Ahead to Prepare Line," *Washington Evening Journal*, May 14, 1958, 18). Through their network of distributors, The McCleery-Cumming Company sold calendars throughout the United States. By 1958, they were shipping calendars from Washington to every state in the United States and Canada, as well several foreign countries, including West Indies, South Africa, South America, Philippine Islands, Alaska ("Calendars Shipped to Many Nations," *Washington Evening Journal*, May 14, 1958, 11).

In the late 1950s, around 30,000-40,000 orders for calendars were fulfilled by The McCleery-Cumming Company each year. In 1957, 1,561 tons of paper were used, with 109 tons of waste paper after the raw stock was cut and trimmed. Their American Heritage and Master Art series of calendars were popular, with wall, recipe, and pocket calendars produced. Illustrations were reproduced from original water colors and oils commissioned or bought by the company. Other sources of images for calendars included Better Homes & Gardens, Successful Farming, and American Dairy Association ("Calendars Shipped to Many Nations," *Washington Evening Journal*, May 14, 1958, 11). By 1958, The McCleery-Cumming Company was noted as the second largest manufacturer of religious calendars in the United States and the leader in religious calendars sold through distributors (Figure 19). They produced calendars for all Christian faiths as well as a Hebrew calendar. Catholic calendars were inspected by Archbishop of Newark for accuracy of dates and appropriateness of images, and the calendar was then also translated to Polish and Spanish. The Protestant edition typically worked for most Protestant denominations, utilizing material from the International Council of Religious Education. The Lutheran edition was submitted for editing and approval of two of the largest Lutheran synods. The Hebrew calendar was reviewed and approved by Rabbi Dr. Louis J. Lehrfield of Chicago. Undertakers were also a large consumer of religious calendars, often working to supply churches with calendars with their information on them as well as advertising for the funeral home. Liquor stores catering to sale of sacramental wine also ordered religious calendars ("Religious Calendars Have Wide Appeal; All are Authentic," *Washington Evening Journal*, May 14, 1958, 13, 18; "Calendars Shipped to Many Nations," *Washington Evening Journal*, May 14, 1958, 11).

New lines of calendars were also developed and manufactured at the McCleery Calendar Factory in Washington by the middle of the 1950s. In this period, they developed the popular line of Antique Automobile calendars, purchasing a series of 36 paintings from nationally-known artist Jerome Biederman (Figure 20). They then created several different styles and types of calendars using the images. A major oil company was one distributor of these advertising calendars, using them for their service stations ("Antique Cars is Very Popular," *Washington Evening Journal*, May 14, 1958, 13). The McCleery-Cumming Company also added a major client and new line of calendars when they became exclusive producers of the Playboy line of calendars for Hugh Hefner in 1956. Richard McCleery later noted that Hugh Hefner had written several major calendar companies when looking for a publisher for his new venture, and that they sent a personal representative to meet him and show him samples of their calendar lines (Valerie Russell, "Calendar company stars: chimps and bunnies," *The Daily Iowan*, Iowa City, IA, December 1, 1977, 1). The Playboy calendar started as a 12-sheet wall calendar with semi-nude models. The first Playboy calendars were printed on the four-color presses in Chicago, with sheets then shipped to Washington for calendar production, including cutting and binding. The large number of calendars ordered resulted in a heavy load on the storage and shipping areas of the second story. The McCleery-Cumming Company continued to be the exclusive publishers of Playboy calendars for decades, growing to produce two million wall calendars and 750,000 desk calendars in 1979 (Dallmeyer 2014).



