



Corona Calendar Collection

1906 – 2011 (significant portion of the collection is from the 1980s-1990s)

92 records/ 3 boxes/ one linear foot

The Corona Calendar Collection is an assortment of calendars with Corona themes or by Corona associations. They encompass almost one hundred years of calendars created by and for Coronans. Thematically, they range from official, professional calendars, to Citrus Label and Centennial calendars.

Location: B, 26 – 27

W.D. Addison Heritage Room, 650 S. Main Street, Corona, CA 92882, (951) 279-3593

Hours: Monday & Tuesday 3 p.m. to 7 p.m., Wednesday & Thursday by appointment only, Friday - Sunday CLOSED.

Gifts of: Various Donors

Inventory:

| Call # | Year | Calendar Description | Quantity |
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| M 070/1 | 1906 | Austin & Best, ..Dry Goods, Notions, Gents' Furnishings, Shoes, A Specialty - Wall calendar with a black & white picture of four children sitting on a fence eating watermelons. Condition: backing is damaged on the lower left side and a 3 inch tear is visible going from left to right in the same area. | 1 |
| M 070/1 | 1906 | Austin & Best, ..Dry Goods, Notions, Gents' Furnishings, Shoes, A Specialty. Wall Calendar with a black & white picture of a little girl in a white dress standing on a chair using a telephone. Condition: edges are worn and the bottom right & top left corners are bent. | 1 |
| M070/1 | 1927 | Glass Brothers, Corona, California. – Wall calendar with a painting of two women sitting on the ground near a fountain, the landscape is full of pink flowers. The calendar was designed and painted by Maxfield Parrish to help promote Edison Mazda Lamps. Condition: 1) Excellent; 2) Good, bottom is torn and cracked and there is one small nick in the framed area of the painting on the right. | 2 |
| M 070/1 | 1945 | Pacific Mutual Life Insurance Company, - The Corona office is listed in the First National Building with John P. Key's name listed. Wallet calendar, the size of a business card also includes a 3 1/4" ruler, and an advertisement in orange, blue & black with the statement "Which Umbrella do YOU carry?" | 1 |
| M 070/1 | 1946 | Weatherly Furniture Co. - small desk calendar with a green beige ribbon, the cover has a little girl in a field of flowers, inside there focus is on the Christmas & New Year holiday season. | 1 |

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| M 070/1 | 1954 | Season's Greetings. Barnett's Feed Store - "We Carry a Complete Line of Purina Feeds and Supplies" - Corona, Calif. Cover is a color illustration with an adult carrying an axe and a child pulling a sled with a freshly chopped Christmas tree resting on it. Inside are color illustrations, spreadsheets for recordings expenditures each month, as well as reminders for each month. Condition: inside pages have pulled loose from the cover. | 1 |
| M 070/1 | 1959 | Hendrickson Bros. Citrus Pest Control - Plan-A-Rama calendar with a black comb binding and pale green cover. Each month has an article that focuses on various aspects of "Sales Power". | 1 |
| M 070/1 | 1965 | Joe Bridges Trading Post, Groceries - Sporting Goods - Hardware - Gasoline - Spiral bound with a color photograph of 2 men on horse. Inside are color images of prepared food, images provided by Fine Arts. | 1 |
| M 070/1 | 1966 | Shell Fertilizer Calendar - brown woven basket filled with fruit, vegetables, and flowers. This calendar is Shell's "Ammonia Division Calendar. The calendar depicts rural superstitions that originated in a time with lore of framing was passed down from father to son." Designed by Bruce Butte. Distributed by Southern Nitrogen and Chemical Company in Corona. | 1 |
| M 070/1 | 1967 | Shell Fertilizer Calendar - cover is in oranges, blue, green, yellow, pink and red it features a bird (parrot) and flowers. The interior houses a "collection of Household Hints, Remedies, and Other Useful Items". The designs are by Lowell Herrero. Distributed by Southern Nitrogen and Chemical Company in Corona. | 1 |
| M 070/1 | 1971-1972 | National Business & Professional Women's Club of Corona - "Civic Directory with organizations, businesses, and professional services, daily date book, and personal telephone index". Brown comb binding and light brown/beige cover. | 1 |
| M 070/1 | 1976 | Corona Norco Bicentennial, 1776-1976 - Calendar is spiral bound at the top, printed in black & white, has illustrations of various buildings from the Corona area and a small black & white picture of calendar artist Betty Heim Stone. There are a collection of brief facts about Corona and Norco listed on the cover of the calendar. Three copies of the calendar are signed by the artist. Others have logos & addresses of Corona businesses printed on the lower left corner of the cover. | 9 |
| M070/1 | 1979 | Joe Bridges Trading Post, Groceries & Sporting Goods. Gene Bridges Real Estate-Commercial & Residential. Calendar cover is a color photograph of "No. 444 Pemaquid Lighthouse". Inside are charts, color photos of meals, and recipes provided by the National Live Stock and Meat Board. | 1 |
| M 070/1 | 1980 | Pomona First Federal Savings PFF - Orange Crate Art, "Pomona Yesterday" printed on the yellow cover which also features the "Goddess of Fruit" wearing a white toga and carrying various types of fruit. | 1 |
| M 070/1 | 1982 | Beautiful Inland Empire - <i>Rosy Future</i> poem by Jean K. Harp & image of 5 red roses on the cover. The interior features artwork depicting various locations in the Inland Empire including a watercolor by Mel Atwell of the "Citrus Building" (Corona) [building is the Sunkist Plant at Joy & railroad tracks]. | 2 |
| M 070/1 | 1982 | Orange Crate Art; Pomona First Federal Savings (PFF) - the cover features a citrus label with 2 peacocks from the Sunkist California Dream Brand. | 1 |
| M 070/1 | 1984 | Beautiful Inland Empire - Cover is a color photograph of 1 man, 2 women with an old red Model T. Inside are photos of old cars parked in front of buildings and other locations in the Inland Empire. The poem "Horseless Carriage" by Jean K. Harp is printed on the inside cover. The April image was taken in front of the Sunkist Plant at Joy Street and the railroad tracks - an inset image shows 1147 E. Grand Blvd. November has 2 images of the Corona Civic Center. | 1 |

