

Central Registry (1008-2-115) Public Information - Voluntary Organizations -  
Accredited Organizations - World Calendar Association -

1 AUG, 1946  
1 JAN, 1947

CLEAR

SE

07/05

S-0472

Box-93

File-19

RAG-1



1008-2-115

js

NAME IND.	<i>ml</i>
SUBJ. IND.	

January 3, 1947

Miss Elizabeth ~~Achelis~~, President,  
World Calendar Association,  
630 Fifth Avenue,  
New York 20, N.Y.

Dear Miss Achelis,

Thank you for your charming greeting card, which  
has just reached me owing to a wrong address. I am enclosing the  
front of the envelope so that your secretary can correct it.

Best wishes for the New Year,

Sincerely yours,

JBO/DS

JAMES B. ORRICK,  
Chief, Section for  
Voluntary Organizations



1008 - 2 - 115

NAME IND. *115*

SUBJ. IND.

5 December 1946

Mr. Westy Egmont, Director  
The World Calendar Association, Inc.  
630 Fifth Avenue  
New York 20, N. Y.

Dear Mr. Egmont:

Thank you for your letter of November 29th. I trust you have by now received the charts we sent you recently.

We are having a new permanent pass made out in your name, which should be ready for you the next time you come out to Lake Success to attend a meeting. As you requested, we are listing the World Calendar Association as an international organization.

We have today informed Miss Achelis of our action, and also assured her that we shall be glad to reserve tickets for her whenever she desires to attend meetings.

Sincerely yours,

JBO:HBM

J. B. Orrick  
Chief, Section for  
Voluntary Organizations



1008-2-115

AMS. IND. *pal*

SUBJ. IND.

5 December 1946

Miss Elisabeth Achelis, President  
The World Calendar Association, Inc.  
630 Fifth Avenue  
New York 20, N. Y.

Dear Miss Achelis:

In accordance with Mr. Egmont's letter of 26 November,  
we are having the new permanent pass made out in his name.  
We shall be glad to give you tickets to any meetings you  
may wish to attend in addition to Mr. Egmont, if you will  
just give us a call when you are coming.

Sincerely yours,

JBO:HBM

J. B. Orrick  
Chief, Section for  
Voluntary Organizations



21 November 1946

Mr. Westy Egmont  
World Calendar Association  
630 Fifth Avenue  
New York 20, N. Y.

Dear Mr. Egmont:

Thank you for your letter of November 15th. For Department of State publications, I suggest that you apply to Mr. Chester Williams of the United States Delegation to the United Nations, 250 West 57 Street. You may be interested, however, in the charts recently prepared by the United Nations Department of Public Information, of which I am sending you copies under another cover.

There is another matter that I have been intending to discuss with you, and that is the question of the permanent passes now held by the World Calendar Association. As you know, we gave you a temporary pass before the Assembly. Since the World Calendar Association has admittedly rather specialized interests in the United Nations, we have not yet put through applications for the new permanent passes for you and Miss Achelis. I wonder whether you could now decide whether you wish to be listed as a national or international organization and if so, which one of you would like to represent the Association. We can always provide tickets, of course, for other members of the Directorate when they wish to attend meetings.

Sincerely yours,

JBC:HBM

J. B. Orrick  
Chief, Section for  
Voluntary Organizations



NAME IND.	<i>Den</i>
SUBJ. IND.	

1008-2-115/MEJ

25 September 1946

Madam,

I am directed by the Secretary-General of the United Nations to acknowledge the receipt of your letter dated 12 August 1946 concerning the suggested adoption of a World Calendar.

I am to convey to you the Secretary-General's thanks for your kindness in making this additional information available to him.

In conclusion, I am to express his regret that circumstances have unfortunately made it impossible to acknowledge the receipt of your letter at an earlier date.

Yours truly,

Andrew W. Cordier,  
Executive Assistant to the  
Secretary-General.

es/25 sept. 46

Miss Elisabeth Achelis, President,  
The World Calendar Association, Inc.  
International Building,  
630 Fifth Avenue,  
New York 20  
N. Y.



(Copy)

THE WORLD CALENDAR ASSOCIATION, INC.

REF. NO. 100-852-115  
NAME IND. ....  
SUBJ. IND. ....  
SEP 17 1946

Present Calendar: 16 September 1946  
World Calendar: 16 September 1946

Mr. J. B. Orrick, Chief  
Section for Voluntary Organizations  
Department of Public Information  
United Nations  
Lake Success, New York

Dear Mr. Orrick:

At the time you requested that this Association designate a representative to your department there was no specification as to a division into national and international associations. We sent you the name of Miss Elisabeth Achelis, the President of this Association. In due course you duly accredited her and included her name and that of the Association in your list of American organizations. Thank you very much.

We note that you also have a list of international organizations which are represented. If not inconsistent with your policy, will you accredit the writer as the representative of the international World Calendar Association?

This Association was incorporated in the State of New York in 1930 as a membership corporation. This parent organization is still the United States branch of The World Calendar Association and serves as the international headquarters.

In the course of the development of the Association it rapidly expanded. There are 32 affiliates in other nations. Each of these is autonomous, and the Association has become virtually a federation or confederation of national groups.

Under the circumstances may we suggest that it is entirely proper for you to continue to list the Association as an American organization, but it would be no less appropriate were



- 2 -

The World Calendar Association in toto to be listed also as an international organization, and separately represented.

Trusting that this is clear, and that the request is consistent with your policy, I am

Sincerely yours,



Director

WE:ABC



NAME IN <i>Res</i>
SUBJ. IN

1008-2-115/NEJ

13 September 1946

Sir,

I am directed by the Secretary-General of the United Nations to acknowledge the receipt of your letter dated 7 August 1946 in which you propose the adoption of the World Calendar and a United Nations Day as a World Holiday.

I am to express the Secretary-General's regret that, in accordance with the Rules of Procedure, the Provisional Agenda of the General Assembly has already been circulated, and it is not possible to make any additions to this except at the request of a Member Government after the session has begun.

I have the honour to be,

Sir,

Your obedient Servant,

Andrew W. Cordier,  
Executive Assistant to the  
Secretary-General.

Mr. W. T. Egmont,  
Editor,  
Journal of Calendar Reform, *Under World Calendar Assn.*  
630 Fifth Avenue,  
New York, N. Y.

mbr 10 sept 46



Telephone  
Circle 6-2460

REF. NO. 1008-2-115  
NAME IND. FH  
SUBJ. IND. 9138

Cable Address:  
17-046  
Worldcal

## THE WORLD CALENDAR ASSOCIATION, Inc.

International Building, 630 Fifth Avenue  
New York 20, N. Y.

Present Calendar: 12 August 1946  
World Calendar: 11 August 1946

Elisabeth Achelis  
*President*

Charles S. McVeigh  
*Vice President*

Westy Egmont  
*Director*

Harriet A. Lillie  
*Secretary-Treasurer*

### United States Advisory Committee

Henry W. Bearce  
Dr. Clara B. Burdette  
Mrs. Carrie Chapman Catt  
Mrs. Vera Beggs Conway  
o Dunn  
ard F. Flynn  
Arthur S. Hamilton  
Commo. J. F. Hellweg, U.S.N. (Ret.)  
Mrs. Gustav Ketterer  
Mrs. Rowland H. Latham  
Rev. Henry Smith Leiper, D.D.  
Bishop William T. Manning  
Dr. Helen McKinstry  
Dr. Clyde R. Miller  
Dr. Robert A. Millikan  
Prof. William Starr Myers  
Charles K. Robinson  
Dr. L. S. Rowe  
Howard C. Smith  
Dr. Harlan T. Stetson  
Bishop Ernest M. Stires  
Julius F. Stone  
Rabbi Martin M. Weitz  
P. W. Wilson  
Dr. Mary E. Woolley

### Foreign Advisory Committee

Admiral José Guisasola, *Argentina*  
Dr. Eugene Delporte, *Belgium*  
Rear Admiral Radler de Aquino, *Brazil*  
J. Royden Gilley, *Canada*  
A. J. Hills, *Canada*  
Prof. Alberto Cumming, *Chile*  
R. P. Eugenio V. Rosso, S.S., *Chile*  
Dr. Ch'ing-Sung Yü, *China*  
Dr. Herbert Blume, *Danzig*  
Barney N. Morgan, *Dominican Republic*  
Rear Admiral Tufton Beamish, *England*  
C. David Stelling, *England*  
Senator Justin Godart, *France*  
Paul-Louis Hervier, *France*  
Abraham Frowein, *Germany*  
Athanase Politis, *Greece*  
E. Keith Eason, *Ireland*  
Amedeo Giannini, *Italy*  
Dr. Joaquin Gallo, *Mexico*  
Juan Rivera Reyes, *Panama*  
Luis Montero y Tirado, *Peru*  
R. P. Antonio Romañá, S.J., *Spain*  
Raymond Mage, *Switzerland*  
Dr. M. I. Dereoglu, *Turkey*  
Prof. Alberto Reyes Thévenet, *Uruguay*  
Antonio Arráiz, *Venezuela*

For ACTION to: MJ

The Honorable Trygve Lie, Secretary General  
The United Nations  
P. O. Box 1000  
New York 1, New York

Dear Sir:

A recent statement in the press reflecting your views stated that you deplore the fact that the United Nations has seemingly failed to capture the imagination and enthusiasm of peoples. If you are correct, and I believe you are, this is most unfortunate and deserves the serious attention of everyone interested in a better world.

There is a profound yearning in the hearts and aspirations of men which might be enlisted on behalf of the United Nations. Often inarticulate and sometimes baffled, the nearly universal desire and will for peace can look to no instrumentality for realization more promising than the United Nations.

Those who have been working directly in the United Nations organization, and others interested in its fortunes and giving life to its Charter, are naturally almost overburdened by the magnitude of the task. It is extraordinarily complex and difficult to reconcile conflicting ideologies, to fuse sovereign nations into one organization, to achieve cooperation among discordant elements and to adhere to principles above expediency. These call for indomitable faith, courage and perseverance.

Not in a spirit of criticism, meaning only to be helpful, and recognizing the strange twists of destiny and the mysteries of human nature which make conclusions fallible, may I venture the opinion that one reason for the apathetic public attitude toward the United Nations is its present preoccupation with organizational problems, with parliamentary rules and the mechanics of international relations. Much of this is unavoidable in the formative stage of any organization, and especially one of such diversity and



# THE WORLD CALENDAR

Twelve Months and Equal Quarters  
All Years Alike

First Quarter							Second Quarter							Third Quarter							Fourth Quarter						
JANUARY							APRIL							JULY							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31					29	30	31				
FEBRUARY							MAY							AUGUST							NOVEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3					1	2	3					1	2	3					1	2	3
5	6	7	8	9	10	11	5	6	7	8	9	10	11	5	6	7	8	9	10	11	5	6	7	8	9	10	11
12	13	14	15	16	17	18	12	13	14	15	16	17	18	12	13	14	15	16	17	18	12	13	14	15	16	17	18
19	20	21	22	23	24	25	19	20	21	22	23	24	25	19	20	21	22	23	24	25	19	20	21	22	23	24	25
26	27	28	29	30			26	27	28	29	30			26	27	28	29	30			26	27	28	29	30		
MARCH							JUNE							SEPTEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1							1							1						1	2
3	4	5	6	7	8	9	3	4	5	6	7	8	9	3	4	5	6	7	8	9	3	4	5	6	7	8	9
10	11	12	13	14	15	16	10	11	12	13	14	15	16	10	11	12	13	14	15	16	10	11	12	13	14	15	16
17	18	19	20	21	22	23	17	18	19	20	21	22	23	17	18	19	20	21	22	23	17	18	19	20	21	22	23
24	25	26	27	28	29	30	24	25	26	27	28	29	30	24	25	26	27	28	29	30	24	25	26	27	28	29	30

\*YEAR-END DAY, December W, an extra Saturday (World Holiday), follows December 30 every year.

\*\*LEAP-YEAR DAY, June W, another extra Saturday (World Holiday), follows June 30 in leap years.



## THE WORLD CALENDAR ASSOCIATION, Inc.

magnitude. But the fires of faith and of idealism must flame on the horizon. Man does not live by bread alone, but is the creature of his aspirations and hopes. He responds to a challenge if he is inspired by its potentialities.

Forget, if you like, that this letter comes to you from the President of The World Calendar Association, and a person admittedly preoccupied with calendar revision.

Consider these propositions.

Nothing is more elementary, fundamental and all-embracing than time, and such a universal time-table is the calendar. Our one world should have one calendar; our modern world should have the very best calendar. Were the United Nations to be instrumental in providing The World Calendar for our one world, nothing could better demonstrate its possibilities.

Establishing a new holiday, a world-wide holiday, on a day wholly new in the experience of the human race and calling it "United Nations Day," (as may readily be done with the World Holiday of The World Calendar) will have an immediate value in stimulating interest, in celebrations and in educational activities on behalf of the United Nations, *and encouraging a feeling of greater world unity on that day.*

May I remind you that one of the achievements of the League of Nations was to study and discard hundreds of proposed improvements of the calendar, and to secure the endorsement of The World Calendar by 14 nations.

While you were in Europe, notwithstanding the publicity given, it may have escaped your attention that on 15 July of this year, Representatives Karl Mundt and John Kee, the former a Republican and the latter a Democrat, introduced legislation whereby the United States would adopt The World Calendar on Sunday, 1 January, 1950. For the first time in history a calendar bill was introduced in the Senate of the Congress of the United States. Senator James Murray, Democrat of Montana, and Senator H. Alexander Smith, Republican of New Jersey, introduced a similar proposed legislation. Rarely do both parties agree even in advance; seldom is legislation introduced simultaneously in the Senate and House. This auspicious start is therefore very promising.

Not pessimism, only realism, requires that we anticipate there will come times during the Assembly meeting when frayed nerves and taut tempers will aggravate differences of opinion and complicate the finding of solutions to difficult problems. These are inevitable, and I am not one to feel they should not be pursued to a conclusion. But some will necessarily be referred to special or other committees for further study and report, and the interval be beneficially employed.



THE WORLD CALENDAR ASSOCIATION, Inc.

At such a point it would be conducive to encourage agreement were the adoption of The World Calendar to be injected. Here is an issue on which there is already a general agreement on the part of many nations. This constitutes an area of accord. Let constructive action be taken by the United Nations and the result might well be infectious and salutary.

You have been given wide discretionary power. I hope this suggestion will prove useful to you.

Sincerely yours,

*Elisabeth Achelis*

President

A C T I O N	<del>DUPLICATED</del> FORMAL ACKNOWLEDGEMENT
	<del>COPY FOR ACTION INFORMATION TO DEPARTMENT OF SECURITY COUNCIL AFFAIRS.</del>
	<del>COPY FOR ACTION INFORMATION TO DEPARTMENT OF PUBLIC INFORMATION</del>
	<del>MEMORANDUM COPY FOR ACTION INFORMATION TO</del>
	INITIALS <i>[Signature]</i> DATE <i>24 Sep. 46</i>
ACTION COMPLETED: INITIALS <i>E.S.</i> DATE <i>25 Sept. 1946</i>	

A C T I O N	DUPLICATED FOR	INITIALS
	COPY FOR ACTION INFORMATION TO DEPARTMENT OF SECURITY COUNCIL AFFAIRS.	DATE
	COPY FOR ACTION INFORMATION TO DEPARTMENT OF PUBLIC INFORMATION	DATE
	MEMORANDUM COPY FOR ACTION INFORMATION TO	DATE
	INITIALS	DATE
ACTION COMPLETED: INITIALS DATE		

A C T I O N	DUPLICATED FORMAL ACKNOWLEDGEMENT	INITIALS
	COPY FOR ACTION INFORMATION TO DEPARTMENT OF SECURITY COUNCIL AFFAIRS.	DATE
	COPY FOR ACTION INFORMATION TO DEPARTMENT OF PUBLIC INFORMATION	DATE
	MEMORANDUM COPY FOR ACTION INFORMATION TO	DATE
	INITIALS <i>[Signature]</i> DATE <i>20 August 46</i>	DATE
ACTION COMPLETED: INITIALS <i>F.P.</i> DATE <i>20 August 46</i>		



467  
1008-2-115

NAME IND.	in m
SUBJ. IND.	2B

8 August 1946.

Mr. Westy Egnont  
The World Calendar Association, Inc.  
International Building  
630 Fifth Avenue  
New York 20, N.Y.

Dear Sir,

I wish to thank you for your letter of August 6th  
and the Journal of Calendar Reform attached to it.

I am certain that Mr. Langier would have been delighted  
to accept your kind invitation, but unfortunately he is in Europe  
at present and will not be back for about two or three weeks.

Yours very sincerely,

Louis Gros



1008-2-115

# JOURNAL OF CALENDAR REFORM

A Quarterly published by The World Calendar Association, Inc.

INTERNATIONAL BLDG. • 630 FIFTH AVENUE • NEW YORK 20, N. Y., U. S. A.

Office of the Editor  
Westy Egmont

Present Calendar: 7 August 1946  
World Calendar: 6 August 1946

Phone: Circle 6-2460  
Cable: Worldcal

The Honorable Trygve Lie, Secretary General  
The United Nations  
Hunter College  
Bronx 63, New York

REF. NO.	NAME IND.	SUBJ. IND.
	<i>hjm</i>	<i>hjm</i>
AUG 9 1946		

My dear Mr. Lie:

In sending you herewith a copy of the Second Quarter 1946 Journal of Calendar Reform may I call your attention to the editorial appearing on page 49, the very first page of the periodical, and also I should like to call your attention to the remarks beginning about the middle of page 85 and continuing through page 86, which discuss The World Calendar in the United Nations.

Let me also call your attention to page 69, and under the general heading of "From The Mail Bag" on page 94 the second item, taken from a letter by Professor Oystein Ore of Yale University.

In one of your recent public statements you deplored public apathy in regard to the United Nations. In our struggle for calendar reform we have long labored against inertia, so we fully understand your position. Only the sustaining belief in the good and its triumph sustains one.

In the trying days of the Civil War it was the habit of Abraham Lincoln, when his Cabinet met with him, to tell a story, often of considerable levity. Tensions were relaxed as a result, and agreement quickly reached on minor points. Once this had been achieved, agreement became possible in larger and crucial matters. Progression from the lesser to the greater is often sound tactics and the most practical procedure.

Is it not possible that The World Calendar may prove such a solvent? May it not be advisable to inject calendar reform at a point when tempers are frayed and accord seems difficult to attain. Would not the very widespread agreement which already prevails, if crystallized



For ACTION to:

*May Jeffery*



THE WORLD CALENDAR ASSOCIATION, Inc.

through the United Nations, enable further progress on the many matters, even of life and death?

Would not a specific, concrete reform, of universal application, directly affecting everyone in the world, visible to all people and of benefit to mankind, such as adoption of The World Calendar, realized through and by the United Nations, provide a demonstration of what can be done. Would not such an achievement serve to stimulate enthusiasm?

Would not a United Nations Day, as a World Holiday, provide the imaginative stimulus so obviously desirable?