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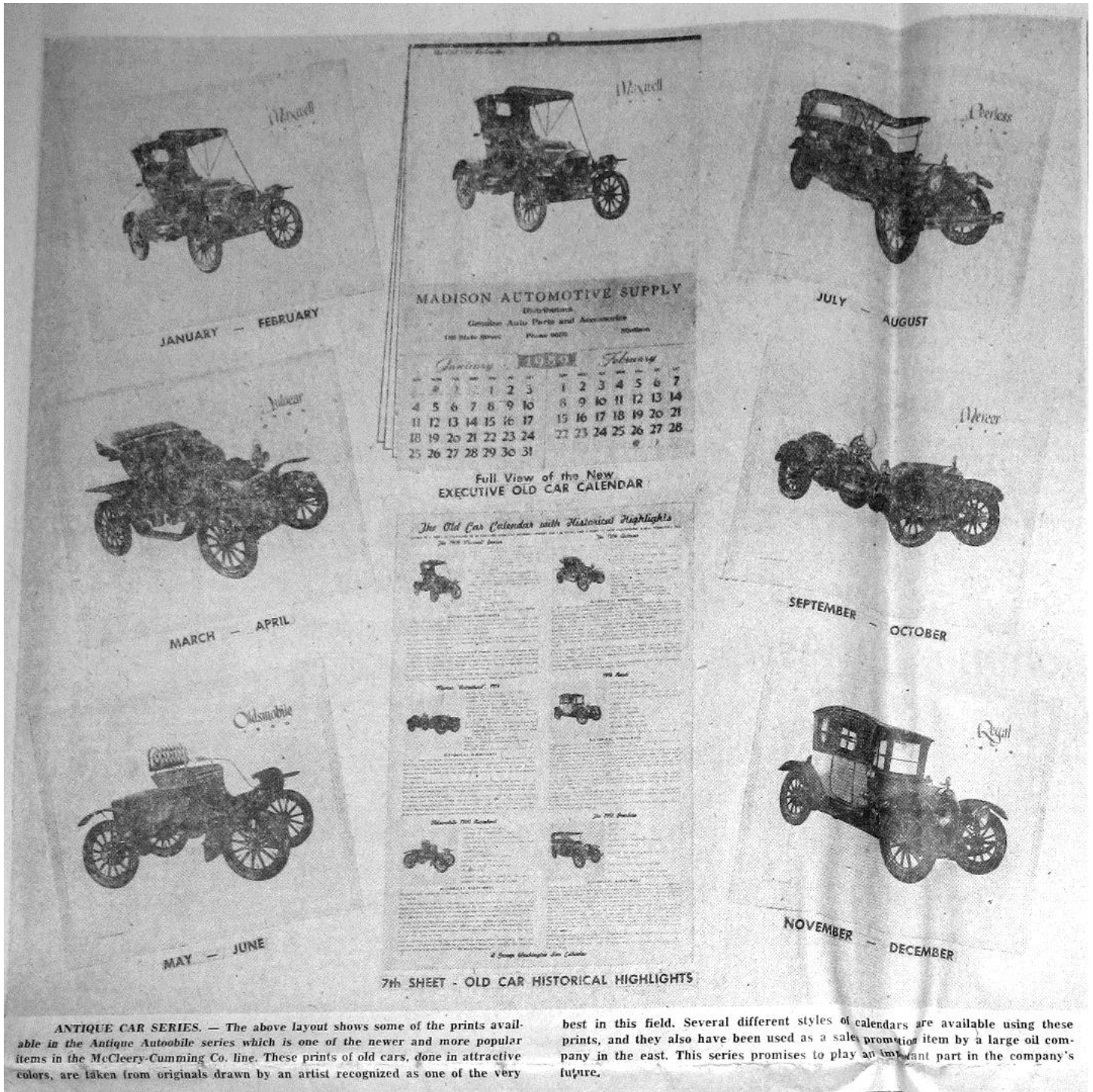


Figure 19. Example of religious calendars produced by The McCleery-Cumming Company in the 1950s (*Evening Journal*, May 14, 1958, 11)



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ANTIQUE CAR SERIES. — The above layout shows some of the prints available in the Antique Automobile series which is one of the newer and more popular items in the McCleery-Cumming Co. line. These prints of old cars, done in attractive colors, are taken from originals drawn by an artist recognized as one of the very

best in this field. Several different styles of calendars are available using these prints, and they also have been used as a sales promotion item by a large oil company in the east. This series promises to play an important part in the company's future.