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| M 070/1 | 1984 | Historical Calendar of Palm Springs - The Eighth Edition of the calendar features a drawing of a wood framed residence with a rock chimney and palm trees in the yard. Each month a new image of a significant figure or location in Palm Springs history is featured along with a brief description of the image. | 1 |
| M 070/1 | 1986 | Corona Historic Preservation Society - Corona Centennial Calendar, sepia tone image of the Hotel Temescal by O.A. Smith on the cover, the interior features sepia photographs of Corona. | 4 |
| M 070/1 | 1986 | City of Corona - The Official Calendar of Corona's Centennial. Sponsored by WCB- Western Community Bank, Corona, California. The interior features color images of Corona Citrus Labels. | 4 |
| M 070/1 | 1986 | California Rehabilitation Center (CRC) Education Department - The comb bound Vocational Education Calendar with black & white pictures with The Norconian Club and a brief description of the resort and images. Photographs of the Norconian Club are featured each month. | 2 |
| M 070/1 | 1987 | Historical Calendar of Palm Springs - The Eleventh Edition of the calendar features a drawing of a wood framed residence with a rock chimney and palm trees in the yard. Each month a new photograph and cartoon of a significant figure or location in Palm Springs history is featured along with a brief description of the image. | 1 |
| M 070/1 | 1987 | California Rehabilitation Center (CRC) Education Department - The comb bound Vocational Education Calendar with a black & white photograph with the caption "The Norconian Club 1933". Photographs of the Norconian Club are featured each month. | 1 |
| M 070/2 | 1989-1990 | Corona Historical Calendar, 1989-1990. ZAP Printing & Graphics. Wall calendar with July 1989 through June 1990. Four black and white images are printed at the top: Corona High circa 1940, 1914 Corona Road Race, George L. Joy house on Grand and St. Edward's Church circa 1930. | 3 |
| M070/2 | 1990 | Saturday Evening Post, Norman Rockwell Calendar. Spiral bound with white cover featuring an illustration by Norman Rockwell. Distributed by the Department of the Navy, Fleet Analysis Center of Corona. | 1 |
| M070/2 | 1990 | Corona Today Photo Calendar Sponsored by the Corona Jaycees with the Corona-Norco Independent. The cover is white with a black & white photograph of Corona High School football players on the field, some are holding up their helmets. The interior features black and white aerial, special events, industrial, and agricultural photographs. | 2 |
| M 070/2 | 1990 | Corona Historic Preservation Society - Sepia tone aerial image Corona as it would have looked in 1886 when it was known as South Riverside. The interior features sepia images of buildings and events in Corona. Some descriptions are available. The calendar was produced by Corona Historic Preservation Society and ZAP Printing & Graphics. | 4 |
| M 070/2 | 1991 | Corona Historic Preservation Society - Sepia tone aerial image Corona as it would have looked in 1886 when it was known as South Riverside. The interior features sepia images of buildings and events in Corona. Some descriptions are available. The calendar was produced by Corona Historic Preservation Society and ZAP Printing & Graphics. | 3 |
| M 070/2 | 1991 | Riverside County Federal Credit Union - Cover has a black & white photo of a man in silhouette looking out over a lake. The interior features black and white photos from a photo contest sponsored by the Credit Union. The cover image won first place in the contest. | 1 |
| M 070/2 | 1991 | Orange Crate Art sponsored by Pomona First Federal Savings. Cover is green with an orange crate label featuring a parrot looking at an orange, Gorgeous Valencias brand. The interior features color reproductions of various crate or citrus labels from the Inland Empire. | 1 |

