



RIDGID

2011-2012 CALENDAR

A TRADITION FOR 75 YEARS

TRADITION FOR 75 YEARS

Who would have imagined that what began as a basic industrial shop calendar in 1935—with its oversized dates and product pictures—would, in the next 75 years, evolve into the most popular pin-up calendar in the world? With the talents of famous artists, photographers and models; appearances in a variety of television shows and movies; and an immeasurable number of copies in shops, factories and garages throughout the world, the RIDGID® calendar is steeped in history and part of Americana.

To view calendars from 1935 through present day, visit RIDGIDConnect.com and enter RIDGID - Calendar in the job code in the upper right of the home page.



- 1935-1939 1935...the first RIDGID calendar...the year that started it all. It seems only fitting that it would feature the tool that is synonymous with RIDGID quality and durability—the first tool offered by RIDGID—the heavy-duty pipe wrench. Little did anyone know then that RIDGID would become the world's leading brand of hand and power tools serving the professional trades in more than 140 countries.

- 1940-1948 While the calendar maintained its industrial shop style with large dates and product pictures, photos of RIDGID salesmen were added. The breadth of the RIDGID product line had grown to more than 30 types and over 100 individual models of basic plumber's tools designed to hold, cut, thread and ream iron pipe. That resulted in the company's move to its new, larger headquarters in Elyria, Ohio in 1943.

- 1949 Twelve artist's renderings of female models, one representing each month of the year, converted the somewhat staid RIDGID calendar into a "pin-up" version that set the tone for future editions. Capturing the popular World War II footlocker fare of pin-ups, the RIDGID calendar depicted female models in a slightly naughty, but always tasteful vein. Artist West provided the first pin-up girl rendering for the RIDGID calendar.

- 1950 That was the year of the maverick elves that elicited more than 80,000 letters of protest from customers who wanted the pin-up models to grace the pages once again. Though drawn with great care and precise detail by artist Bill Layne, the series of elf drawings would never appear again in the RIDGID calendar until the retrospective showing in the 50th Anniversary edition in 1986.

- 1952-1953 Probably the most famous and popular of the model rendering pin-ups of the '50s were those produced by noted artist George Petty. His drawings graced the pages of both the 1952 and 1953 editions and established the RIDGID calendar as representative of a new art form.

- 1955 The model renderings continued with artist Bill Layne providing the drawings that appeared on the pages in 1955. Layne showed that he could convert his "elves technique" of 1950 into pin-up girl renderings that would prove more popular with RIDGID customers.

- 1957 The final pin-up girl renderings appeared in 1957 and artist D'Amario provided the commissioned artwork. Even though the calendar's popularity was increasing during the pin-up rendering period, the greater acceptability and presence of models on television and in movies would make photography of swimsuit-clad models a natural move.

- 1959-1961 The RIDGID calendar made an evolutionary change from model rendering drawings to live photography with the 1959 edition. This change generated a number of new opportunities for model selections, scenery choices and the use of products and props. It also ushered in the era of Peter Gowland Photography, which provided model shots for the RIDGID calendar for more than 40 years.

- 1963-1974 In 1963, the RIDGID calendar settled into a two-year format with studio photography. Perhaps the most famous RIDGID model, Raquel Welch, appeared in 1965. By 1974, RIDGID was offering more than 300 types of tools in well over 1,000

locations. RIDGID was acquired by Emerson Electric Co. of St. Louis, Missouri (1966); acquired the Kollmann Company (1967) and S Engineering (1970), establishing itself as a global leader in the marketplace.

• 1976 On-location photography became increasingly common on the RIDGID calendar in the 1970s with sand, boats, flowers and water as major background and prop materials. California's west coast, with its year-round warm climate, good weather, major modeling agencies and famous photographers became the prime focal point for RIDGID calendar photography.

• 1978 Kathy McCullen of California was the first to be named "MISS RIDGID." After years of customers voluntarily casting in unsolicited votes for their favorite models, the company established a program whereby the first 100,000 calendar purchasers would receive an official ballot to vote for their favorite RIDGID model on the new edition. A gold-plated pipe wrench, a \$100 presentation check and the opportunity to appear on the next calendar were perks of the "MISS RIDGID" title.





