

# Reminisce Time Capsule 15 Years

**January 1991** Reminisce premieres, offering to “bring back the good times.” Subscriptions begin to pour in, as well as memories and photos from readers.

**November 1991** Circulation reaches 1 million subscriptions— incredible figures for a magazine still in its infancy.

**January 1992** Subscriptions climb to 1.2 million.

**February 1993** Reminisce EXTRA premieres after readers request something to read during the “in-between” months. It quickly grows to nearly 400,000 subscribers.

**1993-94** Country’s Reminisce Hitch, our six-horse hitch, takes a 16-month ocean-to-ocean journey across the United States—a 3,000-mile trip from Maine’s Atlantic coast to the Pacific Coast at San Diego, California.

The trip, sponsored by Reminisce, Country and Farm & Ranch Living magazines, was created to draw attention to the Reminisce Club, whose mission was to elevate regard, concern and service for senior citizens.

The wagon, pulled by six Belgian draft horses, meandered down country roads, visiting senior centers and readers in various towns, traveling only about 10 miles a day.

At one nursing home, when it began to rain before residents could come out and greet the hitch team members, one of the horses was invited inside; the folks there loved the experience.

The proceeds from sales of the Official Hitch Program paid for a free Reminisce subscription to each of the country’s 1,500 senior centers.

**1994** Reminisce Burma-Shave-style signs appear in all 50 states. From the 1920s through the early 1960s, Burma-Shave signs dotted local roads across the country, offering short, catchy poems that ended with the brand name of the brushless shaving cream.

Here's an example: "Within this vale...Of toil and sin...Your head grows bald...But not your chin...Burma-Shave."

Reminisce noted its readers' love for those classic, fun red signs and brought them back but added its own name, like this: "We once loved...The signs we knew...Now our kids...Can love them too...Reminisce Magazine."

We offered a set of our signs to the first community in each state to write us. The signs had to be placed along a heavily traveled, two-lane road.

**1994** Reminisce subscribers who were at least 50 years old were automatically enrolled as members of the Reminisce Club. The club's mission was to elevate regard, concern and service for folks 50 and over.

Issues of the magazine had clip-out membership cards to identify club members. Bound into the Reminisce issues were stick-on buttons identifying you as a member and other stickers that were used to nominate a service worker for a prize.

Club members sent in names and addresses of those people, whether they were waiters, waitresses, cashiers, clerks, stewardesses, nurses or the like—and why they were nominated.

**January 1995** Reminisce reaches its peak subscription base (so far) of 2,158,000 paid subscribers.

**January 2003** Reminisce debuts its humorous Calendar for Retirees, which features "6 Saturdays and a Sunday" because retirees

who no longer follow a typical workweek often joke about forgetting what day it is.

**January 2005** Subscriptions level off to 1.1 million, common for a title of this age. Loyal subscribers continue to renew subscriptions, which is especially important for a magazine that doesn't receive revenue from advertising dollars.

**January 2006** This year's Calendar for Retirees becomes a top seller. People love that it's loaded with funny photos, captions and one-liners like: "I may be over the hill, but I love the view."

**March 2006** Readers send in great old 8mm home movies from the '30s, '40s and '50s to create groundbreaking video/DVD versions of moving-picture Reminisce content with authentic "oldies" music, sound effects and narration (to premiere late 2006/early 2007).

**May 2006** A large-print version of selected Reminisce memories is offered free to subscribers via downloading at [www.reminisce.com/largeprint](http://www.reminisce.com/largeprint).

**July 2006** A Reminisce 4-CD set titled String of Pearls premieres, featuring readers' favorite songs from the World War II years, performed by original artists.

**Take a "Fond Flashback"  
as we look at the 15-year history  
of Reminisce, 1991-2006.**

### **Departments of the Past**

- Colorful Character
- The Old "Party Line"
- Hobbies That Help the Heartbeat
- I'm a Little Lonely/Let's Write!

- Tracing Roots
- Lump-in-the-Throat Story
- Limerick Contest
- My First Car
- Roll Call
- Men Who Run the Range
- Dun Rovin'
- Memorable Reunions
- Early Day Diary
- "The Prettiest Picture I Ever Took"
- A Photo Worth Framing

### **Reminisce Books**

Through the years, *Reminisce* Books published numerous hardbound volumes, filled with great memories and photos sent in by readers.

- |      |   |
|------|---|
| 1992 | <b><i>"We Had Everything But Money"</i></b>               |
| 1993 | <b><i>"We Pulled Together ...and Won!"</i></b>            |
| 1994 | <b><i>When Families Made Memories Together</i></b>        |
| 1995 | <b><i>"We Made Our Own Fun!"</i></b>                      |
| 1995 | <b><i>Stickball, Streetcars and Saturday Matinees</i></b> |
| 1995 | <b><i>From Flappers to Flivvers...</i></b>                |
| 1996 | <b><i>Christmases We Used to Know</i></b>                 |
| 1997 | <b><i>Tough Times, Strong Women</i></b>                   |
| 1998 | <b><i>Motorin' Along</i></b>                              |
| 1999 | <b><i>When the Banks Closed</i></b>                       |
| 2000 | <b><i>School Days</i></b>                                 |
| 2001 | <b><i>We Remember the Fabulous '50s</i></b>               |
| 2002 | <b><i>The Best of Reminisce</i></b>                       |

### **Other Titles:**

- How I Met My Spouse*** (1993)  
***Dun Rovin'*** (1994)  
***The Victory Era in Color!*** (1994)

***Dining During the Depression*** (1996)

***At Ease*** (1996)

***I Know...I Was There*** (1997)

***Forks in the Road*** (1998)