Figure 20. Example of Antique Automobile calendars produced by The McCleery-Cumming Company in the 1950s (*Evening Journal*, May 14, 1958, 11)

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With the increasing business and lines of calendars, The McCleery-Cumming Company faced the immediate need of additional space. Community leaders in Washington sought to insure that the large business remained in Washington. The expansion of the company through the 1940s contributed to the local economic growth, with Washington's population growing from 5,227 in 1940 to 5,902 in 1950. When plans were announced to move to a new factory, civic leaders formed the Washington Industrial Corporation in 1955 to encourage expansion of existing industry and to promote the addition of new industry. They raised funds through the sale of stock in the corporation, assuring the purchase of the old factory to help finance the construction of the new factory on the south side of Washington on Tyler Street ("New Factory is Community Asset," *Washington Evening Journal*, May 14, 1958, 14). In a similar role, they also bought the old Washington Manufacturing building, and they were instrumental in bringing Crane and Modine to Washington. They operated in Washington until March 1989 ("They search for industry" Bicentennial Edition, *Evening Journal*, July 1, 1976, 10; *Souvenir History of Washington, Iowa* 1989: 116). Deed records show that The McCleery-Cumming Company sold this building at 632 E. 3<sup>rd</sup> Street to The Washington Industrial Corporation on June 5, 1956 (Book 33: 371).

The 1957 city directory continues to list the McCleery-Cumming Company at 632 E. 3<sup>rd</sup> Street, as construction continued on their new facility. Previous plans for a new building from the late 1940s were abandoned as they sought the larger site in south Washington to permit sufficient space for the current factory as well as potential future expansion. Production volume had increased significantly over the last decade. New equipment was needed in Washington, and plans focused on providing sufficient and appropriate for the booming business. Layout boards with equipment to be installed were created by architects Parish and Richardson of Davenport as part of the design and space planning ("Planning Started Twelve Years Ago," *Washington Evening Journal*, May 14, 1958, 1; "Parish, Richardson Did Architectural Work on New Factory," *Washington Evening Journal*, May 14, 1958, 14). Gethman Construction of Gladbrook were selected as the general contractor ("Several Contractors Worked on New Plant," *Washington Evening Journal*, May 14, 1958, 14). The McCleery-Cumming Company moved to their new building in spring 1958, with an open house held at the building for the community on May 17, 1958.

Since 1958, the McCleery Calendar Factory at 632 E. 3<sup>rd</sup> Street has primarily been used for storage, with no major business using the facility as the primary site of their operations to date. The Washington Industrial Corporation sold the factory at 632 E. 3<sup>rd</sup> Street to E. Kirkpatrick Sr. Trucking Company on March 19, 1964. The 1964 city directory lists E. Kirkpatrick Sr Trucking Company at 632 E. 3<sup>rd</sup> Street, noted as a feed distributor. Mrs. Eugene Kirkpatrick of Quincy, Illinois, was listed as owner per the 1964 and 1967 directories, with local resident Joseph Kirkpatrick listed as supervisor. The 1964 and 1967 telephone directories list Kirkpatrick's Warehouse at 632 E. 3<sup>rd</sup> Street. The trucking company then sold the building to local contractor Earl R. Wood & Sons, Inc. on January 10, 1969 (Book 39: 526). The building has been used as storage for this construction company since then. They demolished the Quonset additions to the west and north in October 2010. The building continues to be owned by Earl R. Wood & Sons, Inc. The Washington Economic Development Group is currently working with them to potentially find a developer to rehabilitate the old factory building, potentially utilizing the historic tax credit programs.

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### **Later years of McCleery-Cumming Company, 1958-2004**

The McCleery-Cumming Company moved to 915 E. Tyler in May 1958, and they are listed here in city directories from 1960 until the company closed in Washington in January 2004. Richard McCleery and Harold Cumming continued as partners into the 1960s, with Harold Cumming continuing to direct the creative and sales departments for the company (“Harold W. Cumming Dies Here,” *Washington Evening Journal*, October 13, 1962, 1). After Harold Cumming died unexpectedly on October 12, 1962 at age 64, Carl Dallmeyer was then promoted into position as executive vice president. He notes that while Richard McCleery continued to serve as president of The McCleery-Cumming Company until his death in 1983, he was less involved in active management of operations by the 1960s (Dallmeyer 2014). Other industry also continued to operate in Washington in this period. Manufacturers listed in the 1964 city directory included the McCleery-Cumming Company (calendars), Washington Manufacturing Company (steel rod and wire goods), Advance-Ross Electronics (television yokes), Cargill (soy bean processing), Northup-King (seed corn), Washington Concrete (concrete pipe and pre-stressed members), American Pearl Button Company, Curran Company (cards and tallies), and Keating Welding and Boiler Works (*Washington City Directory* 1964: 12).