May we urge that, crowded as is the agenda for the meeting in the fall, you consider such an expedient.

Sincerely yours,

*Westminster*  
Editor

A C T I O N	<del>DUPLICATED FORMAL ACKNOWLEDGEMENT</del>
	COPY FOR ACTION INFORMATION TO DEPARTMENT OF SECURITY COUNCIL AFFAIRS.
	COPY FOR ACTION INFORMATION TO DEPARTMENT OF PUBLIC INFORMATION
	MEMORANDUM COPY FOR ACTION INFORMATION TO
	INITIALS <i>W.C. White</i> DATE <i>14 August 46</i>
ACTION	INITIALS
COMPLETED:	DATE



*Journal of*  
CALENDAR  
REFORM

THE WORLD CALENDAR ON  
AGENDA OF INTER-AMERICAN  
ECONOMIC AND SOCIAL COUNCIL

SECOND QUARTER  
1946



GREGORIAN CALENDAR

THE WORLD CALENDAR

FIRST QUARTER		
JANUARY	FEBRUARY	MARCH
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5	1 2	1 2
6 7 8 9 10 11 12	3 4 5 6 7 8 9	3 4 5 6 7 8 9
13 14 15 16 17 18 19	10 11 12 13 14 15 16	10 11 12 13 14 15 16
20 21 22 23 24 25 26	17 18 19 20 21 22 23	17 18 19 20 21 22 23
27 28 29 30 31	24 25 26 27 28	24 25 26 27 28 29 30 31
SECOND QUARTER		
APRIL	MAY	JUNE
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5 6	1 2 3 4	1 2 3 4
7 8 9 10 11 12 13	5 6 7 8 9 10 11	5 6 7 8 9 10 11
14 15 16 17 18 19 20	12 13 14 15 16 17 18	12 13 14 15 16 17 18
21 22 23 24 25 26 27	19 20 21 22 23 24 25	19 20 21 22 23 24 25
28 29 30	26 27 28 29 30 31	26 27 28 29 30
THIRD QUARTER		
JULY	AUGUST	SEPTEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5 6	1 2 3	1 2 3 4 5 6 7
7 8 9 10 11 12 13	4 5 6 7 8 9 10	8 9 10 11 12 13 14
14 15 16 17 18 19 20	11 12 13 14 15 16 17	15 16 17 18 19 20 21
21 22 23 24 25 26 27	18 19 20 21 22 23 24	22 23 24 25 26 27 28
28 29 30 31	25 26 27 28 29 30 31	29 30
FOURTH QUARTER		
OCTOBER	NOVEMBER	DECEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5	1 2	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29 30	29 30 31

This calendar has 52 weeks and must borrow from another week to complete the year. This causes the calendar to change every year and is responsible for its confusion. Also note varying number of days in each quarter.

Each Year Different

This calendar is always different from year to year. Holidays fall on different days of the week. The quarters are unequal in length. In leap years the first half-year has 182 days; the second, 184 days. Each quarter begins and ends on a different day of the week. Each month begins and ends on a different weekday. The months have a varying number of weekdays. Each year begins on a different weekday. Its irregularity precludes comparison of periods and necessitates continued and never-ceasing changes in matters routine in character. This calendar is unbalanced in structure, unstable in form, and irregular in arrangement. SOON YOU WILL BE DISCARDING THIS OBSOLETE CALENDAR.

FIRST QUARTER		
JANUARY	FEBRUARY	MARCH
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
SECOND QUARTER		
APRIL	MAY	JUNE
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
THIRD QUARTER		
JULY	AUGUST	SEPTEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
FOURTH QUARTER		
OCTOBER	NOVEMBER	DECEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30

\* The Year-End World Holiday, W or 31 December (365th day), follows 30 December every year.  
\*\* The Leap-Year World Holiday, W or 31 June (an extra day), follows 30 June in leap years.

Each Year the Same

This 12-month equal-quarter calendar is the same for every year perpetually. Holidays are fixed and always fall on the same day of the week. The quarters are equal in length. Each quarter begins on Sunday and ends on Saturday, contains 3 months—13 weeks—91 days. Month-dates always fall on the same weekdays. Each month has 26 weekdays—plus Sundays. Each year begins on Sunday, 1 January; and the business year begins with Monday, 2 January. Because the World Holiday precedes Sunday, the usual custom of celebrating a Sunday holiday on Monday is voided. Year-End Day and Leap-Year Day, W or 31 December and W or 31 June, are World Holidays. This revised calendar is balanced in structure, perpetual in form, harmonious in arrangement. SOON YOU WILL BE USING THIS UP-TO-DATE CALENDAR.



ONE CALENDAR FOR ONE WORLD: THE WORLD CALENDAR

VOL. XVI

SECOND QUARTER, 1946

No. 2

“WITH a view to the creation of conditions of stability and well-being which are necessary for peaceful and friendly relations among nations based on respect for the principle of equal rights and self-determination of peoples,” in the words of the Charter of the United Nations, the responsibility for the discharge of these functions is vested in the General Assembly and in the Economic and Social Council.

When the Dumbarton Oaks proposals for organizing the United Nations were reviewed at San Francisco, a group of consultants, representing some of the major organizations in the fields of business, labor, agriculture and education, unanimously recommended that the United Nations adopt a provision authorizing the Economic and Social Council to bring specialized national and international agencies, both governmental and private, into the orbit of the United Nations and act as a coordinator. Lacking direct control over these autonomous organizations, the Council must rely upon consultation and recommendation rather than coercion.

Article 71 of the United Nations' Charter provides: “The Economic and Social Council may make suitable arrangements for consultation with non-governmental organizations which are concerned with matters within its competence. Such arrangements may be made with international organizations and, where appropriate, with national organizations after consultation with the member of the United Nations concerned.”

In making the Economic and Social Council one of the most important instruments to assist the Assembly in the promotion of international economic and social cooperation, those who framed the Charter recognized the paramount importance of effective international action to expand world economy, promote higher standards of living, solve social, health and related problems, foster cultural and educational cooperation, and seek to instill universal respect for and observance of human rights and fundamental freedoms. These are the conditions conducive to peace and their solution will remove many of the causes of war.

The World Calendar Association has pledged its full cooperation. Its accumulation of learning and its international organization have been freely placed at the disposal of the Economic and Social Council. This Association believes that private world organizations should set an example of inter-governmental unity, that its own work will be facilitated and sooner accomplished by collaboration, and that it is not only helping to provide mankind with a long-needed perpetual calendar but participating in one of the most momentous attempts ever made in human amelioration and to create understanding minds and hearts for one world.



JOURNAL OF  
CALENDAR  
REFORM

April, May, June

1946

CONTENTS

EDITORIAL		49
A BRITISH VIEW	F. Hope-Jones	51
COMMITTEE OF GOVERNORS ORGANIZED		53
INTER-AMERICAN ECONOMIC AND SOCIAL COUNCIL		54
URUGUAY AND CALENDAR REFORM	Prof. Alberto Reyes Thevenet	55
LABOR TROUBLES AND THE CALENDAR	Dr. E. H. van Delden	61
ENDORSEMENTS		64
ROTARY CLUB OF DOVER		
WASHINGTON PROFESSIONAL WRITER'S CLUB		
TWELVE MONTHS AND EQUAL QUARTERS		65
IT'S GETTING SHORTER ALL THE TIME	Frank C. Waldrop	67
UNITED NATIONS STANDARDS COMMITTEE		69
MERCHANDISING AND THE WORLD CALENDAR	John Bradford	70
DR. MANUEL M. MORILLO		76
THE WORLD CALENDAR	Elisabeth Achelis	77
40,000 AMBASSADORS		86
OUR EVERYDAY RECKONINGS	Prof. Oystein Ore	87
OBITUARIES		89
PLAN FOR REFORM OF CALENDAR		90
EDITORIAL DEPARTMENTS		91

COPYRIGHT 1946

WESTY EGMONT, Editor

Published by THE WORLD CALENDAR ASSOCIATION, INC.  
INTERNATIONAL BUILDING: 630 FIFTH AVE., NEW YORK 20  
NEW YORK, UNITED STATES OF AMERICA

SECOND QUARTER 1946

51

A BRITISH VIEW

By F. Hope-Jones, Member of the Institute of Electrical Engineers and  
Fellow of the Royal Astronomical Society

*This writer is the originator of the time signal used throughout the British Commonwealth, an inventor of electric clocks and maker of the "Free Pendulum" clock installed in many of the world's greatest observatories. He has just been awarded the Gold Medal of the British Horological Institute.*

YOU may not hear much in the U. S. A. of the attitude of Great Britain towards the calendar. It must be admitted that we have taken an inadequate part in the campaign for its reform. But that does not imply a lack of intelligent appreciation of what others are doing. On the other hand, some of us feel very deeply that England will never be able to inscribe it upon her banner as one of the many causes that we have initiated and led the world to adopt.

We are wondering how long The World Calendar Association will have to go on pumping out their excellent propaganda. To us they appear to be preaching to the converted, because we have never met with anyone who denies that the reform is badly wanted or who criticizes the proposed method, when simply explained in a few words. They accept  $31 + 30 + 30 = 91 \times 4 = 364 + 1 = 365$  as the obvious and only solution, fundamental for all nations, leaving each country to arrange its festivals and holidays as it likes.

We want to get a move on and we feel it is not quite fair that our American friends should have to do all the work. The trouble is of course ignorance of the general public on which the apathy of our national leaders is based. Illogical, of course; if they are really the nation's leaders, they should lead and not follow. But our Parliamentary machine is overloaded and, without a popular demand, no statesman could get our government to move.

We had this experience in our futile attempts to secure Decimal Coinage and Daylight Saving. William Willett's propaganda for the latter was carried on brilliantly for the last seven years of his life, but the public demand was insufficient and the 1914 War dashed his hopes and stopped his campaign. He had conceived his scheme as a peace-time measure to give our young men more daylight hours for sport, but it was destined to come into being under the stern dictates of war, to economize coal and increase



the output of munitions. As he lay dying in 1915 he little thought that Germany, true to her reputation for adopting and developing other people's inventions, was preparing to introduce it for the same reasons, and that within a year his own great fight would be crowned with victory and would materially contribute to his own country's triumph. It was not to the credit of our government that they failed to adopt the weapon he had forged until our enemy had begun to use it.

Can we hope for some equally great external influence, some world cataclysm to force the issue and demand a sane calendar as a matter of life or death? No, we must not look for any such intervention of Providence to fight our battle for us. We must just plug along, grasping every opportunity for publicity and turning everything to our advantage. The second war has not done for Calendar Reform what the first did for Daylight Saving, but it has created favorable conditions. When the fighting was on, it was used as an excuse for apathy and laziness on the ground that our statesmen were too busy to be troubled with such matters, but that argument should have been reversed. At a Mansion House dinner in celebration of the passing of our Act of 7th August, 1925, making Daylight Saving permanent, Winston Churchill said: "Had it not been for the War, we should never have attained success. In the crush of that war people were forced to give up old prejudices and shake off the sluggish inertia of their minds."

The work of these vast organizations for the creation of a new and better world, based upon the Atlantic Charter, implemented at Dumbarton Oaks, San Francisco, London and New York, would be incomplete if it failed to provide for the introduction of a permanent and simple calendar on the 1st of January, 1950.

The golden opportunity is here. The United Nations is on the doorstep of the United States. May the Association succeed in impressing the representatives of the four great powers with a sense of their responsibility.

A stage has been reached in the Association's educational campaign when argument of details is no longer required. That work has been well done. The simple scheme evolved has been proved in the 16 years since its introduction to be unassailable.

Concentration is now required to persuade men of influence that it is their duty to posterity to seize the present opportunity. A special responsibility lies with the Press who wield immense power in a matter of this kind. Many of the newspapers of the United States have a reputation for high ideals, with souls above mere popularity and big circulations. They have been known to give their readers not only what they want, but what

they ought to have. Those who control them have it in their power to confer this benefit upon humanity for all time and to give to their country the everlasting credit for it.

Examples of the idiotic and wasteful complications of our present calendar have flowed from the pages of the *Journal of Calendar Reform* in a constant stream, yet many more humorous stories of its absurdities remain to be told, until it becomes a broad river of ridicule in which the Gregorian calendar will be drowned.

If there are still some who fear that the change-over on 1 January, 1950, would cause some inconvenience they should be reminded of another remark of Winston Churchill, our champion phrase-maker, on Daylight Saving: "What a small price to pay for such a blessing," said he, "an extra yawn on some spring morning and an extra snooze in the autumn."

We want a similar phrase to express the facility of the calendar change and to drive it home with the hammer blow of its permanency when once made. It does not involve the six-monthly change of umpteen million clocks. When the new calendar is put into the hands of the public on 1 January, 1950, it will appear to be almost identical with that which they were accustomed to, except that March gives a day to April, and May and August give their old 31st days to February. *And it will be permanent.*

The calendars of the future will have little to tell anyone except the times of sunrise and sunset and the phases of the moon. Such is the magic of an orderly arrangement of weekdays and days of the month—achieved without conscious effort—that people will know the calendar as they know their alphabet.

#### COMMITTEE OF GOVERNORS ORGANIZED

AN Advisory Committee has been organized for The World Calendar Association to enlist the support of state administrations, to seek to make such legal provisions as are necessary under state constitutions in anticipation of adoption of The World Calendar, and to exercise leadership in enlisting public support, especially grass roots. This is the result of a ground swell in favor of The World Calendar.

The initial membership of the gubernatorial Committee includes Governors Ralph F. Gates of Indiana, Ben Laney of Arkansas, John O. Pastore of Rhode Island, William M. Tuck of Virginia, and Ransome J. Williams of South Carolina.

A survey is in preparation of the effects on state administration and intra-state life to be anticipated by adoption of The World Calendar. Questions of state policy are being explored to determine the relation between the states and the federal government in bringing about improvement of the calendar. Legal questions are being raised in order that they may be solved by all states, if possible uniformly.

When the survey has been completed, recommendations will be made to the Governors of all States of the United States for their consideration.



## INTER-AMERICAN ECONOMIC AND SOCIAL COUNCIL ACTS

### *The World Calendar Placed on Agenda*

THE Inter-American Conference on Problems of War and Peace, which convened in Mexico City in February, 1945, provided that the Inter-American Financial and Economic Advisory Committee, established by the first meeting of the Ministers of Foreign Affairs of the American Republics in 1939, should be supplanted by the Inter-American Economic and Social Council. The Governing Board of the Pan American Union was entrusted with provisional organization.

The new Council has taken over all the activities of its predecessor organization and is the coordinating agency for all official inter-American economic and social activities. Provision was also made for the Council to collaborate with inter-American and international bodies, both governmental and private. The Council is empowered "to promote social progress and the raising of the standard of living for all the American peoples, to undertake studies and other activities upon its own initiative or upon the request of any American government and make recommendations, to collect and prepare reports on economic and social matters for the use of the American Republics, and to maintain liaison with the corresponding agency of the general international organization when established, and with existing or projected international economic and social agencies."

On 15 November, 1945, the Council was formally installed before a distinguished audience in the Hall of the Americas at the Pan American Union in Washington, D. C.

The World Calendar Association was gratified to learn that The World Calendar was placed on the agenda of a meeting of the Council held on Thursday, 20 June, 1946. This is potentially of far-reaching importance. Such action must be deemed entirely satisfactory to proponents of The World Calendar.

Six of the fourteen nations which endorsed The World Calendar at the time of the action by the League of Nations were American.

The Council has an extraordinary opportunity to do much to carry calendar reform to a successful conclusion. Recognition of the problem and the attempt by this inter-governmental agency to attain hemispheric solidarity are highly significant postwar actions.

## URUGUAY AND CALENDAR REFORM

*By Professor Alberto Reyes Thevenet, Past Director of the Astronomical Observatory of the University of Montevideo and Fellow-member of the Historical and Geographical Institute of Uruguay*

*This abridged Memorandum was written in April 1946 at the request of the Uruguayan Ministry of Foreign Affairs as a result of a question from its Embassy in Washington, and is an authoritative exposition of the history of the participation of Uruguay in the calendar reform movement.*

BEING connected with the activities of the world organization of calendar reform since 1934<sup>1</sup> as Chairman of the Uruguayan Committee, an affiliate of The World Calendar Association, I submitted to the Ministry of Foreign Affairs the following report, summarizing the proceedings which led the Uruguayan Government to decree, in 1937, that the official support of Uruguay be given to the proposed Calendar Reform.

### GENERAL INFORMATION

It is generally known that our present calendar had its origins in the time of the founding of Rome (21 April 753 B. C.) under Romulus and Numa Pompilius.<sup>2\*</sup> This calendar has regulated the pace of mankind since its historic inception, but in the course of the centuries the original plan has been the object of two major reforms, namely, that of Emperor Julius Caesar, dictator and Pontifex Maximus ("Julian Reform" or "Julian Calendar"), in the year 45 B. C., and that of Pope Gregory XIII ("Gregorian Adjustment"), in 1582.

In the first ("Old Style")—"Julian Reform" or "Julian Calendar"—the duration of the civil year was fixed as 365 $\frac{1}{4}$  days; and this reform also instituted the famous "leap year" consisting of a supplementary day at the end of February every four years.

The second reform ("New Style")—the "Gregorian Adjustment," decreed by the Papal Bull "*Inter gravissimas*" of 24 February 1582, attempted to amend the faults of the "Julian Calendar" by omitting ten con-

<sup>1</sup> *Journal of Calendar Reform*, Vol. 4, p. 175, Vol. 5, pp. 57, 59.

<sup>2</sup> *The Romance of the Calendar*, by P. W. Wilson, New York.

\* EDITOR'S NOTE: The first sun calendar, the basis of our present calendar, actually originated with the Egyptian reform, 4236 B.C.



secutive days (the day following Thursday, 4 October 1582, was reckoned as Friday, 15 October) and also by suppressing three leap years in four hundred years' time. These suppressions were made necessary for the sake of astronomical accuracy, and their technical causes are quite generally known, having their origin in the incommensurability of the civil and tropical years.

The first must contain a whole number of days and the second—the tropical year (the period it requires for the sun to travel from one equinox back to it again)—is represented by an irrational figure similar to the value "pi" which is the ratio of a circumference of a circle to its diameter.

The absolute agreement of the civil and tropical years will always be impossible, but the marvelous exactness introduced into the calendar by the Papal astronomers of the Gregorian reform has assured this agreement until about the year 4582, a time which does not cause concern to the present civilization.

But, even though the "Gregorian Adjustment" is a prodigy of astronomical exactitude and ingenuity, there remain *three* major faults or imperfections which we are now trying to remove:

1. Unequal lengths of the months (there are months of 28, 29, 30 and 31 days); the same is true of the quarter-years.
2. Disagreement of the dates and the weekdays from one year to another.
3. Variability in movable holidays.

While these inconveniences remain it will be impossible to attain a rational, universal and perpetual calendar, as the progress of science and humanity demand.