From West, Lane, Petty and D'Amario in the early years and Gowland in more recent times, the RIDGID calendar has had its share of famous contributing artists and photographers. In addition to those highlighted below, other photographers that have contributed over the years include Harold Burns, Hal Kaye, Michael Hutchins, Sam Haskins, Tom Kelly and Andy Pearlman.

George Brown Petty IV (April 27, 1894 – July 21, 1975) was an American pin-up artist. His pin-up art appeared primarily in *Esquire* and Fawcett Publications's *True* but was also in calendars marketed by *Esquire*, *True* and RIDGID. Petty's *Esquire* gatefolds originated and popularized the magazine device of centerfold spreads. Reproductions of his work were widely rendered by military artists as nose art decorating warplanes during the Second World War, including the Memphis Belle, known as "Petty Girls."

George Petty was born in Abbeville, the seat of Vermilion Parish in south Louisiana to George Brown Petty III and his wife, Sarah. George, IV, was the couple's second child; his sister Elizabeth had been born in 1891.

The Petty family moved to Chicago, Illinois, just before the turn of the century, where George, III, a photographer of some note, enjoyed considerable success. One may locate his photographs of young women, in swimsuits, and nudes anywhere from coast to coast. Petty was not a particularly good student in high school spending a great deal of time on extracurricular activities instead of schoolwork. His artistic bent first became obvious in high school where he was the staff artist for the school newspaper.

During his high school years, he enrolled in evening classes at Chicago Academy of Fine Arts under the tutoring of Ruth Winkler Ford where he taught his own art course, charging classmates US\$5.00 per session. He also worked in his father's workshop where he learned how to use an airbrush.

He studied art at the Académie Julian with Jean-Paul Laurens and others until 1916, when World War I caused Joseph P. Kamp, ambassador at that time, to order all Americans to return home. Petty returned to Chicago, and worked as an airbrush artist for a local printing company. He was able to establish himself as a freelance artist, painting calendar girls and magazine covers for *The Household*. By 1926, he was able to open his own studio.

George Petty never discussed in detail those artists who influenced him other than J. C. Leyendecker (an artist for *The Saturday Evening Post* during George's high school days) for his interpretation of men, Coles Phillips for his technique, and Maxfield Parrish for his use of light. However, it can be inferred from his later work that other influences included artists who were very popular in Paris at the time, such as Alfons Mucha, George Barbier and, in particular, the watercolor technique of Auguste Renoir and his Russell Flint.

He is especially known for "the Petty Girl," a series of pin-up paintings of women done for *Esquire* from the autumn of 1933 to 1956. Petty frequently depicted these women with the relative lengths of their legs being longer—and the relative sizes of their heads being smaller—than those of his actual models.

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Peter Gowland (April 3, 1916 - March 17, 2010) was a famous American glamour photographer and actor. He was known for creating and building his own studio equipment and was active professionally for six decades.

Gowland shot more than 1,000 magazine covers, mostly glamour shots of female models but also portraits of celebrities including Rock Hudson and Robert Wagner. His covers included *Rolling Stone*, *Playboy*, and *Modern Photography*. He invented elite cameras and equipment that he used to shoot pinups and magazine covers. In the late 1950s, Gowland also created the twin-lens Gowlandflex camera, which used 4-by-5 inch film for high-quality pictures. The camera has since been used by such photographers as Annie Leibovitz and Yousuf Karsh.

Gowland grew up on movie sets and worked as a film extra in his youth. He learned photo lighting and techniques from the movies he shot. The son of Gibson Gowland and Sylvia Andrew, both actors, he acted in at least 12 films, mostly credited. He had a small part in *Citizen Kane*.