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| M 070/2 | 1991 | The Flowering of Orange Label Art. Black cover featuring Southland Beauties Brand (Jameson/Corona). Copyright "Out of the West", images are from the Dorothy Hirschler Collection. | 1 |
| M 070/2 | 1992 | Hearts and Flowers, Orange Label Art. Black cover featuring Chrysanthemum Brand, Extra Fancy orange crate label. Corona labels are in 4 locations: April 19 Corona Lily was used to mark Passover & Easter Sunday, Southland Beauties is the main label in May, Marigold is the main label featured in June, and a postcard of the Marigold Label is available on the back cover. Copyright "Out of the West", images are from the Dorothy and Levi Hirschler Collection. | 1 |
| M 070/2 | 1992 | Centennial Calendar - Pomona First Federal Savings produced the calendar to commemorate the companies 100th Anniversary. The cover features a color illustration of two men sitting in the office of Pomona's Mutual Building & Loan. The interior features historical events that have occurred during PFF's history. | 1 |
| M 070/2 | 1992 | The Press Enterprise, Riverside County's Newspaper - Cover is white with a color photograph of a red-winged blackbird perched among mustard flowers. The interior includes color photographs of various Riverside County locations. | 1 |
| M 070/2 | 1993 | 100th Riverside County Anniversary - Cover is white with gold text with 4 black & white pictures. The interior features black and white photographs from various Riverside County cities. Corona is featured in April with an image of President Benjamin Harrison visiting the Temescal Tin Mines in 1891. The calendar was sponsored by the Riverside County Federal Credit Union. | 1 |
| M 070/2 | 1993 | Press-Enterprise Riverside County's Newspaper. White cover with a color photograph of San Bernardino Mountains and Canyon Lake. The interior includes color photographs of various Riverside County locations, Corona's only mention is with the 1914 Corona Road Race on page 28. Calendar was produced to commemorate the County's 100th Anniversary, a list of events can be found on page 29. | 1 |
| M 070/2 | 1993 | Orange Crate Art - Light blue background and a Garland Brand Washington Navels citrus label on the cover. Interior features color reproductions of various citrus labels from Southern California cities. Sponsored by Pomona First Federal Savings. | 2 |
| M 070/2 | 1994 | Greetings From Redlands - Postcards From the Past. Spiral bound with a cover that features a color postcard with red roses in front of a house and two other buildings. The interior features hand tinted postcards from various Inland Empire cities. Corona is featured in May with a postcard of Fuller Guest Rancho. | 1 |
| M 070/2 | 1994 | Pomona First Federal Savings, Orange Crate Calendar. Cover has a green panel on the left and a color image of Montana Brand oranges from Pomona. The interior features color reproductions of citrus labels from various packing houses in the Inland Empire. Corona's Justrite Brand is featured in June. | 1 |
| M 070/2 | 1995 | Joor Bros., Metal Service. Cover is white (no artwork is featured) with the name and address of the company printed in blue in the lower left corner. The interior features a single black and white photograph of the Joor Bros. Welding Service building with two men and two cars parked outside. | 1 |
| M 070/2 | 1995 | The Friends of the Haverhill Public Library - Black & White air image of an artist rendition of the Haverhill Public Library | 1 |
| M 070/2 | 1995 | U. S. House of Representatives, Congressman Ken Calvert 43rd District. Cover has a white border and features an image of the Capitol Building with parts of the Preamble, Mayflower Compact, and Articles of Confederation printed over it. The interior features color photographs of Washington, D.C. | 1 |

