

# The Brownie Calendar

by Lynne Belluscio

Few people around LeRoy have seen a "Brownie Calendar" yet each year over 120,000 Brownie Calendars roll off the presses at the *LeRoy Pennysaver* and are shipped to stores, banks and restaurants in the Southeast and Mid-Atlantic States.

In December, *The Roanoke Times*, (in Virginia) ran a two-page article about the Brownie Calendar. The reporter, Ralph Berrier, Jr., wrote about Tilly's Grocery in Cana, Virginia. Each year Terry Tilly orders 375 calendars for his customers. According to the newspaper, "Tilly's Grocery is an old-fashioned country store that still sells tins of snuff and where old men gather in the mornings to drink coffee and argue politics."

Naturally a Ramon's Brownie Calendar hangs on the wall just inside the front door." Terry Tilly said that "people go crazy if we don't have them." Last year, while on a museum trip, I stopped at an antique store near Winston-Salem, North Carolina, and found a tall stack of Brownie Calendars for sale. I bought a 1930 calendar from Phillips & Hutchens, General Merchandise from East Bend, North Carolina and a 1981 calendar from Cutter Inc. of Yadkinville, North Carolina (one of the first printed in LeRoy.)

The first Brownie Calendar was printed in the 1880s by the Brown Manufacturing Company of Greeneville, Tennessee. The calendars were advertising pieces for the patent medicines produced by the Brown Company and included the picture of the "Little Doctor", a little man dressed in a long coat and top hat carrying a bag of Ramon's pills. By the time Brown Manufacturing was bought by David Grayson in LeRoy, the patent medicine business was being phased out, but the demand for the calendars continued.

For over 120 years, people have looked to the Brownie Calendar for weather prognostications, gardening tips and phases of the moon. David acquires the almanac information from the *Farmer's Almanac* (not the

*Old Farmer's Almanac*). I checked the weather prognostication for this year's Valentine's Day weekend: "Stormy weather in New England and Mid-Atlantic, with heavy snow accumulations of 6-12". Mid Atlantic possible blizzard, followed by fair, cold air." I also learned from the calendar that "west and mid-west storms charge eastward" this month and snow was predicted for Texas, with 1 to 2 feet of snow predicted for the Northeast in possible blizzard. March is looking a little bit better with pleasant spring weather in the central states, but then turning stormy.

The 5, 6 and 25th of March are the best days to set hens and the best fishing days are the 24th and 25th. The Brownie Calendar that I picked up at the *Pennysaver*, was printed for the Buck Valley Ranch in Warfordsburg, Pennsylvania. The ranch includes different quotation each year on the calendar. Their 2010 quotation is "The quickest way to double your money is to fold it over and put it in your pocket."

So I said to David, "Could you print some Brownie Calendars for



## RAMON'S BROWNIE CALENDAR®

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"Each time history repeats itself the price goes up."