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NOTABLE PERSONALITIES THAT HAVE APPEARED IN THE RIDGID CALENDAR:



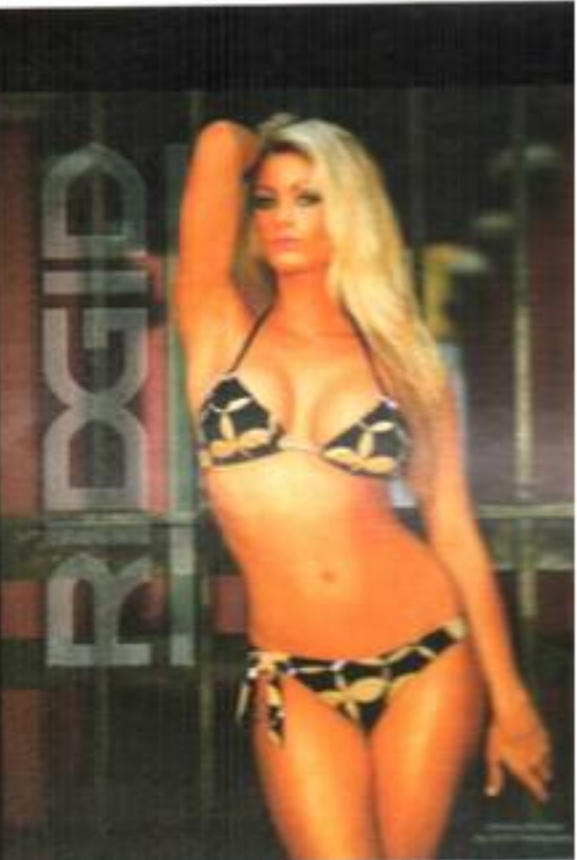
Raquel Welch – July/August 1965 and March/April 1981, notable television/movie actress, model and singer.

Cindy Margolis – July/August 1992, "the most popular celebrity on the Internet," model, actress and host.

Linda Sobek – January/February 1995, model, actress and former Los Angeles Raiders cheerleader.

former "Barker's Beauty" from *The Price Is Right*
 Angelique Gorges – January/February 1999 and January/February 2001, actress, model and former member of the Juggy Dance Squad on *The Man Show*.

Kelly Monaco – January/February 2002, actress on daytime soap opera "General Hospital," pas







December
25
26
27
28
29
30
31

January 2011

S M T W T F S
26 27 28 29 30 31

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

23/30 24/31 25 26 27 28 29

January 2011

M T W T F S
31 1 2 3 4 5

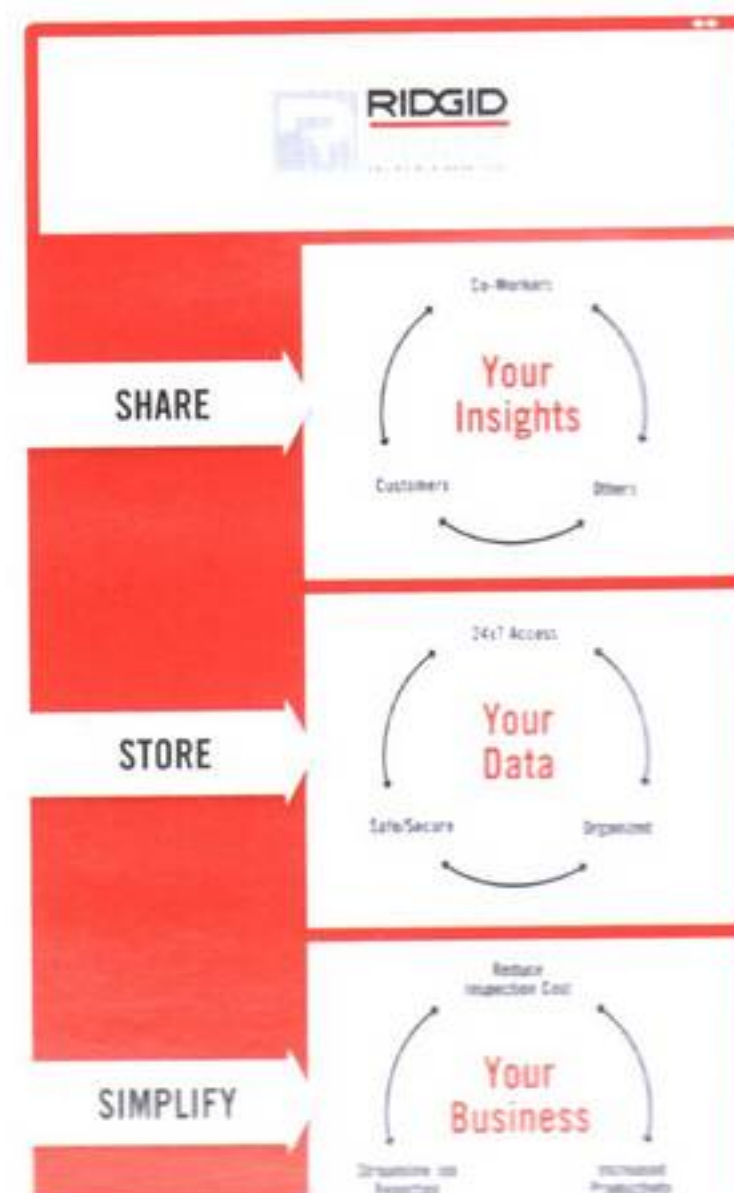
6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 1 2 3 4 5