#### THE REFORM PLAN

The world movement for the improvement of the "Gregorian Adjustment" started with the "International Astronomical Union" in the year 1922.

Of all the plans presented before or after that date, the only one that is being seriously considered—because of its simplicity, practicability and suitability—is that sponsored by "The World Calendar Association," an eminent institution founded in New York in 1930, and which, under the energetic inspiration of its indefatigable President, Miss Elisabeth Achelis, is carrying on an active and effective informational campaign everywhere, by means of the press, the radio, lectures and publications (such as the widely circulated *Journal of Calendar Reform*) and the direction of the overall policy of its affiliates, such as the one here in Uruguay of which I have the honor to be President.

Of what does this reform consist?

(a) It removes the defects stated in items 1 and 2. There is no other solution than to fix the civil year as 364 days, a common multiple of 91 (4 quarters = 364), and of 7 (52 weeks = 364). Consequently we would have a civil year of 364 days with equal quarters consisting of one month of 31 days and two of 30 days; 26 weekdays in each month; and 13 full weeks in each quarter; thereby gaining a perfect coordination between the different time-units with great advantage to business, industry, statistics, and so forth.

(b) In having a year of 364 days it is necessary to omit from the framework of the year one day, or two days in leap year—which would be placed between Saturday, 30 December, and Sunday, 1 January, in ordinary years, and between Saturday, 30 June, and Sunday, 1 July, in leap years. It would be devoted to world celebration (as with All Saints', Labor Day, etcetera) and its exclusion from the week would prevent the mobility of the days of the week from year to year.

As a result, all dates would fall on the same day of the week (1 January would always be a Sunday) and all holidays would have their fixed day in the year, in the month and in the week.

It has been pointed out that a suitable time for world adoption of this new calendar would be when both the Gregorian and The World Calendars synchronize by commencing the year on Sunday; such a time would be 1 January 1950.

(c) In connection with the proposed adjustment, it is absolutely necessary that the movable holidays be definitely fixed. This question, as with the interruption of the sequence of the week (which has for thousands of years recurred in the same way) is most delicate and stirs up the most opposition among the lovers of tradition, as it is linked to the religious holiday of Easter which wanders in accordance with a luni-solar computation that is several thousand years old. The first Easter [Passover] was celebrated by the Jews 3,500 years ago on the 14th day of the lunation, and it coincided with the exodus from Egypt and the return of Spring to the boreal or northern hemisphere. The Christian Easter, which developed from the Jewish, differs from the old Israelite worship, since with Easter they commemorate the miracle of "the resurrection of the Lord"; and, while the Jewish Easter [Passover] coincides exactly with the full moon in the month of Nisan and the sacrifice of the lamb, the other since the fourth century has been fixed on the Sunday following the full moon (21 March or immediately after). It was at the Council of Nicea (325 A. D.), during the rule of Emperor Constantine, that the new Church, emerging from Judaism and in order to differentiate from the practice of the syna-



gogue, consecrated the Easter holiday on the Sunday following, as on that day Christ according to evangelical tradition arose from the dead.<sup>3</sup>

Such venerable and world-wide traditions cannot be altered without arousing natural opposition. According to the Nicean computations, the Easter of the resurrection can be celebrated any time from 22 March through 25 April. The problem of stabilizing this commemoration on a fixed date, and with it the rest of the ecclesiastical calendar subject to the liturgical cycle (Whitsuntide, Ash Wednesday, etc.), belongs to the Christian peoples. [The World Calendar Association takes the position that Easter stabilization is the province of Christian Churches.]

#### ADVANTAGES OF THE REFORM

The universally acknowledged advantages of the proposed reform have been pointed out by technical authorities, especially in the report of General Inspector (Surveyor) of the Navy, Rear Admiral Gustavo A. Schroder, 12 December 1945, which must be kept in mind by the Government of Uruguay whenever this question is debated.

Likewise of importance is the highly esteemed opinion given on the subject by the Director of Meteorological Service of Uruguay, Capitan de Fragata Julio F. Lamarthee, on 24 September 1945, agreeing with the preceding report.

Also must be mentioned the earlier detailed reports of the past Director of the same Service, Capitan de Fragata Fernando J. Fuentes, dated 1 June and 8 May 1937, on which was based the position taken by the Government on that occasion.

#### THE REFORM IN THE LEAGUE OF NATIONS

As was to be expected, this question was brought up in 1923 and placed before the international authority of the League of Nations. After several preliminary steps, the matter was ultimately discussed in October 1931, during the General Meeting of the Communications and Transit Organization, which the author of this report had the opportunity to attend as he was in Geneva at that time on behalf of the University of Uruguay. . . .

The Pan American Labor Conference, meeting in Santiago in January of 1936 and attended by the delegates of 19 republics of this continent, gave consideration and study to this problem and, upon the favorable vote of all the delegates—Uruguay included—passed a resolution in which the League of Nations was recommended to approve "the perpetual calendar of 12 months and equal quarters." In the preamble to this proposal it was stated that "the proposed reform is of great advantage to social life, business and trade, and also to the welfare of the working classes."<sup>4</sup>

<sup>3</sup> *La Question de Pâques et du Calendrier*, by Abbé Chauve-Bertrand, Paris, 1936.  
<sup>4</sup> *Revista Internacional del Trabajo*, Vol. XIII, Ginebra, 1936.

As a consequence of that resolution a decision was adopted to include the problem of Calendar Reform in the "memorandum" prior to the meeting of the Council of the League of Nations to take place in 1937. In this connection the Secretariat of the League and the Minister from Uruguay to Belgium, Dr. Alfredo de Castro—who exercised very important and untiring leadership—addressed themselves to the Government requesting that instructions be given the Uruguayan delegates for the coming occasion of the 1937 Assembly, for which the question was scheduled upon the proposal of the Government of Chile.

This was the motive of our Government's asking the advice of its technical officials and the origin of the above-mentioned reports in which Capitan de Fragata Fuentes pointed out the exact course to be followed. The writer also, upon the request of the Ministry of Foreign Affairs on several occasions, wrote three reports (2 January 1935, 26 June 1936 and 5 May 1937) advising the adherence of our Government to the Chilean proposal.

#### THE OFFICIAL PROPOSAL OF URUGUAY

Upon consideration of all the foregoing, the Government of Uruguay decided that the position to be taken by our delegates to the XVIII Ordinary Meeting of the League of Nations was that of "supporting the plan laid before the League of Nations by the Government of Chile."<sup>5</sup>

Consequently, on 9 August 1937, instructions to that effect were delivered to the delegates, Dr. Alberto Guani, Dr. Alfredo de Castro and Engineer Victor Benavidez. The Secretary General of the League, M. Avenol, was officially informed as was the writer as Chairman of the Uruguayan Committee for Calendar Reform.

On 15 September of the same year, Secretary Avenol acknowledged receipt of the official dispatch from Uruguay registering the approval of this Government from that moment.<sup>6</sup>

Therefore, 9 August 1937 must be taken as the date on which Uruguay gave its official support to the Calendar Reform.

Unhappily the answer came too late to be included in the "rapport" given on this matter by M. Litvinoff during the "proces-verbal" of the 98th Meeting of the Council of the League of Nations (16 September 1937).<sup>7</sup>

Notwithstanding, from that date our country has been included among the other fourteen nations that have endorsed the Calendar Reform, six of which are Latin American: Brazil, Chile, Mexico, Panama, Peru and Uruguay.

<sup>5</sup> *Journal of Calendar Reform*, Vol. 7, p. 72.  
<sup>6</sup> *Archivo del Ministerio de Relaciones Exteriores del Uruguay*, Carpeta No. 1958, Nota 9a/29061/10782.  
<sup>7</sup> *Journal of Calendar Reform*, Vol. 7, p. 134, Vol. 8, p. 72.



## CONCLUSIONS

Thus having explained the position of our country, I must further inform the Ministry that the project was terminated in the League of Nations in that same year of 1937 as a result of delegate Litvinoff's suggesting "that it should remove the question from its Agenda. Needless to say the Council could take up the question again if circumstances should, at a later date, be more favorable."<sup>8</sup>

The World War interrupted the labors of the League, but it is our hope to see them resumed in the United Nations.

It is of interest to state that on past occasions the majority of Orthodox and Protestant Churches declared that they did "not oppose" a stabilized Easter, although that reform should be subject to the approval of all the Christian Churches. The answers of the Patriarch of Constantinople and the Archbishop of Canterbury and other authorities may be emphasized.

The Holy See which had made it known previously, through her high dignitaries (Cardinal Mercier, the Reverend Father Gianfranceschi, Cardinal Baudrillart, Monsignor Felice, Papal Nuncio at Santiago, and others) that it was completely agreeable to the Reform, had become indifferent. However, the Holy See did very clearly express the decision that the stabilization of Easter was not at variance with the principles of Catholic dogma, but the decision would have to receive the approval of an Oecumenical Council. . . .

There remains now only to state the desirability of Uruguay's ratification, in the Pan American meeting of Ministers of Foreign Affairs soon to be held, of the position she adopted on 9 August 1937, and with her sister Americans working in behalf of this initiative begun in the past at the League of Nations by the Government of Chile.

To our age—so darkened by huge calamities—would go the honor bequeathing to posterity the definite adjustment of a thousand-year-old institution which in the course of time, has been recording the steps—sometimes glorious, sometimes unhappy—of Mankind.

Along with the adoption of the Metric System, the lasting work of the French Revolution, and of Standard Time unifying clock-time the world over, this reform would be one of the great victories of the present age toward the rationalization of the measurement of time and distance, and would fulfill the motto so ably expressed for The World Calendar Association by its President, Miss Elisabeth Achelis: "A NEW CALENDAR FOR A NEW WORLD."

<sup>8</sup> *League of Nations Documents*, C.380, M.256 & C.385, p. 1137 (1937).

LABOR TROUBLES  
AND THE CALENDAR

By Dr. E. H. van Delden

*The Director of Industrial Relations of Libbey-Owens-Ford Glass Company, who has lectured on labor relations at Harvard, Michigan, Ohio State and other universities and colleges, here shows the utility of The World Calendar as an instrumentality for better industrial relations.*

IT is reported that the late Wendell Willkie warned an audience by saying, "You and I will never know a calm moment in our time." When first I heard that statement I was sure the audience must have been composed of industrial relations people. Formerly, labor troubles followed the calendar only as regards the termination dates of collective bargaining agreements. In the setting of these, much thought must have been given to the fact that picketing is more pleasant in the spring, fishing in the summer and hunting in the fall. Compare strike statistics by months over the years and the relationship to the seasons will become obvious.

It has only been recently, however, that the full impact of the present irregular calendar upon worker satisfaction has become apparent. The "grasshopping" of holidays from one day of the week to another probably has always disturbed workers and upset their plans, but of late years most companies have been at work on holidays because of the manpower shortage. Of course, workers were paid at the rate of time and one half for hours worked on all such days. But holidays hop along until they eventually fall on a Saturday or Sunday. The question arises as to the proper rate when that occurs. Under the Fair Labor Standards Act time and one half pay is due for all hours worked over 40 in the week. On the other hand, the practice of "pyramiding" rates is frowned upon so that usually one rate only is applied. This operates in accordance with the minimum requirements of the law but the worker growls unhappily. If the holiday had fallen on any other day during the week he would have received more pay—time and one half for working on the holiday and time and one half for working hours over 40 in the week.



Or, the worker might reason another way. Many factories today pay employees for certain holidays not worked. On this basis, the worker would receive the same pay if he worked on a holiday falling on Saturday as he would if he worked on a Saturday without a holiday involved. Assuming a normal work-week of Monday through Saturday, and a holiday falling before Saturday, the worker would receive time and one half on Saturday even if he didn't work on the holiday, because holidays not worked are usually counted as hours worked for purposes of computing premium pay. When the holiday falls on Saturday and the worker receives no benefit at all, he naturally feels that he has been cheated. Actually he is dissatisfied with the calendar, but the manifestation of his discontent is all too likely to be against the employer.

The varying days in the month cause even more problems where employees are paid on a monthly basis. Adding or removing an employee from the pay roll at times other than the first or last day of a pay-roll period is bound to result in complaints. The procedure of calculating the pay deduction or addition is usually as follows:

Basis of computation:

Normal working hours per day are eight.

Semi-monthly rate divided by the number of normal working hours in the period, multiplied by the number of lost hours (hours not worked).

This amount subtracted from the semi-monthly rate is the amount of basic pay to be paid for that particular period.

Example 1:

Date employed 22 February 1946\*

Rate \$100.00 per month

16 to 28 February contains 72 normal working hours.

Semi-monthly rate \$50.00 divided by 72 equals .69 per hour

Normal working days not worked 18, 19, 20, 21

February equals 4 days @ 8 hours each 32 hours

Total amount of lost pay 22.08

Semi-monthly rate 50.00

Less amount of lost pay -22.08

Net gross pay for period 27.92

\*If Washington's Birthday were considered a holiday, the rate would then be 78 cents per hour. In the glass industry 22 February is not a holiday.

Example 2:

Date employed 22 March 1946

Rate \$100.00 per month

16 to 31 March contains 80 normal working hours.

Semi-monthly rate \$50.00 divided by 80 equals .62 per hour

Normal working days not worked 18, 19, 20, 21

March: 4 days @ 8 hours each 32 hours

Total amount of lost pay 19.84

Semi-monthly rate 50.00

Less amount of lost pay -19.84

Net gross pay for period 30.16

Example 3:

Date employee removed 10 April 1946

Rate \$100.00 per month

1 to 15 April contains 88 normal working hours.

Semi-monthly rate \$50.00 divided by 88 equals .57 per hour

Normal working days not worked 10 to 15 April

inclusive: 4 days @ 8 hours each 32 hours

Total amount of lost pay 18.24

Semi-monthly rate 50.00

Less amount of lost pay -18.24

Net gross pay for period 31.76

Example 4:

Date employee removed 26 July 1946

Rate \$100.00 per month

16 to 31 July contains 96 normal working hours.

Semi-monthly rate \$50.00 divided by 96 equals .52 per hour

Normal working days not worked 26 to 31 July

inclusive: 4 days @ 8 hours each 32 hours

Total amount of lost pay 16.64

Semi-monthly rate 50.00

Less amount of lost pay 16.64

Net gross pay for period 33.36



The above examples are hypothetical yet they can happen, and cases similar to these have happened. The variance is obvious. Where there is much transferring of workers from "hourly" to "monthly" pay rolls, or the reverse, or much turnover, dissatisfaction becomes inevitable.

If a "standard" work-hour month is arbitrarily used and an employee's monthly salary is translated into an hourly rate by dividing by 173.33 work-hours, then in "short" months there will doubtless be complaints where deductions may be made because of personal leaves of absence or for other lost time.

The dangerous part of employee attitudes over calendar irregularities is that the grievance is usually considered too small to be brought out into the light but nevertheless results in dissatisfaction. These small dissatisfactions keep growing until finally there is a "blow-up" and the full force of employee unrest is applied against a startled—and in this case, at least—a blameless employer.

It is the small variations of treatment in industrial life that cause worker dissatisfaction—the feeling that someone else receives better treatment, or that the individual was taken advantage of by the "Company"—such thoughts fester in the worker's mind causing unhappiness and discontent. It is because of this fact that calendar reform based on an ordered, equalized and steady calendar is desirable as a means of eliminating at least one potent source of ill feeling in industry today.

#### ADDITIONS TO OUR ENDORSEMENT ROSTER

ON 1 April 1946 the Rotary Club of Dover, New Jersey, joined the roster of organizations that have formally endorsed The World Calendar and placed itself behind the forces working for its adoption the world over.

This resolution of endorsement came after several months' study given the subject as a result of interest engendered by an address given the Club members on 10 December 1945 by Miss Elisabeth Achelis, President of The World Calendar Association.

THE World Calendar Association has been informed by Dr. Arthur G. Peterson, Chairman of the Calendar Reform Committee appointed a year ago by the Professional Writer's Club of Washington, D. C., that this organization, upon the recommendation of his Committee, on 12 April 1946, without a dissenting vote passed a resolution giving The World Calendar its endorsement.

Thus this forward-looking group has joined the ranks of organizations that are supporting this timely and important movement for a modern calendar for our modern world.

## TWELVE MONTHS AND EQUAL QUARTERS —PLAN OF PROPOSED NEW CALENDAR

*Abstracted and translated from the December, 1945, issue of Saturno. This monthly is published by the Comité Argentino del Calendario Mundial, at Buenos Aires, Argentina.*

DURING the past few years, a strong movement has developed for the modification and reform of the present calendar. The most important step taken in this direction happened at the Conference of the International Labor Office held at Geneva, Switzerland, June, 1936, when a resolution was unanimously adopted to address the Council of the League of Nations to recommend that their Committee on Communications and Transit consider calendar reform.

The great recommendation of the present plan is the fact that it eliminates all the inconveniences and difficulties existing in former proposals.

Numerous British industrial organizations transmitted to their government officials very strong expressions of favorable opinion and urged that their country support The World Calendar plan.

The London Chamber of Commerce unanimously adopted a resolution urging the British Government to exert its influence at Geneva, with a view toward insuring the early adoption of The World Calendar of 12 months and four equal quarters, as proposed by The World Calendar Association. Likewise, the British Association of Chambers of Commerce adopted the same resolution at its annual convention. . . .

There was also quite a debate at the House of Lords in connection with a motion introduced by Lord Merthyr urging the adoption of a fixed calendar by international action. In the course of the debate, the Archbishop of Canterbury made a statement, in the name of the British Church, definitely supporting the Reform of the Calendar, and, at the end of the debate, Lord Feversham, the British Government representative, announced that if the Section on Communications and Transit of the League of Nations considered this matter it would receive the most sympathetic and serious consideration of His Majesty's Government.

In the course of the same debate, Lord Desborough made a thorough report to the Lords on the results of a Mission that had been sent to Rome



to ascertain the position of the Vatican. Lord Desborough, in giving an account of the results, made the very significant remark: "That the matter of the proposed World Calendar was favorably looked upon as a whole by the Vatican. . . ."

The Right Reverend Fernando Cabrol of St. Michael's, Farnborough, and the Abbé Chauve-Bertrand, the two great ecclesiastic authorities on the matter of the calendar, have written that in the Catholic Church liturgy and doctrine nothing has been found opposing the proposed reform, and that, on the contrary, such a reform would bring about most useful results.

One of the gravest doubts and difficulties in connection with the proposed Reform of the Calendar was whether astronomers and meteorologists on the one hand, and statisticians on the other, would pronounce themselves in favor or against the reform, since they were the ones who at the very outset had killed previous projects. But then the International Astronomical Union stated on more than one occasion its favorable opinion of this Reform, and the Astronomer Royal, Sir Spencer-Jones, has also affirmed that he is in favor of this Reform, as well as that the astronomers would never have accepted the Thirteen-Month Calendar.