2009 DECEMBER 2009

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Ramon's Brownie Calendar®

# January - 2010

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2010 FEBRUARY 2010

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
<b>SIGNS OF THE ZODIAC</b> GOAT, Capricorn the Knees WATERMAN, Aquarius, the Legs FISHES, Pisces, the Feet RAM, Aries, Head and Face BULL, Taurus, the Neck TWINS, Gemini, the Arms CRAB, Cancer, the Breast LION, Leo, the Heart VIRGIN, Virgo, the Bowels BALANCE, Libra, the Reins SCORPION, Scorpio, the Loins ARCHER, Sagittarius, the Thighs						
<b>SEASONS IN 2010</b> Spring Begins March 20th, 12:32 p.m. Summer Begins June 21st, 6:28 a.m. Autumn Begins Sept. 22nd, 10:09 p.m. Winter Begins Dec. 21st, 6:38 p.m.						
<b>3</b> Lion Sun R 7:09 Sun S 5:01 Mn R 8:43P Days length 9h 52m Epiphany (Catholic)	<b>4</b> Lion Sun R 7:09 Sun S 5:01 Mn R 8:43P Days length 9h 52m	<b>5</b> Virgin Sun R 7:09 Sun S 5:03 Mn R 11:00P Days length 9h 54m	<b>6</b> Sun R 7:09 Sun S 5:03 Mn R 11:00P Days length 9h 54m Last Quarter 5:39 A.M.	<b>7</b> Sun R 7:09 Sun S 5:04 Mn R 12:06A Days length 9h 55m Balance Reins	<b>8</b> Sun R 7:09 Sun S 5:05 Mn R 1:11A Days length 9h 56m New Year's Day	<b>9</b> Sun R 7:09 Sun S 5:06 Mn R 1:15A Days length 9h 57m Scorpio
<b>10</b> Sun R 7:09 Sun S 5:07 Mn R 1:17A Days length 9h 58m Scorpion	<b>11</b> Sun R 7:09 Sun S 5:08 Mn R 1:16A Days length 9h 59m Scorpion	<b>12</b> Sun R 7:08 Sun S 5:11 Mn R 1:10A Days length 10h 01m Archer	<b>13</b> Sun R 7:08 Sun S 5:10 Mn R 1:09A Days length 10h 02m Archer	<b>14</b> Sun R 7:08 Sun S 5:12 Mn R 1:08A Days length 10h 04m Goat	<b>15</b> Sun R 7:08 Sun S 5:12 Mn R 1:08A Days length 10h 04m Goat	<b>16</b> Sun R 7:07 Sun S 5:13 Mn R 1:07A Days length 10h 06m Goat
<b>17</b> Sun R 7:07 Sun S 5:14 Mn R 1:06A Days length 10h 07m Waterman	<b>18</b> Sun R 7:07 Sun S 5:15 Mn R 1:05A Days length 10h 08m Fishes	<b>19</b> Sun R 7:06 Sun S 5:15 Mn R 1:04A Days length 10h 09m Fishes	<b>20</b> Sun R 7:06 Sun S 5:17 Mn R 1:03A Days length 10h 11m Fishes	<b>21</b> Sun R 7:06 Sun S 5:18 Mn R 1:02A Days length 10h 12m Fishes	<b>22</b> Sun R 7:05 Sun S 5:18 Mn R 1:01A Days length 10h 15m First Quarter 5:53 A.M.	<b>23</b> Sun R 7:05 Sun S 5:20 Mn R 12:23A Days length 10h 15m Ram
<b>24</b> Sun R 7:04 Sun S 5:21 Mn R 1:26A Days length 10h 17m Bull	<b>25</b> Sun R 7:04 Sun S 5:22 Mn R 1:25A Days length 10h 18m Bull	<b>26</b> Sun R 7:03 Sun S 5:23 Mn R 1:24A Days length 10h 20m Twins	<b>27</b> Sun R 7:02 Sun S 5:25 Mn R 1:23A Days length 10h 22m Twins	<b>28</b> Sun R 7:02 Sun S 5:26 Mn R 1:22A Days length 10h 23m Crab	<b>29</b> Sun R 7:01 Sun S 5:26 Mn R 1:21A Days length 10h 25m Crab	<b>30</b> Sun R 7:00 Sun S 5:27 Mn R 1:20A Days length 10h 27m Full Moon 1:18 A.M.
<b>WEATHER CHART FOR JANUARY</b> Great Lakes into New England, then turning fair and cold. 16-19: Light snow across the Plains; then showers Alabama. Georgia to Virginia, Maryland. Wet into New England. 20-23: Milder conditions into Mississippi Valley. Fair and very cold Great Lakes east. 24-27: Snow for the Coast to Virginia, Maryland, Fair and cold for Great Lakes and Northeast. EVENING FISHING GUIDE BEST GOOD FAIR POOR 2010 6-SHEET PRICE \$9.99 or 5 FOR \$39.75 MORNING FISHING GUIDE BEST GOOD FAIR POOR						

the Historical Society?" I know that we are already six weeks into the year, but I think some folks in LeRoy might want to have one of these unique vintage calendars. So the Historical Society is going to have 100, limited edition Brownie Calendars for sale.

I've even picked out a historical quotation to have included. The calendars should be ready for sale by February 22. We'll use them as a fund-raiser and sell them for \$5. You can stop by the museum shop and pick one up.

Pens · Pencils · Mugs · Water Bottles · Key Tags · Magnets....and more!

## LP GRAPHICS

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