The McCleery-Cumming Company continued to grow through the 1970s. The company was highlighted by the *Des Moines Register* in January 1972. Their best known products were noted as the Playboy and Monkeyshines calendars, both of which were made exclusively in Washington for their clients. While those calendars were well-known, their two large lines of religious calendars were their actual biggest business. Religious images were used on calendars for a wide variety of businesses, including liquor stores marketing sacramental wine. Their 1958 plant had been enlarged again in 1971 to 140,000 square feet, and they employed 300 people during the peak season from July to December. Calendars for 1973 were already completed, and work was beginning on 1974 calendars (“Washington Plant Can Produce Quarter-Million Calendars Daily,” *Des Moines Register*, January 9, 1972, 19-Y). By 1976, their 1958 facility had five additions, resulting in nearly four acres under one roof (Bicentennial Edition, *Evening Journal*, July 1, 1976, 10, 76). Richard McCleery also continued to be active in the community, particularly supporting the local Y.M.C.A. In summer 1974, Richard and Sara McCleery donated \$500,000 towards a new community center and theater, with the community raising \$250,000 for the construction completed in 1976 (Fisher 1978: 418). Through the 1970s, The McCleery-Cumming Company is noted as producing 30 to 40 million calendars per year (Patricia Cooney, “One calendar isn’t enough for women on the run,” *Des Moines Register*, December 29, 1974, 1E, 5E). Carl Dallmeyer noted that 1979-1980 was the peak year for calendars for the company, with 43 million calendars printed. Large clients at this time included International Harvester, General Motors, McKesson and Robbins, John Deere, and Playboy (Dallmeyer 2014).

The slow down in the economy and changing nature of business in the 1980s impacted the calendar industry. In addition to tighter finances, mergers in the banking industry resulted in fewer banks ordering calendars for customers, and chain stores expanding into small towns replaced small businesses that had traditionally ordered calendars for customers as well (Dallmeyer 2014). However, The McCleery-Cumming Company remained the largest employer in Washington in 1983. They employed at least 150 people year round, with around 300 people during the busy season in the second half of the year. The Washington Manufacturing Company was second, employing 80 people (“School affects Washington jobs,” *Cedar Rapids Gazette*, September 25, 1983, 21). Carl Dallmeyer stepped into the position of president with death of Richard McCleery on October 22, 1983 (“Richard H. McCleery, 80, dies,” *Washington Evening Journal*, October 22, 1983, 1). The company continued to be locally owned and managed, with officers of the company also the stockholders of the company. Around 90 different types of calendars were produced through the 1980s, including spiral bound, 12 sheet tear-off calendars, and large executive calendars. Women continued to compose about 80% of the employees of the company, many preferring the part-time work of seasonal positions. To spread out production throughout the year, discounts up to 17% were offered for orders placed by May 1 for production and shipping during the summer. The success of this strategy resulted in roughly half of the orders completed on this earlier schedule (Dallmeyer 2014).



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Figure 21. Examples of types of calendars included in salesman's portfolio for The George Washington Line in 1987 (Washington County Historical Society).