The Royal Statistical Society of Great Britain appointed a commission to study the proposed reform of the calendar and to report on the same. This commission, which was presided over by Dr. L. Isserlis of the Chamber of Shipping and which included statistical experts from the Board of Trade, Meteorological Office and various industrial organizations, stated that our present calendar presents real difficulties for statistical work, and that "Quarterly statistics are essential in the case of the data of economics and commerce. These should, in the case of any reform of the calendar, be made more and not less comparable than at present."

The Pan American Union is ready at this moment to convene another Conference to consider the adoption of a new calendar as soon as the various Governments so request. There is assurance that this matter will be considered at the next Pan American Conference which will be held in Bogota, Colombia. In respect to this, The World Calendar Association states: "In 1937, the Council of the League of Nations, at the suggestion of the Chilean Government, unanimously approved a resolution to submit the plan of The World Calendar Association to all the nations. As a result of this inquiry, 14 nations have officially approved The World Calendar."

Other Governments have given most serious consideration to The World Calendar but, nevertheless, there are still certain Governments which have not given sufficient consideration to a matter of such vital importance.

## IT'S GETTING SHORTER ALL THE TIME

By Frank C. Waldrop

*An ardent and active enthusiast for The World Calendar is the Editor of the Times-Herald of Washington, D. C. In reprinting one of his signed columns published in that paper on 18 May 1946, the typographical style he used for emphasis is being retained.*

THE banks and big trading exchanges of New York State are now on a straight five-day work-week for the whole period from May to October, actually doubling their employees' summer holiday periods, which formerly ran only through July and August. Of course pay stays the same.

This Saturday shutdown in New York is a matter of major importance to all American finance, industry and labor. For with New York's money transactions closed down on Saturday there will be an inevitable slackoff in trading all through the country.

Downtown Manhattan still controls the commercial heartbeat of our nation. What it does affects us all, even noble Washington with its marble halls.

Our D. C. banks say they do not plan to follow New York's suit, as yet, and the Merchants and Manufacturers Association also says it has not yet come to any policy decision at all on summer week-end holidays.

But in view of the great slackoff Saturdays here the year around because of the Government's habit of closing down at noon of that day, and considering how many people are running for the country whenever and however they can, it is very likely that a five-day week will inevitably develop here, as it is doing in commercial cities.

The five-day work-week has proved to have some disadvantages in that many employees use it to shoot for overtime and as an encouragement of idleness. But on the whole it has proved an asset to American life and undoubtedly is here not only to stay but to spread in force and effect.

American industrial capacity was enormously developed by the recent war, production methods were improved, and it is inevitable that (labor unions permitting) the productive capacity per man in America will continue to rise.



Therefore, taking the long and overall view, we can reasonably say that people in this country will not have to work such long and hard hours as they used to, *provided* they work efficiently when they work.

The great complaint of industrial managers today is that they so seldom get their money's worth out of production hours paid for.

If the labor unions have as much industrial statesmanship as they have power, they will do their part to remedy that just as management has had to learn the advantages it can gain in bettering working conditions.

There is one matter of five-day work-week importance that both management and unions can get together on at once with great profit to everybody and at no cost to either in money, marbles or chalk.

That is the improvement of the calendar so that working days, holidays and paydays will come at the same time, year in, year out.

Our present calendar was laid out by Julius Caesar, 46 years before the birth of Christ, and "reformed" by Pope Gregory XIII in 1582 A. D.

Caesar did a good job for his day and age considering the mathematical tools he had to work with, and Pope Gregory did a good job of patching with the knowledge that existed at his time.

But our calendar is still far from satisfactory. This rainy month of May 1946, for instance, has four Saturdays. June will have five. July will have four, again, and August, five.

Another five-Saturday month will be November, 1946.

Next year, of course, it will all be different. Holidays will not fall on the same day of the week they did this year and the five-Saturday series will run in different months. All in all, the 1947 calendar will be considerably different from that of 1946, and a considerable expense as well.

You may never have thought about it much, but there are distinct hidden costs to your pocketbook in the present calendar. Rents, interest, insurance premiums and other such items, fall on irregular payment schedules. Production programs are uneven for the same reason.

The calendar is badly adjusted to the facts of nature because it does not at present split the year cleanly into even periods.

To remedy that, a standard world calendar has been drawn up that divides the year into 52 weeks of seven days each, and 12 months just as it is now, but with these changed features:

Each month has 26 weekdays, plus Sundays. The quarters are of equal length, having one 31-day month and two 30-day months. Each quarter begins on Sunday and ends on Saturday, using up 91 days and 13 weeks.

Holidays are fixed and fall on the same date and day of the week year in and year out.

Each year begins on Sunday, 1 January, and the business year begins with Monday, 2 January. The off-balance character of the present calendar is taken up by providing for a general holiday on the day between 30 December and 1 January, every year, and another general holiday between 30 June and 1 July in leap years.

This "World Calendar" has been endorsed by nearly every religious, financial, business and other long-headed interest in the United States. The latest nation-wide organization to come through for it is the Newspaper Advertising Executives Association, which represents the major newspapers of the country.

A resolution to place the Government of the United States behind this calendar reform has been drafted and put before leading members of both major parties in Congress. President Truman, when he was a Senator, endorsed The World Calendar and he is still in favor of it.

Labor unions and business organizations with the problem of the five-day week to balance against sound production of goods or operation of service trades will be doing themselves a favor to get behind the same thing.

If you want details, address this writer, or The World Calendar Association, Inc., 630 Fifth Avenue, New York City. The more you look into it, the more you will see why a better calendar will be of value to the United States and the world.

#### UNITED NATIONS

THE Economic and Social Council of the United Nations in a report published 14 May, 1946, recognized that The World Calendar Association is one of the organizations that have expressed an interest in consultative status. It also listed the Association as one of the non-governmental organizations that have expressed an interest in particular commissions and special subjects, specifically the following: social, economic, transport and statistical.

#### STANDARDS COORDINATING COMMITTEE

THE Secretary-in-Charge of the New York Office of the United Nations Standards Coordinating Committee, Mr. H. J. Wollner, in a letter dated 27 June, 1946, noted the possibility that "it might be mutually desirable for our respective organizations to consider affiliation by The World Calendar Association with UNSCC." Further exploration is contingent upon action by the executive committees of both UNSCC and The World Calendar Association.



## MERCHANDISING AND THE WORLD CALENDAR

By John Bradford

*Twenty years of experience in a drugstore have gone into the writing of a volume entitled Retail Merchandiser's Handbook and this article relates some of that material to The World Calendar.*

**M**ERCHANDISING is the skillful means by which a merchant keeps his store doors swinging both ways. The more wisely you merchandise the longer they will inevitably swing.

There is not one earthly thing you cannot merchandise, if you know how to go about it. You can gather ideas about merchandising by reading and collecting news, by examining advertisements and trade magazines, and, last but not least, by familiarizing yourself with the character of the merchandise you want to display.

Merchandise should be dramatized. It is very fitting to play in with the seasons. On Valentine's Day, for example, cover the mirror with small hearts; in the center, lettering: "Toiletries for My Valentine." In the fall, there can be a scene of autumn with autumn leaves pasted to the mirror and appropriate wordage. The shelves can be decked with doilies filling the occasion.

Do not forget the calendar. Not only do men live by it but they buy according to it. To the merchandiser the seasons are of primary importance and this is one reason the proposed World Calendar with its equal quarters approximating the seasons commends itself as realistic.

Drama is indispensable in modern merchandising. If you are not making the most of your opportunities in this direction, you had better reform.

Emphasis of your theme is also important in successful merchandising. Suppose you want to sell roller skates. In this display, you have a large selection of skates. Skates for beginners, skates for children, skates for adults, skates for the professional. Now, let us say that skates for the professional sell for five dollars a pair. These will be used as your center theme, and you will build the other varieties of skates around them. By such placement you will bring emphasis to bear on the importance of professional roller skates.

A timely theme is also important. Many a good idea is of no practical value because it is out of date. What good is a school-supply window in

May? Or a window filled with vacation needs after Labor Day? Always keep one eye on the calendar when planning your merchandising ideas.

Remember in this connection that it is possible to group together a lot of merchandise in your timely display. For example, take the popular Easter theme. Here you can show every possible piece of merchandise that lends itself well to supporting the theme. You may decide to show the following: Toiletries, Easter baskets, Easter eggs, box candies, Easter cards, Holy Bibles, egg dye, dyed eggs, empty Easter baskets, trimmings for Easter baskets, Easter bunnies for the kiddies, Easter gifts for the grown-ups. Or you may prefer to concentrate upon a single item for the display window at such a time.

Your first occasion for real merchandising effort comes in February—Valentine's Day. Your first task will be to get the proper Valentine atmosphere. You may do this by placing banners, in the shape of Valentine hearts, on wires throughout the entire store, and by using crepe paper freely on show cases and shelves. Select that part of your merchandise most appropriate for the occasion and display it with suitable "sweetheart" themes.

Your next calendar event is Mother's Day. Like Christmas, this day is loaded full of sentiment dear to the hearts of all of us. To some it is a revered and sacred memory; while to others whose mothers are still alive it is a day of great rejoicing.

Your gift suggestion should be wrapped with appropriate Mother's Day wrappers. These can easily be removed after the occasion is past. This window will also be decorated in the usual pink for the occasion, with pink carnations scattered about to blend in the merchandising effect. As regards picture blending, it should be left to the discretion of the merchandiser what picture he uses to stress his theme. If he wants to stress the modern mother, he can use a picture of a young mother with an infant in her arms. If he wants to stress the theme of the old mother, use Whistler's Mother.

Your display will be built about useful gifts for Mother: household needs, electric appliances, electric fans, radios, books, bibles, stationery, overnight cases, handbags, glassware, kitchenware, personal needs, and so on.

Separate display windows can be devoted to particular group items; as a rule, a general pink effect is desirable on this occasion, both for the windows and for the inside displays. The timely carnation, and the Mother's Day banners hung from wires throughout the interior of the store, will help. Signs in your various departments may call to mind the gifts you have to offer.



Then, in June, comes Father's Day. The old slogan, "Give Dad a Tie," is gone. He expects more than a tie these days. He is really the "Head Man" on this occasion, and is becoming more and more so each year as Father's Day sales mount up.

Your merchandising theme will be: "Gifts for Dad." In the display you may feature cigars and cigarettes, shaving needs, electric fans, electric razors, radios, pipes, tobacco pouches, billfolds, military sets, brief cases, and other merchandise.

Next comes the Labor Day holiday from which you are ready to turn at once into the school season. Now you will merchandise the theme of: Back to school in a few more days. You will play this theme up in your windows and in your inside store displays. You tell your school customers to pack away their vacation requisites in moth balls until next summer, and to think now only of returning to school, and of purchasing all the necessary school equipment. You ask them to look over your school supplies, and to make their selections early.

Along with your usual array of school equipment, you will find it possible to merchandise the following most effectively: books, maps, art equipment, pen and pencil sets, brief cases, zipper folders, and similar items which lend themselves well to this occasional merchandising theme. If you have a college or university near your place of business, you can merchandise student lamps, bed lamps, clocks, desk sets, desk blotters, clock and calendar combinations, and allied items which have a direct bearing on this timely theme.

The college or school season now in full swing, along comes Hallowe'en and Thanksgiving. Both of these occasions afford an opportunity to use your merchandising ideas. They are party days for most of us, and you will want to take advantage of the fact in your displays. They are also football days.

There is also to be considered your merchandising calendar which, unlike the wall calendar, grows larger with each passing year. It is a wedge, so to speak, which fits in nicely with your merchandising schemes at any time. I shall mention here only a few of the special occasions on this calendar since I assume they are all well known to you.

The foremost is National Advertised Brands Week. During this time you play up, by large displays, the items which are advertised simultaneously by the leading manufacturers who sponsor this drive. All the materials both inside and outside, including banners, pennants, and price signs, are furnished by the manufacturers.

Next comes National Baby Week. Here you play up the theme that

"Baby is King." This yearly event has made thousands of dollars for those who have cashed in on it intelligently. During the week that "Baby is King" in your store and in your display window, you should merchandise and display everything that pertains to the event.

There is National First Aid Week, National Foot Week, National Cotton Week, National Peanut Week, National Dairy Week, National Boy and Girl Scouts Week, National Retail Druggist Week, and many more too numerous to mention.

National event merchandising is also important. Here you merchandise for a particular event such as the Elks' National Convention or The Shriners' National Convention, or the Republican or Democratic National Convention. When one of these events is held in your city it necessarily creates a lot of extra business. During this time it would be wise for you to merchandise pennants, hats, or caps pertaining to the respective convention—favors, pins, and badges bearing on the convention and any of your merchandise which the occasion makes appropriate. Your store front and windows, as well as your interior, should be decorated in the colors of the visiting convention; also you should display at various points, both inside and out, banners with a "welcome" slogan. It is also very fitting to have your sales people wear badges welcoming the guests.

There are also local occasions: civic, religious, business, or political affairs that happen yearly in your locality. These can be advertised and merchandised in the same manner as a national convention. Much business is to be had from these events, especially where you can make personal contacts, and pull the proper strings.

Next in line come those yearly events which are merchandised more or less from a standard blueprint because they happen every year at the same time. These are: The Annual One-cent Sale, Annual Clearance Sales, Fall and Winter Carnival, the June White Sale, Dollar Day, and many others.

In actual fact these yearly events vary from year to year as a result of the caprice of the calendar. Far more exact plans, more precise estimates, more informative past history will be available to the merchandiser when The World Calendar has been adopted.

Lastly, the event that just happens to come along: a national football game, a World Series, a visit from a noted diplomat, a local sport event, the opening of a new auditorium or stadium. Such events cannot happen yearly. But when they do occur they generally draw a large crowd and can be a decided boon to local business.

These days and weeks are tremendously important to the merchandiser. By exploiting them effectively his volume of business and profits



are greatly increased. One of the tests of a merchandiser's ability is the way he has taken advantage of the public interest and predisposition to buy fostered by such occasions.

In this connection, The World Calendar would be very helpful. It would be perpetual, each year the same, and stabilize wandering holidays. By providing a permanently fixed calendar several highly beneficial results may be anticipated.

Public habits will become less variable, because everyone will find it easier to recall a day and date annually recurrent. Plans will be made with greater assurance, and as time passes there will be a history of preceding years based on exactly the same day and date, eliminating present uncertainties by reason of variants resulting solely from the calendar.

Obviously special events, holidays, anniversaries, dedicated weeks, and the like, are related to one another and to the quarter and half-year. Present calendar fluctuations often cause several to fall at the same time, and in some years they tend to be bunched instead of spread out. This leads to headaches for the merchandiser in regard to his displays, stock, advertising, budgets, and what can only be guesses under those circumstances as to public attitudes.

The truly common-sense World Calendar, with four equal quarters and with the year evenly divided into two half-year periods, enables efficient operation and systematic planning.

The wise merchandiser takes each season into private consultation, as it were, and asks it this very special question: "Just what and how much merchandising information have you to offer me during the time that you are with me each year?"

My personal experience in the drugstore field always makes me think of one thing, above all else, in connection with the spring season: Tonics. For the sake of illustration, I shall assume that you, too, are a druggist and I will suggest the slogan: "Spring Time Is Tonic Time." With this slogan in mind, you are ready to begin merchandising tonics.

You tell your customers that now is the time for them to tone themselves up for the long summer months ahead. Tell them that everyone wants to feel at his best at all times, but most especially during the summer season, which is vacation time. Remind them of your Vitamin display in this connection, too.

Spring Time is also housecleaning time, so you will want to display your housecleaning needs. These usually sell themselves—but suppose you decide to merchandise them anyway. You do this in a sort of half dramatic and half suggestive way. You suggest certain time-saving wares, such as no-rubbing floor wax. Or you mention how safe the customer's

fur coat will be in one of your moth-proof closets or chests.

Decoration Day is important from a merchandising standpoint, because on this day the summer resorts throw open their doors to the vacation-minded public. So here you'll want to have a pre-showing of summer merchandise.

Graduation, First Communion, and Confirmation are also suggested by the spring season. It is a good time to merchandise your gift ideas for these all important occasions.

Summer is the most important of all seasons because it is the time of vacations. It might better be called simply Vacation Season. Merchandising possibilities are now endless.

First of all, it would be a good idea to give your store a complete going over in a vacation theme. Decorate your showcases and wall cases with a cool summer color of crepe paper. Suspend a canopy of bright summer colors from the top of your wall cases. Use murals along the side walls, dealing with vacation scenes; you'll be surprised how successfully they will supply a vacation atmosphere. Next, make suitable vacation displays on top of each showcase ledge, if your ceiling is high enough to permit such displays.

These displays can feature any appropriate summer merchandise: a card table and chairs under a colorful umbrella of summer design; a sand box for the children; fishing equipment; beach pillows; bathing needs; picnic equipment; face creams; sun tan lotions and oils; or any other seasonable display that lends emphasis to the vacation theme.

You can now truthfully call your store: "A Vacation Wonderland." In other words, you have set the stage for the vacation dramatization which is to follow. Since your entire store is now decorated in the proper vacation setting, you can start your vacation merchandising anywhere you choose. It might be a good idea to begin at the front and gradually work your way back to the rear of the store, playing up the vacation theme in each department with appropriate slogans.

Various calendar proposals have been called to the attention of the merchandiser from time to time. The emphasis of The World Calendar upon the equal quarters, approximating the seasons, even to the point of making it an integral part of the calendar's structure, is a unique feature. Undoubtedly this will be especially useful to the merchandiser.

In the final analysis, the retail merchandiser is aided by whatever helps his customers. The World Calendar will help them all, individually and collectively. It is no patent medicine for the time ills of the world, but a prescription by the leading astronomers, mathematicians and other scientists all over the globe.



## IN MEMORY OF MANUEL M. MORILLO

THE Chairman of the Committee of The World Calendar for Puerto Rico, an affiliate of The World Calendar Association, died on 16 December, 1945. His place will be difficult to fill; his influence will live on.

A plane of the United States Army carried his body back to the Dominican Republic and there he was laid to rest. His death was the subject of editorials in the papers of that nation and with one accord they eulogized his years of public service and personal characteristics.

During his lifetime he served his nation in Mexico, Cuba and Chile. A degree of Doctor of Philosophy was conferred on him by the University of Havana, Cuba, and a Doctorate of Laws by the University of Santo Domingo, Dominican Republic.

His years in diplomacy were eventful. When only twenty-five years of age, and while Charge d' Affairs in Havana, he energetically protested when Santo Domingo was occupied. All Dominican Republic Nationals then resident in Havana signed his declaration. Although his credentials were withdrawn shortly thereafter by the military government of occupation, the government of Cuba continued to recognize him as the accredited representative of his Republic.

While in Mexico, he was active and very influential in enlisting help for the liberation of his native land.

In the words of the editorial of one newspaper: "The speech which Morillo delivered at the Pan-American Conference in Santiago de Chile, impugning the competence of the Conference because one of the free nations of the Continent was not represented there, made the vertebrae of the Andes creak."

Manuel M. Morillo was a man who fought with his pen for his convictions, who dared to raise his voice for what he deemed right and who long urged the desirability of adopting The World Calendar.