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| M 070/2 | 1995 | Fare's Industrial Tool & Supply - Spiral bound with a green cover with the quote "We sincerely appreciate your business and thank you for your friendship and goodwill." No photographs or artwork are featured in the interior. There are notes and memo sections, a U.S. Time Zone and Telephone Area Codes map, a planning calendar, and a vacation schedule memo section. | 1 |
| M 070/2 | 1996 | Heritage Calendar sponsored by Chino Valley Bank. Cover is black with a black and white photo of San Gabriel Mission c. 1880. The interior features black and white photos of events from various Inland Empire cities. Corona's 1913 Road Race is the featured image for March. | 1 |
| M 070/2 | 1996 | Orange Crate Calendar - White cover with a blue with red border Wisteria of La Verne orange crate label. The calendar was sponsored by Pomona First Federal Savings. The interior has color reproductions of various Inland Empire citrus labels. The "Corona Lily" label from Call Ranch is featured in November. | 1 |
| M 070/2 | 1998 | Northwestern Mutual Life, The Quiet Company, Audubon Calendar - Small desk calendars with spiral binding. The cover is grey with two sea birds near the ocean. Distributed through Agent Lawrence E. Key's office in Corona. The interior has color reproductions of Audubon's work. | 2 |
| M 070/2 | 1998 | "Using Water Wisely" Calendar - Colorful cover with a child's drawing that states "Water is Important". The interior features artwork from other children in the Metropolitan Water District of Southern California's service area. A tear off poster is inside and a game titled "Water Jeopardy". | 1 |
| M 070/2 | 1999 | ZAP Printing & Graphics. Cover is blue and features a Justrite Brand, California Red Ball citrus label. The interior features historic Corona Citrus Labels | 4 |
| M 070/3 | 2000 | Corona 2000, vertical wall calendar design- Cover begins as red and transitions to yellow at the bottom. There are 12 color photographs on the cover, these images make up the interior artwork. Produced and distributed by ZAP Printing and Graphics. | 2 |
| M 070/3 | 2002 | U. S. House of Representatives, from the Office of Congressman Ken Calvert - Cover: Capitol Building can be seen just beyond the tree line. | 1 |
| M 070/3 | 2003 - 2004 | A Celebration of Riverside County Youth - "Freedom is Drug Free" - Spiral bound school calendar; The cover and interior feature artwork by children; the cover has a pink background. | 1 |
| M 070/3 | 2005 | County of Riverside Environmental Calendar. Color photograph of a trail with yellow wildflowers. Interior features brief articles about various environmental issues such as composting, recycling, water conservation, and safe pest control. Produced by Riverside County Waste Management Department, The Cities and County of Riverside Stormwater/Cleanwater Protection Program, and the County of Riverside Community Health Agency-Department of Environmental Health. | 1 |
| M 070/3 | 2005 | Historic Corona. Brown cover with 3 black and white images of Corona - City Hall (8th & Main), Richfield service station, and a dry goods store/bar. The interior features black and white photographs from the Heritage Room collection. Produced and distributed by ZAP Printing and Graphics. | 1 |
| M 070/3 | 2006 | Historic Corona. Light brown cover (the background image is an aerial shot of the Exchange) with 3 black and white images of Corona - Start Line of Corona Road Race, Corona Junior High Band, and the train depot. The interior features black and white photographs from the Heritage Room collection & Images of America, Corona by Mary Bryner Winn. Produced and distributed by ZAP Printing and Graphics. | 1 |

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| M 070/3 | 2007 | Historic Corona, Vintage Postcard Reproductions. Light brown cover with color reproduction of a postcard showing Main Street, Corona, Cal. The interior features black and white postcards from the Heritage Room collection & Postcard History Series, Corona by Mary Bryner Winn. Produced and distributed by ZAP Printing and Graphics. | 1 |
| M 070/3 | 2008 | Historic Corona, Shades of Corona... Through the Lens of Rudy Ramos. Cover features four black and white photographs - Corona Fire Department, Rexall Drugs, Carnegie Library in snow, and the Photo by Ramos building. The interior features black and white photographs from the Heritage Room collection. Produced and distributed by ZAP Printing and Graphics. | 1 |
| M 070/3 | 2009 | Going About Our Business – Historic Corona - ZAP Printing & Graphics Calendar – Cover has 4 black & white images: Vasels Department Store, Keller Furniture Store, Emerson Dry Goods, and Flaming Arrow Motel. The interior features black and white photographs from the Heritage Room collection. | 1 |
| M 070/3 | 2010 | United States House of Representatives, from the Office of Ken Calvert. Cover: Capitol Building with a blue sky. Produced by the United States Capitol Historical Society. | 1 |
| M 070/3 | 2010 | Historic Corona, Celebrating Corona. Cover features four black and white photographs – 1930 soap box derby racers, dancers at Corona's 50 th Anniversary, Corona City Band and the 1990 Cinco de Mayo Parade. The interior features black and white photographs from the Heritage Room collection. Produced and distributed by ZAP Printing and Graphics. | 1 |
| M 070/3 | 2011 | Edibles, Eateries & Entertainment, Historic Corona - ZAP Printing & Graphics Calendar - cover has 5 black & white images: Corona Bakery & Roy Morgan's Barber Shop (1970's), Taco Tavern on Paseo Grande & W. Smith (1960's), Provencal Bar (1920's), Carmel's Corner on Smith & Joy, Wagon Wheel Cafe at the corner of Yorba & W. Smith (1960's). | 2 |
| M 070/3 | 2011 | Water Is Life...2011. The Metropolitan Water District of Southern California Calendar. The calendar features the artwork of students grade K-12. | 1 |