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An article on the company in 1988 notes that The McCleery-Cumming Company was well-known within the calendar industry but likely did not get widespread name recognition with the public. The company produced over 40 million calendars a year, but their name never appeared on their calendars. The calendars were produced and sold for over 26,000 distributors throughout the United States and Canada, and they were shipped under their label. Salesmen from distributors contracted with various businesses for advertising calendars, sending orders to the distributors who then contracted with The McCleery-Cumming Company for production of calendars from their lines. They had 80 different styles of calendars in their George Washington line alone, and their inspirational calendar line continued to be the most popular. Six additions had been completed to their plant building in 1958, resulting in 204,000 square feet. The McCleery-Cumming Company were recognized as largest publisher of calendars in the advertising specialties industry. Long-term company employees included president Carl Dallmeyer (1946), vice president and office manager Robert Nicola (1948), data processing and shipping manager Dean Garrett (1953), plant superintendent Darwin Widmer (1957), executive assistant Marlin Peiffer (1957), secretary and art director Jim Lang (1959), personnel director John Scheldrup (1969), controller-treasurer Richard Myren (1970), and vice president of marketing Jerome Hoxton (1972). The article noted: "Long-time employment is one result of a pleasant work atmosphere. That factor, along with the skilled work force and the quality product, should keep McCleery-Cumming cranking out calendars in happy obscurity for years to come" (Gerald Stoddard, "McCleery-Cumming: A well-known firm among its many competitors," *Washington Evening Journal*, July 14, 1988, 9).

By the early 1990s, many of the company's executives were looking towards retirement, and they worked to position The McCleery-Cumming Company for continued success through the sale to Bemrose USA of Auburn, Indiana for \$27 million. Bemrose was a printing group based in London, England, with US operations through their company in Indiana. Bemrose USA was noted as leader in the promotion products sales, also owning other companies such as Souvenir Inc. based in Cedar Rapids. The McCleery-Cumming Company had six major stockholders, four of which were executives planning to retire on December 31, 1993: Carl Dallmeyer, president; Robert Nicola, vice president; Marlin Peiffer, secretary; and Dean Garrett, data processing manager. Richard Myren, would continue on as executive vice president and general manager, and Darwin Widmer, plant superintendent, would continue as vice president of manufacturing. Jerome Hoxton would also remain with the company as vice president of sales. About two-thirds of The McCleery-Cumming Company's sales were noted to be from their George Washington line of calendars, with the remainder tailor made for clients such as Ford, Walmart, and Texaco. They also owned the exclusive rights to print and distribute Playboy calendars ("McCleery-Cumming Co. sold," *Washington Evening Journal*, December 7, 1993, 1; "Bemrose seeks pounds 19.5m to finance purchase of US calendar printer," *The Independent*, London, England, December 8, 1993).

The McCleery-Cumming Company continued to be operated in Washington by Bemrose USA until the late 1990s. The company continued to employ around 300 in the peak season from June to December. Jerome Hoxton, vice president of sales and marketing, noted in 1996 that the practice of businesses giving calendars to customers was still an effective marketing tool ("Calendar company has big plans for 21<sup>st</sup> Century," *Cedar Rapids Gazette*, March 31, 1996, 54). However, technology also began to replace paper calendars, with an increasing number of people beginning to use electronic calendars. The calendar and promotional business declined in the late 1990s, and Norwood Promotional Products of Austin, Texas, acquired Bemrose USA, including The McCleery-Cumming Company, in April 1999. This acquisition made them the largest promotional products company in world ("Souvenir owner to realign firm," *Cedar Rapids Gazette*, January 27, 2000, 7B). In 2001, they owned several promotional products companies, including The McCleery-Cumming Co. Inc. (Washington, IA); Souvenir Group (Cedar Rapids, IA); Air-Tex Corp. (Des Moines, IA); Key Industries, Inc. (East Peoria, IL); Tee Off/Wesburn (New London, WI); Renaissance Publishing Co. Inc. (Auburn, IN); Duratec Corp. (Woobury, MN); and Janesville Group Ltd. (Janesville, WI). In January 2004, Norwood closed the calendar factory in Washington, consolidating and moving operations to Sleepy Eye, Minnesota (Dallmeyer 2014).



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## 9. Major Bibliographical References

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- *The George Washington Line: Calendars for Year-Round Advertising*. Booklet including tour of calendar production at factory in Washington, no date (c.1970s).

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- Twenty-Fifth Anniversary Edition, *Evening Journal*, April 3, 1926
- Washington County Centennial Edition, *Evening Journal*, July 1936
- Souvenir Edition of Washington Centennial, *The Evening Journal*, August 1939
- Sixtieth Anniversary Edition, *The Washington Evening Journal*, February 27, 1953
- Bicentennial edition, *The Washington Evening Journal*, July 1, 1976
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*Souvenir History of Washington, Iowa*. Washington, IA: Washington Evening Journal, June 23, 1989.