## THE WORLD CALENDAR

LAW, ORDER, EQUALITY AND STABILITY

*By Elisabeth Achelis, President, The World Calendar Association*

*An address before The Brooklyn Institute of Arts and Sciences, 12 March 1946.*

IT is a special privilege to speak to a group of astronomers who study the celestial bodies and know so well the law and orderliness of the universe. I feel assured of a closer understanding in presenting The World Calendar to you as a better way of measuring and recording time, because it is also based on the fundamental principles of law, order, equality and stability.

Our civilization stands on the threshold of many changes, whether we like it or not. Our very existence, progress and happiness depend upon our recognition and willingness to accept change. No longer can we remain apathetic. Confronting us on all sides is the urgency for change and the need for greater law, order, equality and stability. Only with law and order come peace and harmony; with equality comes cooperation; with stability comes security. The old order of the past no longer serves and must give way to the new order of better planning that is awaiting acceptance.

Many of our present difficulties can be traced directly to the shifting calendar in use today, which is completely lacking in the qualities of law, order, equality and stability.

In the first place, the Gregorian calendar has no regular plan. The calendar as it stands is really a potpourri of 14 different calendars, each beginning on different days of the week, with unequal quarters and half-years, and 28 different months with varying lengths. Have you noticed when the length of a month is questioned that most people mumble furiously under their breath the little nursery rhyme, "30 days hath September, April, June and November," or shamefacedly count the knuckles on their hand? Days and dates never agree in this completely unreliable calendar.

An illustration of the confusion which we all experienced this winter was when New Year's Day came on a Tuesday. What was to be done about Monday, New Year's Eve? Was it to be a lone business day wedged



between a Sunday and a holiday, or was it to be treated as a holiday, causing an unusually long week-end? In New York City the problem was solved, after several conferences, by keeping the Stock and Curb Exchanges and banks open on New Year's Eve, whereas department stores and many other businesses closed. This decision, however, was not general throughout the United States because States differed in their opinions and conclusions. All this was upsetting to the smooth and orderly operation of business, large and small, banking, transportation, not to mention the multiplicity of annoyances to every individual. Much valuable time was unnecessarily consumed.

Another instance comes to my mind regarding New Year's Day. In 1942 it came on a Thursday, seriously affecting our educational system. In New York City, according to law, public schools were required to open on the day after—Friday, 2 January. Not only did this one day of teaching before a week-end after a holiday cost the city approximately \$22,259 for fuel and light, but it brought to parents, teachers and pupils a justified discontent and irate lamentation. The calendar should have been blamed.

Next year, 1947, New Year's Day will break into the middle of the week on a Wednesday, and certainly this will carry with it many disadvantages. The week will lose much of its productiveness, and as our younger generation would say, "That k.o.'s the week."

Now let us turn our minds for the moment to note how many given days, such as Sunday or Monday, there are in a month and the difficulties resulting from these variations. Every month except February has four or five Sundays, Mondays, Tuesdays, et cetera.

A Thursday confusion found heated response from many Americans throughout the land several years ago. I am referring to Thanksgiving Day when it was temporarily changed from the last Thursday of November to the next to the last Thursday which might be the fourth or third Thursday, because, it was said, the last Thursday on the last day of November brought the holiday too close to Christmas, less than a month off. This proposal brought a serious rift into the national observance of Thanksgiving and prevented a united celebration of this truly national day. In fact, there were many who celebrated two Thanksgivings. I know of one instance where a married daughter living in New York City officially observed the fourth Thursday and then again the fifth Thursday with her mother in Connecticut. Happily this confusion was shortlived, for Congress wisely enacted a law whereby Thanksgiving would always be observed on the *fourth* Thursday. Thanksgiving Day has been made secure as to its own day of the week, but not as yet on its own date; that will require a perpetual calendar.

Varying numbers of given days are a special source of harassment and bewilderment to activities which require comparisons from past years with the present and in endeavors to plan intelligently for the future. Here the calendar fails miserably. In certain instances this unhappy condition has brought about the necessity for highly specialized tabulations of figures for statisticians, industrialists, bankers, and for systems of transportation and communication. All this is costly, wasteful, and confusing.

The roving Gregorian calendar interferes seriously with our educational system. In New York State the law requires that a school year must include 190 teaching days for participation in the State school funds. The 190 teaching days cause difficulty when the school year starts on different dates each year. The first semester may contain more school days, the second semester may contain less; yet the two must total 190 days. Inequality is the inevitable result. Any miscalculation by a teacher or school may be a costly one—all because the calendar is so persistently different every year in its irregular arrangement.

There are also the well-known three divisions for the schools—from Labor Day to Christmas, New Year's to Easter, and Easter to Commencement. These periods are never comparable, because of the changing days and dates, and are flagrantly unjust to teachers and students. When Labor Day falls on Monday, 1 September, an extra week is gained for more leisurely study than when it falls on Monday the 7th, and a week is lost and cramming becomes necessary. Similar conditions pertain to the other two periods with the changeable days for New Year's Day and the wandering Easter date. This is the reason, in many instances, for the assigned spring holiday vacation, regardless of Easter.

I could give you a wealth of other instances of defects and hardships that our calendar of the vintage of 2,000 years forces upon us with its planless, disordered, unequal and unstable arrangement.

Is it not amazing that civilization has put up with it as long as it has? Surely the time is here and now to turn over a new leaf and join with the many other unifying forces by agreeing upon and accepting better conditions.

Many obstacles and difficulties beset the path of those who would bring to the people a better way of doing things, introduce new and improved methods, offer new discoveries or in any way change preconceived ideas, yet nothing truer has been said than the only thing that remains *unchanged* is change itself. Only in change is progress possible. Change is the order of the day and among the many that are surely coming is a new and better calendar—the perpetual World Calendar.



The real problem for every calendar reformer is to reconcile the days, weeks, months, and quarter-years (approximating the seasons) with the year of 365 days.

It was a stroke of genius that conceived the calendar arrangement of 364 days, a number easily divisible among the various time-units, and then to add at the end of the year the 365th day, essential for the full completion of the year, astronomical precision, accuracy, and the stabilization of every year.

A Chinese fable will give you a clear picture of what the outstanding modern calendar reformer, Abbot Mastrofino, in 1834, proposed and advocated, although in all probability he had never heard of this fascinating tale. Here is the story.

A farmer, at his death, left 11 sheep to his three sons with the following request: that to the eldest be given one-half the number of sheep, to the second son one-quarter; and to the youngest, two-thirds of the remainder.

This strange division greatly perplexed and disturbed the sons, until a distinguished mathematician showed them the way to solve their difficulty. He told the sons to go to a neighbor and ask for the loan of one sheep. With this borrowed sheep the sons now had 12 animals, which they could distribute in accordance with the wish of their venerable father. The eldest son received one-half the number, or six sheep; the second son received one-quarter, or three sheep; and the youngest received two-thirds of the remainder, or two sheep. Then, when the borrowed animal had served its usefulness, the sons returned it to their neighbor.

In reverse fashion, calendar reformers solve their problem by *withholding* the 365th day from the calendar, whereby the year has 364 days. This number is easily divisible into equal quarters of 91 days and equal halves of 182 days each. The year, furthermore, has exactly 52 weeks, each of seven days; so that every quarter-year has 91 days, 13 weeks and 3 months, and every half-year 182 days, 26 weeks and 6 months. The 12 months, apportioned into quarters of 3 months on a basis of 31-30-30 days, provide each month with 26 weekdays, plus Sundays. With this satisfactory solution, the 365th day is then returned to the calendar, placed at the *end* of the fourth quarter and designated as the Year-End Day, a new World Holiday. The calendar has become perpetual, every year the same. The year will always begin on Sunday, 1 January, and will end with the new Year-End World Holiday, W or 31 December.

Leap-year day, the old 29th of February, is similarly treated. It is the new Leap-Year Day that follows Saturday, 30 June, dated W or 31 June, and is designated as another World Holiday. These one or two new

holidays are the adjusters and stabilizers of The World Calendar, whereby the calendar becomes an ordered, equalized and stabilized instrument of time, possible only because the natural flow of days within the year is not interrupted, and it is mathematically correct.

With the adoption of The World Calendar the present shifting Gregorian calendar will be retired. Its work accomplished, it will be placed in its historic niche with the former Julian calendar and the more ancient Egyptian.

Now it is my pleasant and agreeable duty to outline some of the many advantages by which we shall all benefit by the use of The World Calendar. First of all, we shall have only *one calendar* to use, and it will be perpetual every year, divisible into equal halves and quarters, with days and dates always agreeing and months having their regular lengths and equal numbers of 26 weekdays plus Sundays.

On the surface, this may appear as a hardship to the business of calendar making, but it must be remembered that perpetual calendars can be made in more durable and costly material, which will more than make up the loss. Calendars will belong in the same class as our watches and clocks with their permanent dials. Then, too, diaries, notebooks, desk pads, must be renewed from year to year as man's engagements change even though the calendar does not. Then, again, the beautiful picture calendars that we all like to hang in offices and homes will still be in demand notwithstanding the fact that they will carry a perpetual calendar.

New Year's Day no longer will thrust itself on any day of the week; it will logically fall on the *first day* of the week, Sunday, on the *first date* of the *first month*, January, and all work will begin in the new year on the *first Monday*, the 2d of January. Could a new year have a more promising beginning?

With the same equal arrangement in every quarter, a planned rhythmic sequence of 31-30-30-day months is the result. The first month begins with Sunday, has its 26 weekdays and five Sundays, Mondays and Tuesdays; the second month always begins on Wednesday, has its 26 weekdays with five Wednesdays and Thursdays; and the last month begins on Friday, has its 26 weekdays with five Fridays and Saturdays. This presents a compact, ordered plan of pleasing variety, as easily memorized as are the alphabet and the multiplication table.

The benefits that law, order, equality and stability bring to the calendar are manifold. With the quarters always beginning on a Sunday and ending on a Saturday, and with each quarter containing 91 days, 13 weeks or 3 months, all these time-units become interchangeable and equal in value.



For instance, it makes no difference whatsoever if in one large corporation the various departments function on different time-periods—such as the day, the week, the month, the semi-monthly or the quarterly division. They all begin and end together in every quarter, and thus perfect coordination, correlation and equality among the time-units are achieved, which will greatly facilitate bookkeeping, calculations and records.

To those in the hotel industry where Thursday is their most productive day, it will be known that the middle month of every quarter will have five Thursdays, the other two months four Thursdays. Planning becomes easy with such an ordered system that avoids all monotonous regimentation. Week-ends are important to hotels, especially resort hotels. One can readily foresee The World Calendar's usefulness in providing the utmost simplicity by stabilizing holidays and week-ends on their day and dates.

Department stores which consider Saturday their red-letter day will have their unfailing five Saturdays in the last month of every quarter, and as such make their plans and calculations, based on a preceding year exactly similar. Years are always comparable under The World Calendar.

In the transportation field, week-ends on their set days and dates, and holidays coming at specific and known intervals, make for accurate planning. This ordered, equalized and stabilized calendar is the most perfect mathematical time-system devised by man.

For education, in addition to the effects previously mentioned, the vexing changeable holidays no longer exist, because holidays have their identical days and dates. Labor Day, the first Monday in September, is always the 4th; Christmas, the 25th of December, comes on Monday; New Year's Day is Sunday the first of January; Memorial Day, the 30th of May, is a Thursday; Independence Day, our 4th of July, is a Wednesday (unless America would wish to advance it to Monday, the 2d, when the Declaration of Independence was introduced into the Continental Congress); and Thanksgiving Day, the fourth Thursday in November, comes regularly on the 23d.

School schedules, vacation-planning, holiday arrangements and sports dates are thus permanently fixed as to days and dates, so that one established program can serve through the years. What a boon all this will be! No longer will the faculty waste valuable time, effort, money and material in annually setting up new schedules. Teaching in every department will become more enjoyable and decidedly more efficient.

Every householder, home-maker and mother knows the value of good housekeeping and the need of budgeting time and money in an orderly

and efficient manner, that is so easily accomplished with the perpetual World Calendar. No discrimination is shown the day, week or month; every time-unit receives equal recognition and value at the close of every quarter-year, the natural division approximating the season.

May I offer a word here about a fixed Easter. This feast day is essentially religious in character, whereas The World Calendar is civil. The World Calendar Association concurs with the general belief that a fixed Easter belongs in the religious realm, for the decision of the churches. The World Calendar being civil in character belongs to the civil authorities for decision. There is a well-known command, "*Render to Caesar the things that are Caesar's, and to God the things that are God's.*"

We believe it would be highly desirable, were it possible, for the governments and the churches each to act, so that when The World Calendar is put into operation on the desirable Sunday, 1 January 1950, Easter would become stabilized also for 1950, and every year thereafter. Let me repeat again, a fixed Easter is a subject for ecclesiastical authority.

There is another important matter affecting many that cannot be ignored. I am referring to birthdays—yours and mine and the other person's. What will happen to 31 March, 31 May and 31 August? Will they be lost?

To all those born after adoption of The World Calendar those dates just do not exist and hence this difficulty will not arise. But all of us now living under the Gregorian calendar and born before the revision is effected, may observe these birthdays as the leap-year children do, on the day before, namely, the 30th of March, May, and August. In that manner our birth-months will be retained.

But I hear the remark, "I don't like such regimentation, I like to have my birthday come on any day of the week, it is so much more interesting and exciting." But wait a minute, please. Do these people realize that they never observe their birthdays at all, but only their birth-dates and that the present method of recording is incomplete, ignoring the days of the week? The relationship of the day of the week to the birthday has been given significance in a quaint and charming verse:

*Monday's child is fair of face,  
Tuesday's child is full of grace,  
Wednesday's child is full of woe,  
Thursday's child has far to go,  
Friday's child is loving and giving,  
Saturday's child works hard for a living,  
And a child that's born on the Sabbath day  
Is fair and wise and good and gay.*



Take my birthday for example. I was actually born on a Saturday when "a child works hard for a living," (and I certainly am working hard for the new calendar), but in The World Calendar my birthday will come on Tuesday when "a child is full of grace." I may flatter myself and prefer to be the child that "is full of grace," but is this accurate when I am really a Saturday child?

Putting aside this lighter vein, the days of the week have a far deeper and more significant meaning than we realize. The Pearl Harbor attack was more dastardly because it was perpetrated on a Sunday. Yet the calendar we use can never record this fact. The diabolically clever invasions of nations on week-ends by Hitler's armies are facts on which the calendar is silent. Only historical books, research material, and reference calendars will give this information to future generations. Only a perpetual world calendar will record anniversaries, commemorative, national and world events on days as well as dates, fully completing the dating of events.

Up to this point I have endeavored to show you briefly some of the glaring disadvantages of the present calendar and the highly beneficial advantages of The World Calendar. This happy solution has been obtained only because the new calendar recognizes within its arrangement the fundamental principles of law, order, equality and stability, without which nothing functions to its fullest capacity or advantage.

You of the Department of Astronomy are keenly conscious of the orderliness of the universe and the regular reliable sequence and succession of celestial events. You of the Art Department recognize the basic law of proportion and balance, the true valuation and relation of the various parts to each other which complete the finished production. You of the Department of Music follow patterns of law, order, harmony and rhythm of chords, such as the tonic, the subdominant, and the dominant, with the seventh note of the dominant invariably reverting to the tonic. You of the Department of Mathematics subdivide the subject into arithmetic, algebra, geometry, trigonometry and all higher mathematics and recognize the same eternal law of order.

Time, that mysterious force without which nothing functions and nothing progresses, follows the same law of rhythmic, harmonious motion and vibration that has at long last found a calendar with kindred characteristics.

Now you have the right to ask me why is the year 1950 the particular year for adopting The World Calendar. Won't any year do?

It is something of a paradox that The World Calendar dealing with time must consider a time for its adoption. Obviously, that is when both retiring and proposed calendars meet on the same day, date, month and year. Such a date is Sunday, 1 January 1950, which is also significantly propitious in that the year 1950 bids farewell to the first half of the century and hails the coming of the second half of the 20th century.

In the interim there is much work still to be done in which groups like yours as well as individuals may take an active and prominent part. Resolutions have been prepared by The World Calendar Association for endorsements of The World Calendar and it will gladly submit these, together with other material, for your information and approval.

When you realize the urgency of this reform and the little time remaining to secure its approval and adoption, you will appreciate the privilege of expressing your opinion and approval in every way possible. Talk and write in favor of The World Calendar and express your opinion to official Washington. In this manner the subject gains increasing support.

Fourteen nations have officially approved it and many scientific, business and educational organizations, as well as clubs, have endorsed it.

The World Calendar Association suggests that The World Calendar be placed on the agenda of the Assembly of the United Nations, scheduled to meet in New York City on 8 September 1946, at which session the U. N. may wish to appoint a committee to give serious consideration to the subject.

Assuming a full year for examination and study, at the annual Assembly following, in 1947, the findings of the committee could be submitted with recommendations for adoption. Prompt affirmative action at that time would afford two full years for nations, governments, business corporations, institutions and all other fields of activity, and individuals to be ready for the use of The World Calendar on the reconcilable date—Sunday, 1 January 1950—when, as I have said, both the Gregorian calendar and the perpetual World Calendar meet.

Here, tonight, I wish to make a proposal I have not previously offered. This is the first public declaration I have made on the subject. Together we may be making history.

I am proposing that when adoption of The World Calendar is assured, the 365th day, the Year-End Day that stabilizes The World Calendar, be renamed United Nations Day, abbreviated as U. N. D.\* For the first time in history the calendar itself provides a day for worldwide observance.

\* At the time of delivering the address the suggested renaming was UNODAY. This has now been changed to United Nations Day or U.N.D.



On this outstanding United Nations Day—the new World Holiday—nations, peoples, races and creeds can all unite in a greater spirit of understanding, friendship and good will. For the United Nations, what finer augury could there be for the success of its ideas and purposes than the launching of the perpetual World Calendar with the United Nations Day as a symbol of a united free world?

I cannot conceive of any world movement that is as ready and available, and that is as far-reaching through the years for the greater security and blessing of the whole human race and world activities. For when a lawful, orderly, equalized and stabilized calendar is in actual operation by the nations in the world—given to the world by the United Nations—it is reasonable to assume that systems and benefits will result in other directions. The United Nations can hardly initiate a better beginning than to ring out the old calendar and ring in the new calendar for a better and more united world.

The Julian calendar reform honored Julius Caesar, and his birth-month Quintilis was renamed July. Augustus Caesar, another calendar reformer, was commemorated by the renaming of the month Sextilis, August. The Gregorian reform was named for Pope Gregory XIII. It would be eminently fitting that the United Nations be honored by the United Nations Day (U. N. D.) in merited recognition of its distinguished service in providing mankind with the perpetual World Calendar.

The World Calendar has been placed within the framework of the United Nations, and my fervent hopes are joined with yours and those of all mankind for the good work that the United Nations has set out to do—to make the world one world, free for all the peoples to live in security and in PEACE.

#### 40,000 AMBASSADORS

“THE article on The World Calendar was printed in about 40,000 of our January note books, distributed by banks and industrial organizations. . . . We are strongly in favor of The World Calendar and at some later date we may include another article regarding it.”—Norman Duple, Holland-Duple Company, New York City. With these words Mr. Duple informed us of the effective support his company was lending the cause of The World Calendar.

#### CALENDAR CONTRAST CARDS

CALENDAR Contrast cards are still available to friends and advocates of The World Calendar. A post card to the Association will bring a supply to you. Enclose them in your letters.

## OUR EVERYDAY RECKONINGS

*By Professor Oystein Ore, Department of Mathematics, Yale University*

*Abstracted from The Scientific Monthly, November, 1945*

A COMMON calendar for the world seems such a natural idea that any future league of nations is bound to bring up the problem for discussion. We may be a bit provincial in believing that our own calendar is almost universal and also that it is quite ideally constructed. In addition to our own Gregorian calendar there are the Chinese, the Shinto, the Mohammedan, and the Jewish calendars, all with numerous adherents; from India there are reported fourteen calendars of other types in actual use, and innumerable tribal calendars are spread over the world.

In all essentials our calendar is the same as the Julian calendar initiated by Julius Caesar in the year 45 B. C., with the Egyptian astronomer Sosigenes providing the necessary scientific foundation. One great innovation in this calendar was to make it exclusively dependent on the sun, leaving the moon entirely out of consideration; a second was the introduction of the leap year, which we still enjoy, to keep the year in step with the sun and the seasons. By this device the year was very nearly correct, only 11 minutes and 14 seconds too long. However, time will tell, and by the sixteenth century the year was ten days behind schedule and threatened eventually to get entirely out of its customary relation to the seasons.

After many hesitations, following expert advice from the astronomers, Pope Gregory XIII finally decided to move the calendar ahead ten days in 1582. To prevent similar developments in the future the leap year was dropped in all century years 1700, 1800, 1900, 2100, except when the century number was divisible by four hundred as in 1600, 2000, etc. As one could expect, the move created the most violent opposition in certain quarters, notwithstanding a treatise of 800 pages of official explanations of the consequences of the change. When the reform finally came to England in 1752 there were even riots to bring back the lost eleven days, while some of the smartest guild members tried to obtain eleven days' back pay. The year is now a trifle too short and it has been proposed to make the years 4000, 8000, etc., leap years, contrary to the Gregorian rule. This would keep the



year on an even keel for the next 20,000 years so that this side of our calendar should cause us no immediate concern.

There are, however, other aspects of our calendar which give us concern every time we handle our dates. For one thing it is inconvenient to have the weekday of any given date change from year to year. The Roman legacy left us with another disadvantage, the irregular lengths of our months. They are hard to remember, and the calculation of dates becomes complicated as we all know from sad experience. There are other anomalies in our calendar, which we perhaps do not notice so often; for instance, the first half of the year is three days shorter than the second.

The remedy is by no means obvious. The French Revolution, as we have seen, was possessed by the demon of decimalization and so proceeded to introduce a week of ten days. However, as de Morgan observes in one of his comments upon paradoxes, one can decimalize the Ten Commandments but not the Twelve Apostles. When the 365 days of the year are divided by seven, there is an odd day left; consequently, if the weekdays shall repeat themselves on the same dates every year, there must be an extraordinary day which is not counted with the ordinary weekdays. This leaves us with 364 days to be arranged in the most satisfactory manner. Since this is exactly 13 times 28 days, one could divide the year into 13 months, each consisting of four weeks, or 28 days, which would repeat themselves in the same way throughout the year. Such a plan is certainly very simple in principle, and the 13-month year for a while enjoyed considerable favor. It was under discussion by the League of Nations and had strong backing, financially, for instance, by George Eastman of Kodak fame. There are, however, some drawbacks to the plan. The introduction of a whole new month would be difficult to reconcile with old contracts, and it would not be simple to divide the year into halves and quarters as we are accustomed to.

For these reasons the 13-month calendar has now largely been superseded by a new calendar proposal which its sponsors hopefully have named The World Calendar. The 364 days are now divided into four identical quarters, each of 13 weeks or 91 days. The quarter always begins on a Sunday. Each quarter has three months as usual, but to make the months as systematic as possible in their arrangement the first month in each quarter has 31 days and the two others 30 days.

It seems difficult to improve on this arrangement; indeed, it appears to be a very fortuitous coincidence that it should be possible to find such a scheme which embodies within it almost all the improvements one would like to make with such a minimal deviation from our usual schedule. There is no necessity to elaborate on the advantages of this calendar: it would

simplify tremendously the problem of making schedules for every school and for every business and industry in the country. The new calendar has been very ably sponsored by The World Calendar Association, and since the reform is in the unusual situation of having the approval in principle by a whole group of countries it may not be many years after the war before we see it in effect.

The extra day which the calendar demands would be placed before New Year's Day, and it might properly be named and devoted to some universal moral purpose: Peace, Liberty, Unity, World Understanding. In leap years there would have to be a second extra day to keep the schedule in order. I like to think of it as the Day of Reckoning.

#### OBITUARY NOTES

VICTOR H. STEMPEL, a partner in the accounting firm of Touche, Niven and Company, and past President of the American Institute of Accountants, died on 18 April. He was 52 years old.

Mr. Stempel served as Chairman of the American Institute of Accountants' Committee on Federal Taxation from 1934 to 1936; and was a past President of the National Association of Cost Accountants, and the New York State Society of Certified Public Accountants, past Vice President of the American Accounting Association, and honorary member of the accounting fraternity of Beta Alpha Psi.

Mr. Stempel testified before a number of Congressional committees on tax bills and was widely known as a speaker on taxation and accounting problems.

Long interested in The World Calendar plan for revising our calendar, Mr. Stempel was one of the prominent business figures of this country who endorsed The World Calendar.

DR. JOHN ARCHIBALD MacCALLUM, minister of the Walnut Street Presbyterian Church, Philadelphia, since 1910, died on 31 December 1945, at the age of 71. Born in Canada, Dr. MacCallum graduated from Queen's University at Kingston, Ont., and from the Union Theological Seminary in New York, entering the ministry in 1903.

An outstanding leader in educational and religious affairs, Dr. MacCallum was a trustee and Chairman of the Finance Committee of Temple University. He was the author of two books and many magazine and newspaper articles on religion, and served for 10 years as religious adviser for radio station WFIL.

A member of The World Calendar Association since 1936, Dr. MacCallum said of this movement for a new calendar, "I am deeply interested in the reform of the calendar and value highly the work that is being done by your Association."

DR. MAURICE HENRY ROBINSON, the distinguished educator, Professor Emeritus at the University of Illinois, died on 1 March, 1946.

He was at one time the associate editor of the *Journal of Accountancy*, author of a *History of Taxation in New England* (1902), *Business Organization* (1909) and *Organizing Business* (1915).

In 1908 he served as a special expert for the federal Census Bureau in railway valuation, was an expert on corporations and insurance in 1914-15 to the Illinois Efficiency and Economy Commission, and formerly was on the Executive Committee of the American Economic Association. His membership in this Association was predicated on his belief in the economic efficiency of The World Calendar.



## PLAN FOR REFORM OF CALENDAR

*From Annuario Astronomico, 1946, published by the Observatory of Trieste, Italy. Translated by George Pappastratis of the National Council of American Importers.*

FOR some time it has been planned to introduce a reform into the Gregorian calendar inspired and moved above all by arguments of a practical nature, in contrast to the Gregorian Reform which had as its aim an essentially scientific purpose.

Let us consider first the distribution of the days in the year: At the present time, the length of a month may be 28, 29, 30 or 31 days; and it happens that the first quarter has 90 or 91 days, depending on whether the year is common or bissextile. The second quarter has 91 days, and the third and fourth 92. The first half-year may be 181 or 182 days long, while the second is 184. In addition, the months may have a different and variable number of Sundays, and as a consequence of work days. All this is a cause of confusion and of uncertainty in economic relations. As a result, a very large number of statistical questions become very intricate, especially in connection with commercial and industrial affairs.

The "World Calendar Association" of New York, after having examined all the proposals, has let its choice fall on the clever solution found more than a century ago by an Italian, the Abbot Marco Mastrofini (born in Monte Compatri, Rome, on 25 April 1763; died in Rome on 3 March 1843). The calendar is built on the following bases:

The year is divided into 12 months and in four quarters of 91 days each. The first month of each quarter has 31 days, and the other two 30 days. Thus all quarters have 13 weeks. Each month also has 26 weekdays. The year always begins on a Sunday, and the 12 months give a total of 365 days. The last day, the 365th, in order that the year following may begin on a Sunday, is set apart by itself. Then the leap-year day, which can also be intercalated according to the present rules in use by the Gregorian calendar, is placed between the last day of June and the first day of July, and in Italian it may be called "*bisesto*" (bissextile), after the Latin word used for that day.

Considering that the proposed calendar begins on a Sunday, it comes as a natural result that it is preferred to put this calendar in force with a year which begins on a Sunday. The nearest such year is 1950. Let us hope that in the next four years an accord is reached for the adoption of the new calendar.

## CURRENT PRESS COMMENT

### Journal of Calendar Reform

Vergennes (Vt.) Enterprise

28 March 1946

THE latest issue of the *Journal of Calendar Reform*, a gift magazine which comes quarterly, gives a history of The World Calendar Association which was organized in 1930 to carry on the work of securing the use of a calendar of 12 months of equal quarters in which the first of each month would always fall on the same day, etc. The growth of calendar change is interesting and each issue of the magazine shows what The World Calendar would be like with no change at all from year to year.

### World Calendar Association

New York (N. Y.) Nordlyset

21 March 1946

THE above named Association held a luncheon last Monday for editors and publishers of the foreign-language press in New York. This organization's aim is to achieve a change, or probably rather a shift, in the age-old Gregorian calendar which is in use even today. Their argument is very powerful against the old Gregorian calendar because certain holidays fall on different days in the different years, and that it consequently has a disturbing influence on business, and so forth.

The new-calendar organization wants a shift of the calendar so that holidays fall on the same day each and every year. This can be accomplished by a small change in the system, so that the first of January for instance always falls on a Sunday—and not, on a Tuesday, for example, as it fell this year, which practi-

cally means that the intervening Monday is of no use. In short, this is the aim of the new calendar.

The Association's sponsor and leader is an energetic and intelligent American lady, Miss Elisabeth Achelis, who has already published two books on the subject: *The Calendar for Everybody* and *The World Calendar*, both published by G. P. Putnam's Sons. She presented a short and clear description of the Association's aim and work during the luncheon.

Westy Egmont, the Association's Director, and Editor of its publication, *Journal of Calendar Reform*, also spoke and answered questions. Dr. Nathan H. Seidman presided.

The address of the organization is: The World Calendar Association, 630 Fifth Avenue, New York.

### U. S. A. Legislation for The World Calendar

Washington (D. C.) Times-Herald

6 June 1946

LEGISLATION will shortly be introduced providing for tentative acceptance by this country of the so-called "World Calendar." Such a calendar would be of immense benefit to Federal employees as well as the banking industry, newspapers, railroads and business in general.

Briefly, the proposed calendar revision would provide a uniform base year of 364 days, with the 365th set as a "World Holiday." The first month of each quarter, January, April, July and October, would have 31 days, and all other months 30. Each year and each quarter would begin on the same day—Sunday—and the same date of the month would come on the same day of the week every year.

Passage of the proposed bill is not expected during this Congress because of the time, but the ice will have been broken.



## EXCERPTS AND REVIEWS

## Revisions Proposed

By CLIFFORD L. CONSTANCE

From *Journal of Higher Education*, Published by Ohio State University, Columbus, January 1946  
 Consider the Calendar, by Bhola D. Panth, New York: Teachers College, Columbia University, 1944. 138 pp., \$1.25

THIS book is clearly written and interesting, exhaustive and well documented. The author's purpose is to analyze the complications which enmesh the calendar, that "peculiarly social instrument . . . by which we arrange our activities from day to day, or from season to season" (pages 1-2).

The first chapter is a descriptive preview of the body of the book. The author here makes reasonable conjectures on calendar origin in general, when man recognized recurrences in nature and set up measures to relate his activities to nature's phases. Our Gregorian calendar is particularly discussed next, with the evidence of its failures as an exact and uniform standard of measurement. The author deplores the social "waste of effort in time, anxiety, annoyance, and energy" in planning school schedules involved by this variable measuring instrument (page 31).

In the second and third chapters on "Basic Calendar Concepts," and "Basic Calendar Patterns," the author has drawn from numerous references and has synthesized astronomical and mathematical, historical and sociological data and inferences. To all of us on this planet the basic time-measures are the earth's movements in relation to sun and moon, yielding the basic concepts of day, month, and year (the week is an arbitrary social construction). Yet these three measures are not mutually commensurable, and experiments in adjusting them have produced an astounding number and variety of calendars which are described in detail. Mentioned as current forms are the Mohammedan, Coptic, and Jewish calendars, in addition to the nearly universal Gregorian. The discussion in these chapters covers dates

from 4236 B. C. to 4905 A. D., and supposedly all the calendar-making peoples of the globe.

The author goes to work on our present calendar in his fourth chapter, inquiring: ". . . What can be done to eliminate the unequal months, the unequal quarters and halves of the year, the split weeks, and the unmatching dates and days?" (page 86). Modern improvements for calendar reform are recounted in much detail. The two principal proposals share a basic pattern of 364 days with one or two extra days tucked in; the "International Fixed Calendar" would have 13 equal 28-day months, while "The World Calendar" would retain the present 12 months but revise them to 31, 30, and 30 days, consecutively, for the sake of equal quarter-years. The author does not choose between them, but simply states that once again "the calendar needs to be brought into line with our best scientific knowledge of time" (page 120).

Some repetitions are noticeable within this volume, but the material is pertinent in both contexts. The calendar as it affects educational institutions is merely mentioned, for the author is writing for a general audience and in terms of principles. While he concludes by calling for "scientific objectivity" on the part of a "functioning democracy" to "force revision of the calendar," his propaganda is less impressive than his facts. The book lists 45 references in an appendix supplementing 91 footnotes, and has an excellent index. The author's style is clear and readable, and his book is essentially a contribution to the history of science.

### June in Fels Planetarium —"Clocks and Calendars"

From *The Institute News*, published by The Franklin Institute, Philadelphia, Pa., May 1946

WHEN man was a nomadic creature, finding his food where he could, whenever he was hungry, neither clock nor calendar were of any importance to him.

As soon, however, as he settled down into communities and took steps to guarantee a steady supply of food, the calendar became of prime importance, because it became necessary to be able to mark off the seasons. The cycles of nature are seasonal and only by recognition and use of some kind of calendar can man take advantage of nature.

The effort to perfect a calendar that can be used by everyone, instead of only by the learned ones, has extended over many thousands of years. There are some elements of our calendar—the dates of religious festivals—that remain in the hands of the clergy. The dates are published, to be sure, but they are not such that anyone can calculate, years in advance, when Easter and its many dependent secondary dates will fall. Wandering dates of Labor Day and Thanksgiving Day, election dates and meetings of societies are as numerous as the wandering days of the week for fixed holidays, such as Christmas, Independence Day, Columbus Day and anyone's birthday.

There is hope that we shall have someday a calendar in which both these uncertainties from year to year will be missing. The World Calendar, designed to fit the needs of the present and at least a considerable portion of the future, may be chosen. It will be outlined in the demonstration for June, in the Fels Planetarium, when we shall illustrate the various elements of the calendar as they are timed by astronomers.

The need for precise time determination and timekeeping in our modern economy is obvious. Complicated train and plane schedules demand synchronization of accurate time over large areas of the world. Only the astronomer can at present determine accurate time, in the great national observatories. The problem of timekeeping is one for the engineer who designs and builds ever better instruments for the laboratory, the home, or the pocket or wrist. The history of timekeeping is a fascinating one and it, too, will be interwoven in the story of "Clocks and Calendars."

## Emulates Universe

From the *Christian Science Monitor*, Boston, 15 June 1946

UNITY and order in the world are seen in the perspective of the unity and order of the universe in a statement by Elisabeth Achelis, head of The World Calendar Association, Inc.

In her statement on The World Calendar as an instrument of peace, Miss Achelis, says: "Our world is longing and striving for peace. But what is peace? It is harmony of thought and action among peoples; the balance between opposites; the equal interrelationship and interchange of various parts which form the whole; the rhythmic and variable order of life."

"Peace is an active, vital force. Where is such a pattern of these qualities to be found? A clear demonstration is the vast universe of which the solar system is a part."

"Another example is that of time. Time is that continuous limitless, and ordered motion which, as recorded in the calendar, gives us the day, the week, the month, the season, and the year . . . The World Calendar emulates to an unusual degree the law, order, and beauty of the universe; therefore it is truly a peace-maker. The newly established United Nations, working for peace throughout the world, would do well to accept this new time system as a uniting bond."

## Needed: A Scientific Calendar

From *The New York Daily News* (An Editorial), 7 July 1946

IT is proposed by The World Calendar Association that the United States lead the way in adopting The World Calendar.

The calendar would involve no queer or radical departures from the Gregorian.

The World Calendar looks good to us; legislation aimed at U. S. adoption of it is in the works; and here's luck to said legislation.



## FROM THE MAIL BAG

As World War II has so happily ended with the victory of the Allied Nations, the time has come to prepare the adoption of The World Calendar on 1 January 1950, and our Peruvian Committee will do its best to include it on the agenda of the forthcoming Conferences of Rio and Bogota, with a view to its endorsement. I hope you will be able to enlist the American Government to support it, as this would be decisive.—Don Luis Montero y Tirado, Chairman of Peruvian Committee for The World Calendar, Lima.

The suggestion of the President of The World Calendar Association that the spare day according to The World Calendar be used for United Nations Day I think is a most excellent one. It is hard to think of any purpose to which it might better be devoted. As you well know, the old League of Nations had a very active committee on the question of calendar reform with their work progressing well towards the consideration of a definite recommendation. I think it is most important that the United Nations be requested at the earliest possible date to appoint a similar committee to continue the work of the previous League of Nations committee. This, I take it, would be an appropriate task for The World Calendar Association.—Prof. Oystein Ore, Dept. of Math., Yale Univ., New Haven.

I am heartily in favor of the proposed change of the calendar, which is something I have wanted for 40 years, though in just what form I have not previously been sure. This "World Calendar" seems to me exactly the right thing.—Dr. Ida M. Mellen, Biologist, Brooklyn.

Your organization is one more force in the creation of a progressive, enlightened world. Because I do not wish to be identified as either reactionary or uninformed, I request membership in The World Calendar Association. Please let me know if I can be of any assistance in the furtherance of your efforts.—Thomas Burgoon,

Y2c, USNR, Bur. of Naval Personnel, Washington, D. C.

I can't speak for conservatives, but I believe that every progressive of whatever title; political, social, educational, can and should endorse the calendar reform. It is very desirable, almost a necessity for progressives.—Dr. C. S. Bacon, Professor Emeritus of Gynecology and Obstetrics, Univ. of Ill., Chicago.