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**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): Iowa Inventory #92-00473

**10. Geographical Data**

**Acreage of Property** less than 1 acre  
(Do not include previously listed resource acreage.)

Use either the UTM system or latitude/longitude coordinates

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

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Latitude Longitude

2 \_\_\_\_\_  
Latitude Longitude

4 \_\_\_\_\_  
Latitude Longitude

or

**UTM References**

Datum (indicated on USGS map): \_\_\_\_\_ NAD 1927 or x NAD 1983

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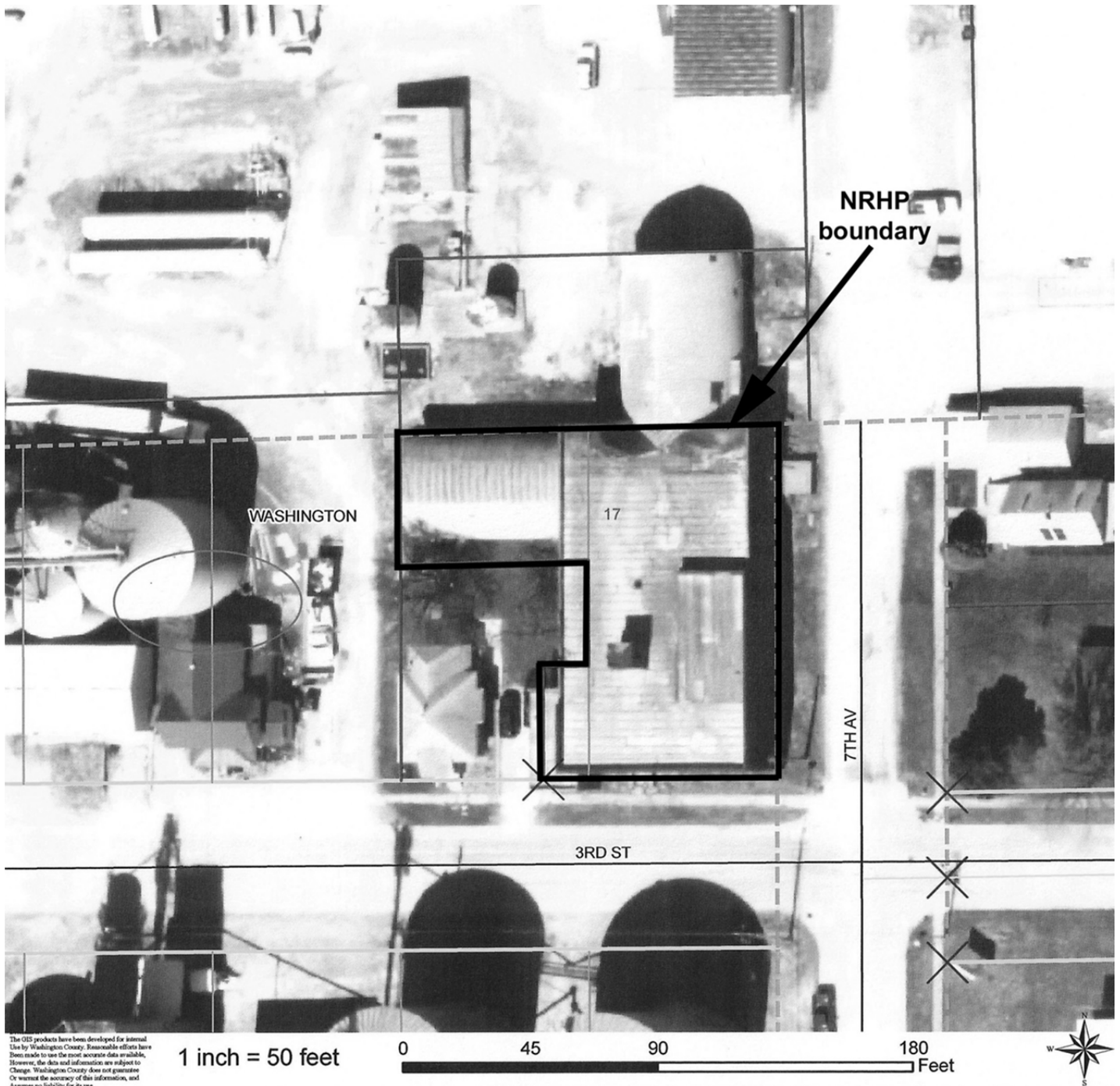


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**Verbal Boundary Description** (Describe the boundaries of the property.)