I have appreciated your efforts at calendar reform. I am heartily in accord with you.—Professor J. F. L. Rarch, Univ. of Pittsburgh.

You have my assurance of continual enthusiasm and support for The World Calendar—more so now than ever for every day in each of my activities I see the need for it, not only as a business, but social asset.—Alma K. Anderson, President, Red Head Brand Company, Chicago.

I have always felt in harmony with your idea of calendar reform since I believe wholeheartedly in order, and certainly the current calendar appearance has variance with its fundamental intent. Anything I can do to assist you in changing the calendar will be a privilege.—Dr. Norman A. Rittenhouse, Los Angeles.

I am very much interested in The World Calendar. The fact that it will be uniform and universally understood will eliminate many problems in the business world.—Mrs. Hal C. Branaman, Auditor, Flint, Mich.

I am thoroughly in accord with the program of calendar reform advocated by your organization. I have done some work in this field during my connection with the International Labor Organization at Geneva. I regret that nothing as yet has been accomplished in the way of reforming our haphazard calendar. I trust that you will continue your efforts until something tangible is accomplished.—Royal Meeker, Administrative Assistant, Dept. of Labor, Hartford, Conn.

## THE WORLD CALENDAR ASSOCIATION

ELISABETH ACHELIS, *President*  
HARRIET A. LILLIE, *Secretary-Treasurer*

CHARLES S. McVEIGH, *Vice-President*  
WESTY EGMONT, *Director*

### U. S. A. ADVISORY COMMITTEE

HENRY W. BEARCE  
MRS. VERA W. BEGGS  
DR. CLARA B. BURDETTE  
MRS. CARRIE CHAPMAN CATT  
GANO DUNN  
EDWARD F. FLYNN  
ARTHUR S. HAMILTON  
COMMODORE J. F. HELLWEG, U. S. N. (Ret.)  
MRS. GUSTAV KETTERER  
MRS. ROWLAND H. LATHAM  
REV. HENRY SMITH LEIPER, D.D.  
BISHOP WILLIAM T. MANNING  
DR. HELEN MCKINSTRY  
DR. CLYDE R. MILLER  
DR. ROBERT A. MILLIKAN  
PROF. WM. STARR MYERS  
CHARLES K. ROBINSON  
DR. L. S. ROWE  
HOWARD C. SMITH  
DR. HARLAN T. STETSON  
BISHOP ERNEST M. STIRTS  
JULIUS F. STONE  
RABBI MARTIN M. WEITZ  
P. W. WILSON  
DR. MARY E. WOOLLEY

### WORLD ADVISORY COMMITTEE

ADMIRAL JOSÉ GUIASOLA (ARGENTINA)  
DR. EUGENE DELPORTE (BELGIUM)  
REAR ADMIRAL RADLER DE AQUINO (BRAZIL)  
J. ROYDEN GILLEY (CANADA)  
A. J. HILLS (CANADA)  
PROF. ALBERTO CUMMING (CHILE)  
R. P. EUGENIO V. ROSSO, S.S. (CHILE)  
DR. CH'ING-SUNG YU (CHINA)  
DR. HERBERT BLUME (DANZIG)  
BARNEY N. MORGAN (DOMINICAN REPUBLIC)  
REAR ADMIRAL TUFTON BEAMISH (ENGLAND)  
C. DAVID STELLING (ENGLAND)  
SENATEUR JUSTIN GODART (FRANCE)  
PAUL-LOUIS HERVIER (FRANCE)  
ABRAHAM FROWEIN (GERMANY)  
ATHANASE POLITIS (GREECE)  
E. KEITH EASON (IRELAND)  
AMEDEO GIANNINI (ITALY)  
DR. JOAQUIN GALLO (MEXICO)  
JUAN RIVERA REYES (PANAMA)  
LUIS MONTERO Y TIRADO (PERU)  
R. P. ANTONIO ROMANA, S.J. (SPAIN)  
RAYMOND MAGE (SWITZERLAND)  
DR. M. I. DEROGLU (TURKEY)  
PROF. ALBERTO REYES THÉVENET (URUGUAY)  
ANTONIO ARRÁIZ (VENEZUELA)

*Membership is based on active interest in the study of adequate and effective improvement of the calendar. Owing to lack of space, a large number of names have been omitted. They will be printed in future issues.*

Dr. Lincoln Barker, Educator, Maryville Coll., Tenn.  
Major Victor J. Berhalter, U. S. Army Signal Corps, Brooklyn  
W. W. Bryant, Librn., Berkeley, Cal.  
Thomas Burgoon, Y2c, USNR, Bur. of Naval Personnel, Washington, D. C.  
Rev. R. R. Deoki, Lantoka, Fiji  
M. B. Eliasoph, Bus. Exec., N. Y. C.  
Lulu Shepard Elmer, Chicago, Ill.  
Earle B. Fowler, C. P. A., Louisville, Ky.  
Dr. Otto Glasser, Phys., Cleveland  
Philip I. Johnson, Instr., Gulfport, Miss.  
Dr. B. F. Lamb, Exec. Secy., Ohio Council of Churches, Columbus  
Mrs. W. A. Lambeth, Charlottesville, Va.  
James R. Marsh, Designer and Inventor, Essex Fells, N. J.  
Roy M. Norwood, Engineer, Salem, Mass.  
Prof. Oystein Ore, Yale University

Mrs. Dorothea Cox Overholser, Editor, Mundelein, Ill.  
Dr. Charles F. Painter, Phys., Boston  
Alberto F. Pimienta L., Chemist-Engineer, Medellin, Colombia  
Lloyd Probbler, Student, Brooklyn  
Elliott J. Roberts, Chemical Research Dir., Westport, Conn.  
Rev. Charles Leslie Rumball, Toronto, Canada  
Sidney Shlian, Student, New York City  
Ernest Shulhof, Merchant, Richmond, Va.  
John M. Stoffel, Student, Toledo, O.  
Lona L. Thurber, Librn., Oneida, N. Y.  
Felix R. Tyroler, Bus. Exec., N. Y. C.  
Richard W. Westwood, Editor, Washington, D. C.  
Emil C. Wetten, Lawyer, Chicago  
A. D. Zimmerman, Draftsman, Erie, Pa.



INTERNATIONAL ORGANIZATIONS  
FOR REFORM OF THE CALENDAR

- ARGENTINA:** Comité Argentino del Calendario Mundial, Admiral José Guisasaola, Chairman, Ministerio de Marina, Buenos Aires.
- AUSTRALIA:** Committee on Calendar Reform of the Australian and New Zealand Association for the Advancement of Science, C. W. Allen, Secy., Solar Observatory, Canberra.
- BELGIUM:** Belgian National Committee on Calendar Reform, Professor M. Dehalu, President, l'Université de Liège, Liège.
- BOLIVIA:** Comité Boliviano del Calendario Mundial, Don Moises Santivanez, Chairman, Biblioteca Nacional, Sucre.
- BRAZIL:** Comité Brasileiro do Calendario Mundial, Rear Admiral Radler de Aquino, Chairman, Rua Raul Pompeia No. 133, Rio de Janeiro.
- CANADA:** Rational Calendar Association, A. J. Hills, Chairman, National Joint Conference Board of the Construction Industry, Confederation Bldg., Ottawa.
- CHILE:** Comité Chileno del Calendario Mundial, Prof. Alberto Cumming, Chairman, Calle Manuel Rodriguez, Santiago.
- CHINA:** Chinese Association for the Study of Calendar Reform, Dr. Ch'ing-Sung Yu, Director, National Institute of Astronomy, Kunming, Yunnan.
- COLOMBIA:** Comité Colombiano del Calendario Mundial, Bogota.
- COSTA RICA:** Comité Costarricense del Calendario Mundial (Igualmente de Guatemala, Honduras, El Salvador y Nicaragua), H. E. Don Teodoro Picado, Chairman, San José.
- CUBA:** Comité Cubano del Calendario Mundial, Belén Observatory, Havana.
- DOMINICAN REPUBLIC:** Comité Dominicano del Calendario Mundial, Barney N. Morgan, Chairman, Box 727, Ciudad Trujillo.
- ECUADOR:** Comité Ecuatoriano del Calendario Mundial, Dr. Rafael H. Elizalde, Chairman, Calle Cienfuegos 158, Santiago, Chile.
- ENGLAND:** Rational Calendar Association, C. David Stelling, Director, 38, Parliament Street, London.
- FRANCE:** Comité National pour la Reforme du Calendrier, Sénateur Justin Godart, President; Paul-Louis Hervier, Secy., 5, Rue Bernoulli, Paris.
- GERMANY:** Deutscher Ausschuss für Kalenderreform, Dr. Grosse, Geschäftsführer, Neue Wilhelmstr. 9/11, Berlin N. W. 7.—Der Weltbund für Kalenderreform, Dr. Rudolph Blochmann, Secy., 24 Lornsenstrasse, Kiel.
- GREECE:** Greek National Committee on Calendar Reform, Prof. S. Plakidis, Secy., Observatory of University of Athens.
- HUNGARY:** Hungarian Committee for Study of Calendar Reform, Dr. Paul Vajda, Secy., 9 Eotvos Utca, Budapest.
- IRELAND:** Committee for Calendar Reform, E. K. Eason, Secy., 80, Mid. Abbey St., Dublin.
- ITALY:** Italian National Committee on Calendar Reform, Prof. Amedeo Giannini, Secy., Via del Seminario, 113, Rome.
- MEXICO:** Comité Mejicano del Calendario Mundial, Dr. Joaquin Gallo, Honorary President; Dr. Horacio Herrera, Chairman, Sociedad de Estudios Astronómicos y Geofísicos, Av. Observatorio No. 1926 Tacubaya, D.F.
- PANAMA:** Comité Panameno del Calendario Mundial, Juan Rivera Reyes, Chairman, Panama City.
- PARAGUAY:** Comité Paraguayo del Calendario Mundial, H. E. Senor Ministro Coronel Don Luis Irrazabal, Chairman, Calle Moneda 1938, Santiago, Chile.
- PERU:** Comité Peruano del Calendario Mundial, Don Luis Montero y Tirado, Chairman, Casilla 220, Lima.
- POLAND:** Polish Committee for Calendar Reform, Albin Jakiel, Chairman, Krasluskiego, 21 m. 27, Warsaw.
- PUERTO RICO:** Committee of The World Calendar, Dr. Manuel M. Morillo, Chairman, Consulado General Dominicano, Apartado No. 204, San Juan 2.
- SPAIN:** Spanish Calendar Reform Committee, Rev. Father Antonio Romafia, S.J., Chairman, Observatorio del Ebro, Tortosa.
- SWITZERLAND:** Swiss Committee on Calendar Reform, Prof. Emile Marchand, Secy., 2, Genferstrasse, Zurich 2.—Comité International de Coopération de l'Association Universelle du Calendrier, M. Raymond Mage, Secrétaire Général, Palais Wil, Geneva.
- TURKEY:** Committee on Calendar Reform, Dr. M. I. Dereoglu, Secy., P. O. Box 1121, Hanhaym Han No. 10, Istanbul.
- URUGUAY:** Comité Uruguayo del Calendario Mundial, Prof. Alberto Reyes Thevenet, Chairman, Liceo "Hector Miranda," Calle Sierra 2274, Montevideo.
- VENEZUELA:** Comité Venezolano del Calendario Mundial, Don Antonio Arráiz, Chairman, c/o El Nacional, Apartado de Correos 209, Caracas.
- YUGOSLAVIA:** Yugoslavian Committee on Calendar Reform, Georges Curcin, Chairman, Poenkareova 25—III, Belgrade.

Printed in the United States of America by  
CHILTON COMPANY, PRINTING DIVISION  
New York • Philadelphia

## ORGANIZATION ENDORSEMENTS

**CHAMBER OF COMMERCE**  
Federation of Chambers of Commerce of the British Empire  
Association of British Chambers of Commerce  
New York State Chamber of Commerce  
St. Louis Chamber of Commerce  
Coffeyville, Kan., Chamber of Commerce  
Galveston Chamber of Commerce  
London Chamber of Commerce  
National Chamber of Trade (English)  
Board of Trustees, Retail Trade Bureau, Portland, Ore.  
Pittsburgh Chamber of Commerce  
Junior Chamber of Commerce of Pittsburgh  
Danville, Ky., Chamber of Commerce  
Lancaster, Pa., Chamber of Commerce  
Cumberland, Md., Chamber of Commerce  
Chillicothe, Mo., Chamber of Commerce  
Frostown, Md., Chamber of Commerce  
Chicago Association of Commerce  
Hunting, Minn., Chamber of Commerce  
Independence, Kan., Chamber of Commerce  
Olean, N. Y., Chamber of Commerce  
Council of Board of Trade, Halifax, Nova Scotia  
English Chambers of Commerce: Bradford, Nottingham, Wolverhampton, Dewsbury, Gloucester, Plymouth, Winchester, Ipswich, Stroud, Woolwich, Luton, Mansfield, Reading, Londonderry, Hitchin, Chester, North Wales

**SCIENCE**  
International Astronomical Union, Commission 32  
American Academy of Arts and Sciences  
Committee for Maritime Meteorology  
Seventh American Scientific Congress, Mexico City  
American Philosophical Society  
American Association for the Advancement of Science  
Mathematical Association of America  
South Carolina Academy of Science  
East Bay Astronomical Assn., Oakland, Cal.  
Barcelona Academy of Arts and Sciences, Spain  
Faculty of the School of Industrial Engineering of Barcelona, Spain  
Ninth General Chilean Scientific Congress, Valparaiso  
Institute of Radio Engineers, Board of Directors, N. Y. C.  
Academy of Science of St. Louis  
Astronomical Society of Decatur, Ill.  
Astronomical Society of Spain and America  
American Psychological Association  
Assn. of Professional Engineers of the Province of New Brunswick  
Engineering Profession in British Columbia  
Australian Branch of the Institute of Physics  
Detroit Astronomical Society  
National Institute of Planning and Social Reform of the Republic of Cuba  
Toronto Centre, Royal Astronomical Society of Canada  
Winnipeg Centre, Royal Astronomical Society of Canada  
Edmonton Centre, Royal Astronomical Society of Canada

**LABOR**  
American States Members of International Labor Organization  
Labor Conference, Santiago, Chile, 1936.

**EDUCATION**  
World Federation of Education Associations  
National Education Association  
National Association of Education of Chile  
Assn. of Teachers of Mathematics in New England  
Texas State Teachers Association  
National Council of Geography Teachers  
Faculty Science Club, W. Mich. Coll., Kalamazoo

**BUSINESS**  
Newspaper Advertising Executives Association, Inc.  
International Affiliation of Sales and Advertising Clubs  
American Institute of Accountants  
American Industrial Bankers Association  
Canadian Retail Federation  
California Drycleaner's Association  
Milwaukee Society of Accountants  
Pennsylvania Retailers Association, Lancaster  
Manufacturers' Assn. of Delaware County, Chester, Pa.  
Kansas City Branch, Railway Mail Association, Mo.  
Mexican Hotel Association  
Industrial Association of Austria

**FRATERNAL**  
Presidents' Section of the National Fraternal Congress of America  
Fraternal Congress of New York  
Fraternal Congress of Maryland and the District of Columbia  
Annual Report of the Secretary-Treasurer of the Canadian Fraternal Congress  
Washington State Fraternal Congress

**OTHERS**  
General Federation of Women's Clubs  
National Federation of Business and Professional Women's Clubs, Inc.  
Women's City and County Club, Inc., Poughkeepsie, N. Y.  
National Story League  
Peoples Mandate Committee for Inter-American Peace and Cooperation  
Penryth Club, Toronto, Canada  
Amateur Athletic Union of the United States  
National Theatre Conference  
Agricultural History Society, Washington, D. C.

A Partial List





*After reading, kindly file, catalog or pass along to others.*



# The World Calendar

The World Calendar Association  
offers this improved calendar:



to replace this present unsatisfactory calendar:



The auspicious date for adoption, when both calendars meet, is the *beginning of the second half of the 20th Century—Sunday, 1 January 1950.*

Action NOW and during the period before 1948 (a presidential election year) is imperative.



# Gregorian Calendar

## Unequal Quarters

FIRST QUARTER						
S	M	T	W	T	F	S
JAN	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					
SECOND QUARTER						
S	M	T	W	T	F	S
APR	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					
THIRD QUARTER						
S	M	T	W	T	F	S
JUL	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					
FOURTH QUARTER						
S	M	T	W	T	F	S
OCT	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					

The Gregorian calendar has 52 weeks and must borrow from another week to complete the year, which causes the calendar to change every year and is responsible for its unending confusion.

### EACH YEAR DIFFERENT

There are 14 variations of calendar years.

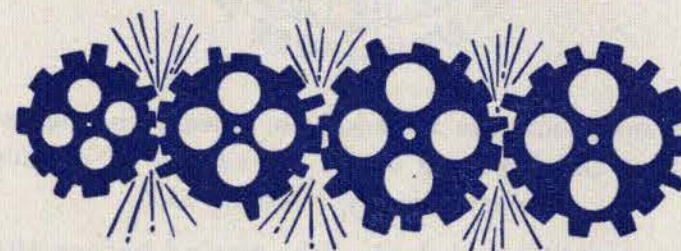
There are 28 different kinds of months.

There are, in irregular order, 7 months of 31 days, 4 months of 30 days, 1 month of 28 and in leap years 29 days.

Quarters and months begin and end on *any* day of the week.

Days and dates *never* agree from year to year.

### FOUR UNEQUAL QUARTERS CLASH AND SLIP



Guessing is Costly

# The World Calendar

## Equal Quarters

FIRST QUARTER						
S	M	T	W	T	F	S
JAN	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					
SECOND QUARTER						
S	M	T	W	T	F	S
APR	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					
THIRD QUARTER						
S	M	T	W	T	F	S
JUL	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					
FOURTH QUARTER						
S	M	T	W	T	F	S
OCT	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					

\*The Year-End World Holiday, W or 31 December (365th day), follows 30 December every year.

\*\*The Leap-Year World Holiday, W or 31 June (366th day), follows 30 June in leap years.

### EACH YEAR THE SAME

There is but 1 unvarying calendar year.

There are 3 regular kinds of months.

Each quarter has 3 months. The first month has 31 days, the remaining two have 30 days each; the first month begins on a Sunday, the second on a Wednesday, the third on a Friday.

Quarters *always* begin on a Sunday and end on a Saturday.

Days and dates *always* agree from year to year.