The National Register of Historic Places boundary is depicted on the map below. It includes the parcels currently and historically associated with the property: Fractional Lot 1, south 40 feet of east 16 feet of Fractional Lot 2, and north 46 feet of Fractional Lot 2 in the Northeast Addition to Washington. The boundary starts at the northwest corner of E. 3<sup>rd</sup> Street and N. 7<sup>th</sup> Avenue, extending north 125 feet, west 132 feet, south 46 feet, east 66 feet, south 39 feet, west 16 feet, south 40 feet, and east 82 feet to the point of beginning.



**Map depicting National Register boundary**  
(aerial photography offset – NRHP boundary follows parcel boundary, including all of building foundation)

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**Boundary Justification** (Explain why the boundaries were selected.)

The National Register boundary for the property includes the parcels currently and historically associated with the McCleery Calendar Factory, which are currently owned by Earl R. Wood & Sons, Inc. The parcels include the original building and later additions to the west. The demolished 1950s north addition sits on a separate parcel owned by the Burlington Northern railroad, and it is not included in the boundary.

**11. Form Prepared By**

name/title Rebecca Lawin McCarley, Architectural Historian  
organization SPARK Consulting date October 30, 2014  
street & number 17 Oak Lane telephone 563-324-9767  
city or town Davenport state Iowa zip code 52803  
e-mail sparkconsulting@octaspark.com

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.  
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

*Property owner info (as requested to be completed by SHPO):*

name Earl R. Wood & Sons, Inc. – c/o Matt Wood  
street & number 2105 Tulip Avenue telephone n/a  
city or town Ainsworth state IA zip code 52201

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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**Photographs:**

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

**Photo log:**

Name of Property: McCleery Calendar Factory

City or Vicinity: Washington

County: Washington State: Iowa

Photographer: Rebecca Lawin McCarley

Date Photographed: June 11, 2014

*Description of Photograph(s) and number, include description of view indicating direction of camera:*

1. Setting of McCleery Calendar Factory, camera facing west-northwest.
2. McCleery Calendar Factory, camera facing northwest.
3. Façade (south elevation), camera facing north.
4. East elevation, camera facing west.
5. West and south elevations, camera facing northeast.
6. West elevation, camera facing southeast.
7. North elevation, camera facing south.
8. Entry and printing room on first story, camera facing southwest.
9. Printing room on first story, camera facing northeast.
10. Elevator and first story of 1931 addition, camera facing southwest.
11. Office on first story, camera facing southwest.
12. First story of 1935 rear addition, camera facing south.
13. Binding room on second story, camera facing southeast.
14. Elevator and second story of 1931 addition, camera facing southwest.
15. Layout room on second story, camera facing west.
16. Second story of 1935 rear addition, camera facing northeast.
17. South end of basement of original building, camera facing southwest.
18. East end of basement of original building, camera facing northeast.
19. Basement of 1931 addition, camera facing northeast.
20. Basement of 1935 rear addition, camera facing southeast.

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First story

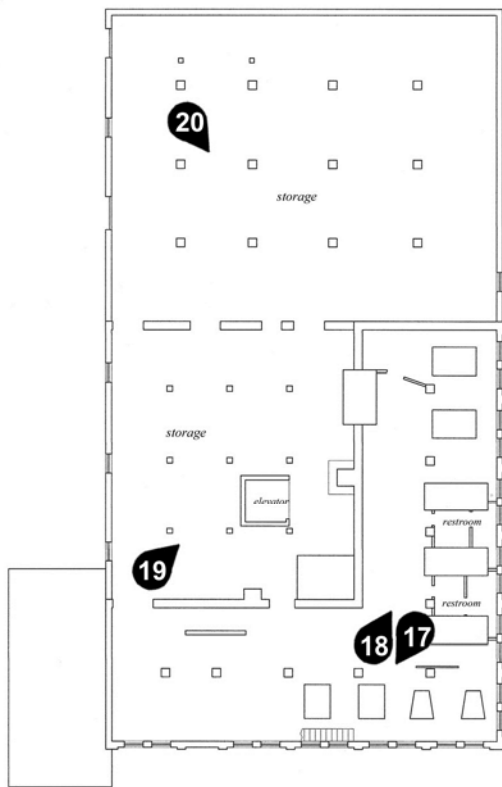
Photograph key 1  
McCleery Calendar Factory  
Washington, Iowa



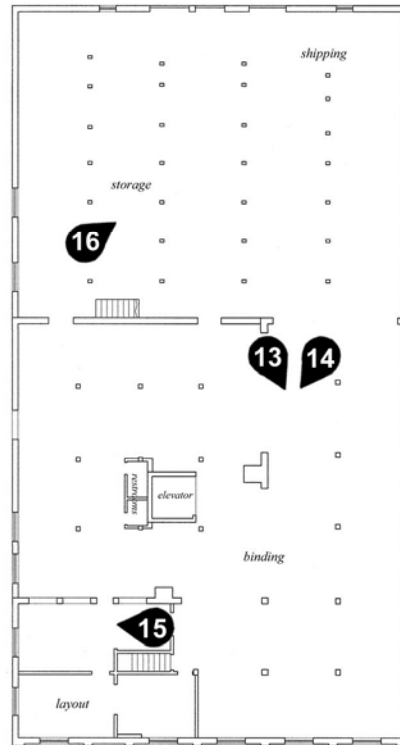
1/32"=1' (sketch of general layouts)  
R.L. McCarley, SPARK Consulting  
June 2014

McCleery Calendar Factory  
Name of Property

Washington County, Iowa  
County and State



**Basement**



**Second story**

Photograph key 2  
McCleery Calendar Factory  
Washington, Iowa



1/32"=1' (sketch of general layouts)  
R.L. McCarley, SPARK Consulting  
June 2014

















































J. R...



































UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: McCleery Calendar Factory

MULTIPLE NAME:

STATE & COUNTY: IOWA, Washington

DATE RECEIVED: 5/01/15      DATE OF PENDING LIST: 5/29/15  
DATE OF 16TH DAY: 6/15/15      DATE OF 45TH DAY: 6/16/15  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000344

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    6/16/2015 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Accept A&C  
REVIEWER Patrick Andrews      DISCIPLINE Historian  
TELEPHONE \_\_\_\_\_      DATE 6/16/2015

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



# IOWA DEPARTMENT OF CULTURAL AFFAIRS

MARY COWNIE, DIRECTOR  
CHRIS KRAMER, DEPUTY DIRECTOR

TERRY E. BRANSTAD, GOVERNOR

KIM REYNOLDS, LT. GOVERNOR

RECEIVED 2280

MAY 01 2015

NAT. REGISTER OF HISTORIC PLACES  
NATIONAL PARK SERVICE

IOWA  
ARTS  
COUNCIL

PRODUCE  
IOWA

STATE HISTORICAL  
SOCIETY OF IOWA

STATE HISTORICAL  
MUSEUM OF IOWA

STATE HISTORICAL  
LIBRARY & ARCHIVES

STATE  
HISTORIC  
SITES

STATE HISTORIC  
PRESERVATION  
OFFICE OF IOWA

IOWA  
HISTORICAL  
FOUNDATION

April 28, 2015

J. Paul Loether, Deputy Keeper and Chief  
National Register and National Historic Landmarks  
1201 Eye St. NW, 8th Fl.  
Washington D.C. 20005

Dear Mr. Loether:

The following National Register nomination(s) are enclosed for your review and listing if acceptable.

- H.A. Baxter Coal Company Historic Distric, 601 E 3<sup>rd</sup> Street, Washington, Washington County, Iowa
- McCleery Calendar Factory, 632 E 3<sup>rd</sup> Street, Washington, Washington County, Iowa

Thank you for your consideration.

Sincerely,



Elizabeth Foster Hill  
National Register