### FOUR EQUAL QUARTERS MESH EVENLY



Certainty is Conserving

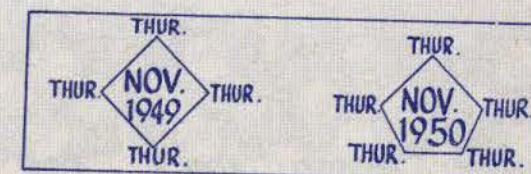
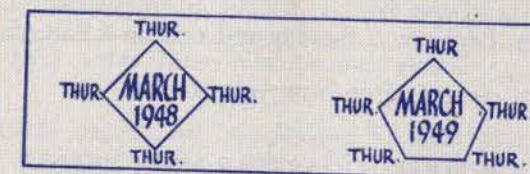
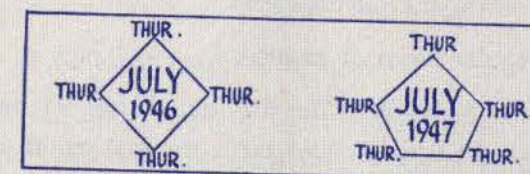
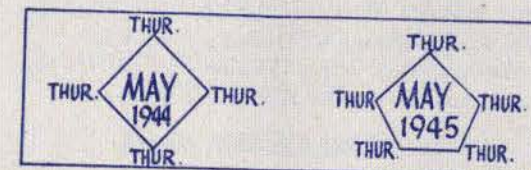
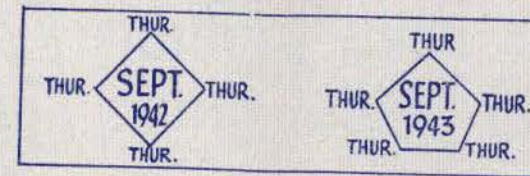


## Gregorian Calendar

*Difficult to compare one year with another*

1942—1950

These examples show how Thursdays vary between four and five in number in the same month in successive years.



*Endless Shifting*

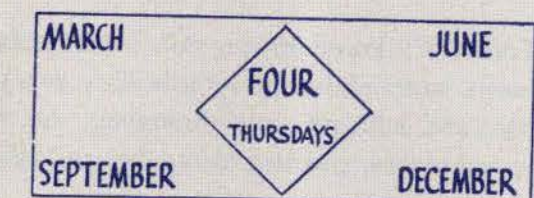
4

## The World Calendar

*Easy to compare one year with another*

1950 and thereafter

Always the same number of Thursdays as shown below.



*Continuous Stability*

5



## Gregorian Calendar

### Defects

**GOVERNMENT:** Because the year always begins on a different day of the week, records are complicated particularly when a given date falls on a Sunday and loss is incurred by postponement of collection or payment to a Monday.

**FINANCE:** On a customary 90-day loan the borrower pays 3 months' or 3/12ths of a year's interest, predicated on a year's interest based on a 360-day year. However if a note is made for 3 months, the interest is figured for the exact number of days in that period and the borrower pays interest for 1 or 2 days more.

**INDUSTRY:** No coordination, comparability or agreement is possible among the day, week, month, quarterly division or seasonal period. They constantly vary from year to year. Months have from 24 to 27 weekdays plus Sundays. This renders difficult planning industrial programs and compiling statistics.

**LABOR:** This imperfect and vacillating timing-tool causes hardship in regular payment of wages and the planning of budgets. Days and dates never agree and every year has one of the seven days occurring 53 times and in leap years two of the seven days occur 53 times. All holidays are haphazard.

**TRANSPORTATION:** Travel by air, rail, sea or road calls for constant adjustments in schedules and records when days always fall on different dates and holidays roam throughout the week. This is costly in time and money, entailing extra labor and effort.

### Disorder and Confusion

## The World Calendar

### Benefits

**GOVERNMENT:** The fiscal year always begins on the same day and date. Records of customs receipts, taxes, internal revenue collections and interest on government bonds are easily computed with the regular equal-quarter arrangement.

**FINANCE:** With equal quarters of 91 days each, the quarter is actually one-fourth of a per annum rate in the 364-day year. The 91st day of every quarter is caused by the first month having five Sundays—non-working days. The World Holidays, namely, Year-End Day that terminates every year and Leap-Year Day in mid leap years are also non-working days.

**INDUSTRY:** Day, week, month, quarter-year division and seasonal period are comparable, and *all coordinate and agree* at the close of every quarter. Months have 26 weekdays plus Sundays. This gives equality, and a like consideration to every time-unit, simplifying planning for industrial programs and compiling statistics.

**LABOR:** This is a perfect timing-tool whereby wages and expenses can be figured more accurately since payments always come at the same interval, regularly on the same weekdays and month-dates of every year of 52 weeks. All holidays are fixed including the Year-End and Leap-Year Days—the World Holidays.

**TRANSPORTATION:** Travel by air, rail, sea and road is greatly simplified because days always agree on the same dates and holidays are fixed. These lead to accurate timing, schedules and records, which save time and money, and ease the everyday tasks.

### Order and Harmony



## Gregorian Calendar

### Defects (Con't.)

**RETAIL:** Quarterly periods are unequal because they always contain a varying number of days. Months constantly change as to four or five Sundays, Mondays, Tuesdays, etc. This plays havoc with records and sales.

**LAW:** Cumbersome legal phrases such as "the first Tuesday after the first Monday in November," Election Day, brings it on any date from 2 to 8 November. Unequal half and quarter-years are also disadvantages which present legal difficulties and complications.

**EDUCATION:** Much time is consumed every year by the faculties of schools or colleges arranging the scholastic, athletic and social programs. Semesters are variable as to day and date, and conflicting events often occur because of the annual shifting of the calendar.

**HOME:** This unhappy and confused calendar has its ill effects on home and family. The budget and the planning for vacations, holidays and anniversaries are complicated because nothing is permanent within it. A silly little nursery rhyme is indispensable.

**RELIGION:** The continuous wanderings of feast, fast and holy days as to their day or date bring a restlessness and uncertainty in their annual observances not conducive to peace and tranquillity.

**THE WORLD DIVIDED** by the use of different calendars very often leads to misunderstandings and friction in civil affairs and individual activities.

### Innumerable Disadvantages

## The World Calendar

### Benefits (Con't.)

**RETAIL:** The equal quarterly period contains exactly 91 days, or 13 weeks, or 3 months, or approximately 1 season. Months have their regular allotted four or five Sundays, Mondays, Tuesdays, etc. This makes records more accurate and gives a clearer comparison of sales.

**LAW:** "The first Tuesday after the first Monday in November," Election Day, brings it regularly on 7 November. Whenever a specific period of days is prescribed within which legal action may be taken, the exact day and date are readily known.

**EDUCATION:** Study schedules, annual programs, vacations and athletic events can be arranged on a permanent basis. Semesters are stable as to day and date and valuable time will thus be gained other activities.

**HOME:** This happy and reliable calendar offers a way for better planning and budgeting for home, social welfare, civil and church activities. Children particularly like the rhythmic arrangement of 31, 30, 30 days within every quarter-year.

**RELIGION:** Fixed feast, fast and holy days will bring greater tranquillity and order in their annual observances thereby fostering a greater serenity of spirit.

**THE WORLD UNITED** by The World Calendar—in itself a composite of law, order, equality and cooperation — will lead to friendlier understanding and cooperation among peoples.

### Countless Advantages



## Gregorian Calendar

### Holidays in the United States

Holidays in other countries shift also.

NEW YEAR'S DAY 1 January, falls on different days of the week.

LINCOLN'S BIRTHDAY 12 February, falls on any day of the week.

WASHINGTON'S BIRTHDAY 22 February, falls on wandering days of the week.

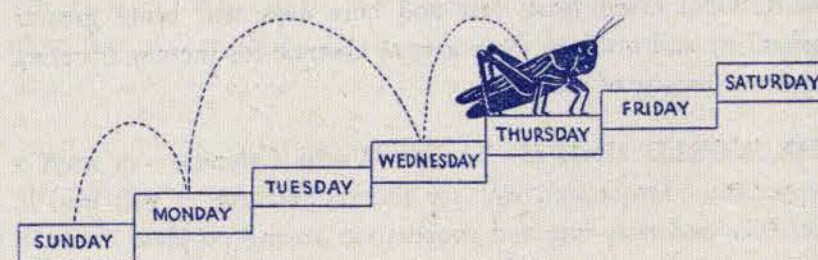
MEMORIAL DAY 30 May, falls on changing days of the week.

INDEPENDENCE DAY 4 July, falls on any day of the week.

LABOR DAY falls on first Monday, from 1 through 7 September.

THANKSGIVING on fourth Thursday, from 22 through November.

CHRISTMAS 25 December, wanders throughout the week.



*Holidays Grasshop*

## The World Calendar

### Holidays in the United States

Other nations may arrange holidays according to their customs.

NEW YEAR'S DAY *always* on Sunday, 1 January.

LINCOLN'S and WASHINGTON'S BIRTHDAYS—one weekend, 11-13 February, (Washington's original birthday was the 11th.)

MEMORIAL DAY a Thursday, 30 May.

LEAP-YEAR DAY every four years, World Holiday, W or 31 June.

INDEPENDENCE DAY a Wednesday, 4 July.

LABOR DAY the first Monday, 4 September.

THANKSGIVING the fourth Thursday, 23 November.

CHRISTMAS a Monday, 25 December.

YEAR-END DAY, World Holiday, W or 31 December.



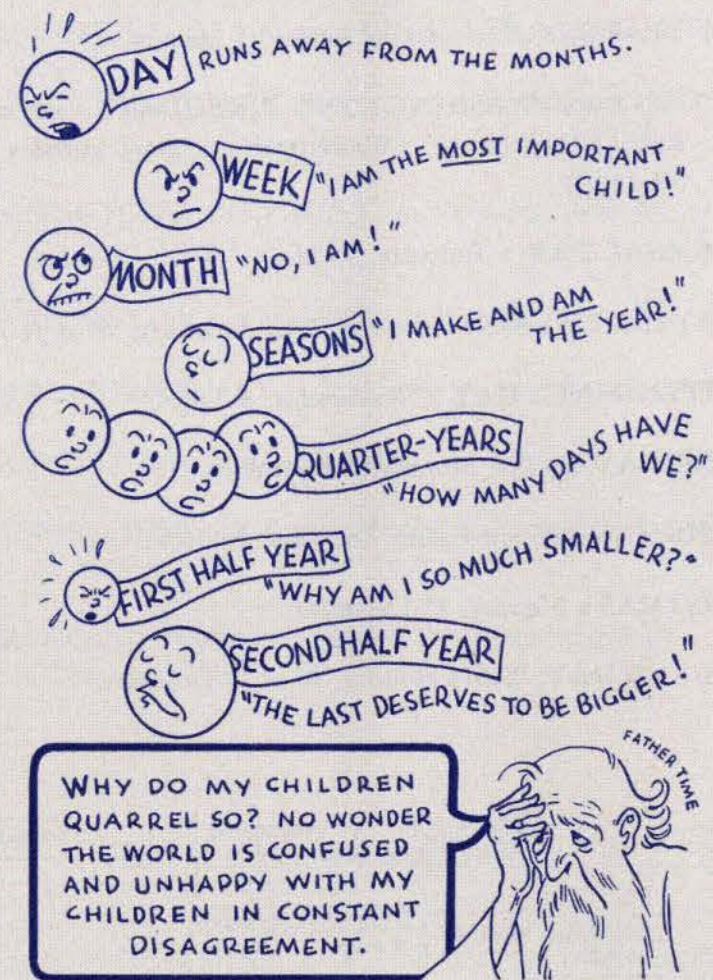
*Holidays Stay Put*



## Gregorian Calendar

### Unhappy Family of Time

Different calendar units always disagree.

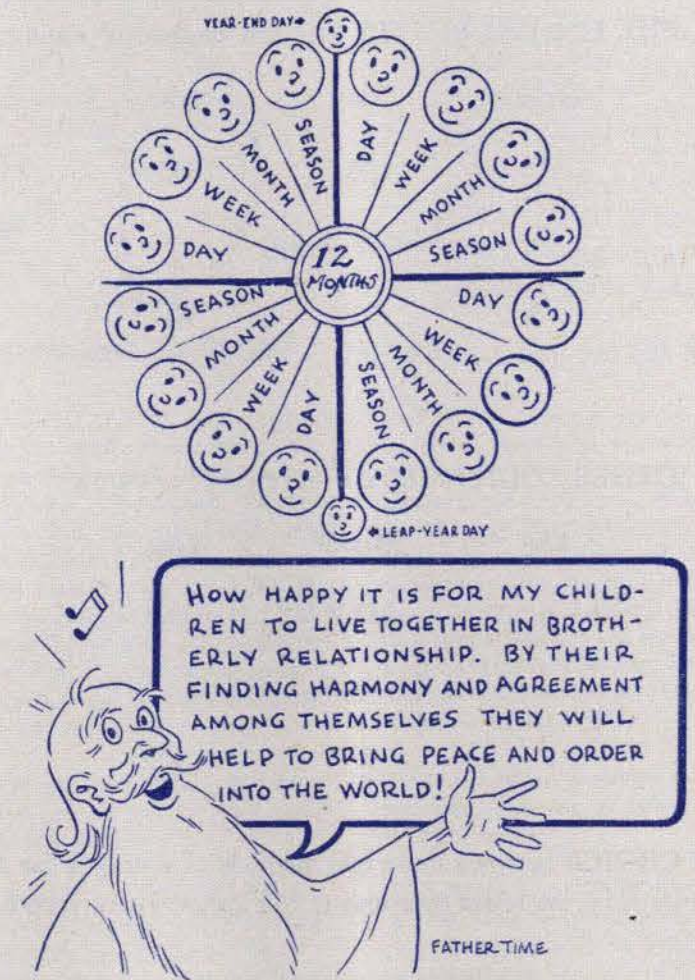


*Dis-unity—Rampant Discord*

## The World Calendar

### Happy Family of Time

Calendar units always agree in every quarter.



*Unity—Peaceful Accord*



## Different Methods of Dating

### Cause Confusion

THE UNITED STATES uses this method of dating:

Month	Day	Year
MAY	8	1945
(or in digits)		
5	8	45

OTHER COUNTRIES use this method of dating:

Day	Month	Year
8	MAY	1945
(or in digits)		
8	5	45

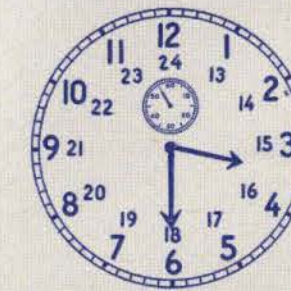
THE CHOICE between these two methods of dating is the logical sequence from the lesser time-unit to the greater—day, month, year.

*Let's Have Uniformity  
of Dating!*

## Two Up-to-date Time Pieces

### Ready for Adoption

THE 24-HOUR CLOCK



EVERY SECOND, MINUTE, HOUR THE SAME

THE ARMED FORCES of the United Nations performed a master stroke when they replaced the A.M. and P.M. clock time with the 24-hour clock. The first hours, from one second after midnight to 12 noon, remain as they are, then the hours become 13 to 24. By adding, for example, to the old 5 P.M. clock time the number 12, the new hour becomes 1700. The hours are counted in hundreds to take care of the minutes, so that 5:30 P.M. becomes 1730.

With the greatest simplicity and ease, confusion was changed to order, misunderstanding to clarity.

THE PEOPLES and NATIONS throughout the world would do well to use the 24-hour clock in their daily lives and affairs, and acquire the same simplicity.

*Let's Have Uniformity  
of Clock and Calendar!*

THE WORLD CALENDAR

JANUARY	FEBRUARY	MARCH
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	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	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
APRIL	MAY	JUNE
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	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	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
JULY	AUGUST	SEPTEMBER
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	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	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
OCTOBER	NOVEMBER	DECEMBER
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	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	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

EVERY DAY, DATE, YEAR THE SAME

THE NEW 12-month year is divided into equal quarters of 3 months or 13 weeks or 91 days; the months are arranged in 31-30-30 days; each month has 26 weekdays, plus Sundays. All the time units agree at the end of every quarter-year. The old 31 December becomes W or 31 December\*, the Year-End World Holiday, and the new year begins on Sunday, 1 January. The old 29 February becomes W or 31 June \*\*, the Leap-Year World Holiday.

With a similar simplicity and ease, confusion gives way to order, changeability to stability.

THE PEOPLES and NATIONS throughout the world would do well to consider the benefits of The World Calendar as it affects their affairs.



# The World Calendar

## Endorsements\*

### Nations

Afghanistan, Brazil, Chile, China, Esthonia, Greece, Hungary, Mexico, Norway, Panama, Peru, Spain, Turkey, Uruguay

### Organizations

Amateur Athletic Union of the United States  
American Academy of Arts and Sciences  
American Association for the Advancement of Science  
American Industrial Bankers Association  
American Institute of Accountants  
American Philosophical Society  
American Psychological Association  
Canadian Retail Federation  
Chicago Association of Commerce  
General Federation of Women's Clubs  
Labor Conference of American States (Chile 1936)  
London, British and Empire Chambers of Commerce  
Mathematical Association of America  
National Education Association  
National Federation of Business and Professional Women's Clubs  
New York State Chamber of Commerce  
Pittsburgh Chamber of Commerce  
World Federation of Education Associations

### Individuals

JAMES TRUSLOW ADAMS, *Historian*  
DR. JULES BOGEN, *Editor*  
IVAN BURDICK, *Business Exec.*  
CARRIE CHAPMAN CATT,  
*Advocate of Women's Rights*  
DR. C. A. CHANT, *Canadian Scientist*  
DR. CH'ING-SUNG YÜ,  
*Chinese Scientist*  
DR. RICHARD H. COATS,  
*Canadian Statistician*  
DR. JOHN DEWEY, *Educator*  
MRS. SAIDIE ORR DUNBAR, *Clubwoman*  
GANO DUNN, *Engineer*  
COMMODORE J. F. HELLWEG, U.S.N.  
(Ret.)  
IRA A. HIRSCHMANN, *Business Exec.*  
ARTHUR C. KAUFMAN, *Business Exec.*  
JOHN KIERAN, *Columnist*  
DR. H. R. KINGSTON,  
*Canadian Educator*  
OSWALD W. KNAUTH, *Business Exec.*  
M. ALBERT LINTON, *Insurance Exec.*

\*Partial list

ISADORE LUBIN, *Statistician*  
JOHN T. MADDEN, *Educator*  
DR. MINNIE L. MAFFETT, *Surgeon*  
DR. HELEN MCKINSTRY, *Educator*  
DR. ROBERT A. MILLIKAN, *Scientist*  
WALTER MITCHELL, JR., *Statistician*  
DR. WILLIAM ALLAN NEILSON,  
*Educator*  
MRS. JOHN M. PHILLIPS, *Clubwoman*  
LENA MADESIN PHILLIPS, *Lawyer*  
DR. MEGH NAD SAHA, *Indian Scientist*  
H. S. SOUTHAM,  
*Canadian Newspaper Publisher*  
DR. ROBERT G. SPROUL, *Educator*  
SIR H. SPENCER-JONES,  
*British Scientist*  
VICTOR H. STEMPE, *Business Exec.*  
DR. HARLAN T. STETSON, *Scientist*  
GERARD SWOPE, *Business Executive*  
LOUIS J. TABER, *Agriculturist*  
DR. MARY E. WOOLEY, *Educator*

Printed in U.S.A.