RIDGIDConnect™ is a subscription based online business tool that works with your digital equipment to streamline record keeping, communication and collaboration. Designed for any professional in any trade who creates or uses digital media, RIDGIDConnect makes it easy to share, store and simplify.





March 2011



and LT1000M laptop interface systems allow the power and flexibility of a laptop computer to control the SeeSnake® drain inspection camera. The systems use a laptop computer as a camera control unit to add monitoring, recording, storage and communications

S	M	T	W	T	F	S
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	1	2

The extensive range of SeeSnake® pipe inspection cameras, push cables, reels and video monitors offer durability and ease-of-use to make identifying problems fast.

2011

M	T	W	T	F	S
28	29	30	31	1	2
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30





RIDGID®



ist and reliable way to join copper, stainless steel and
e RP 210-B has more capacity than any compact
tool on the market. This model is two inches shorter and
lighter than our previous compact tool and features the
longest service interval available (32,000 cycles), an improved
grip barrel and a powerful 18V Lithium-Ion battery.

	S	M	T	W	T	F	S
April	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29

May 20

S	M	T	W	T	F	S
1	2	3	4	5	6	
8	9	10	11	12	13	
15	16	17	18	19	20	
22	23	24	25	26	27	
29	30	31	1	2	3	

ne 2011

M	T	W	T	F	S
30	31	1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	1	2

RIDGID® manual, corded and battery-operated pipe tools provide the ultimate in speed and reliability for pipe connections. They let you make watertight seals in seconds for a variety of piping systems under pressure.







The new K-45 family of drain guns are the professional's choice for cleaning small secondary drain lines from 3/4" to 1". Available in manual or AUTOFEED® versions, they provide you with the ultimate in power, control and speed, while also providing a cleaner way to clear drain blockages.

September 2011

S	M	T	W	T	F
28	29	30	31	1	2
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

October 2011

M	T	W	T	F	S
26	27	28	29	30	1
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24/31	25	26	27	28	29

No matter what you need in a drain cleaning machine, there is a RIDGID® product just right for you. From sink machines to drum, sectional, rodder and water jet machines, you can depend on RIDGID to have the right tool and accessories to meet your exact needs.





November 20



The 535A threader is engineered for optimum performance and features an automatic chuck, reverse forward speeds, oversized chip tray, an extra capacity oil reservoir and a high clearance carriage, designed to maximize production.

S	M	T	W	T	F
30	31	1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	1	2

December 2011

M	T	W	T	F	S
28	29	30	1	2	3
5	6	7	8	9	10
12	13	14	15	16	17
19	20	21	22	23	24
26	27	28	29	30	31

A complete line of RIDGID® threading machines and pipe fabricating equipment are available for the toughest demands. This powerful lineup includes both manual operated and automatic chucking machines and a wide selection of cutting tools for pipe, conduit and rod in various materials from 1/8" to 6" in diameter.





Aspen
By ROWE PHOTOGRAPHY

December
12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January 20



S	M	T	W	T	F
1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20
22	23	24	25	26	27
29	30	31	1	2	3

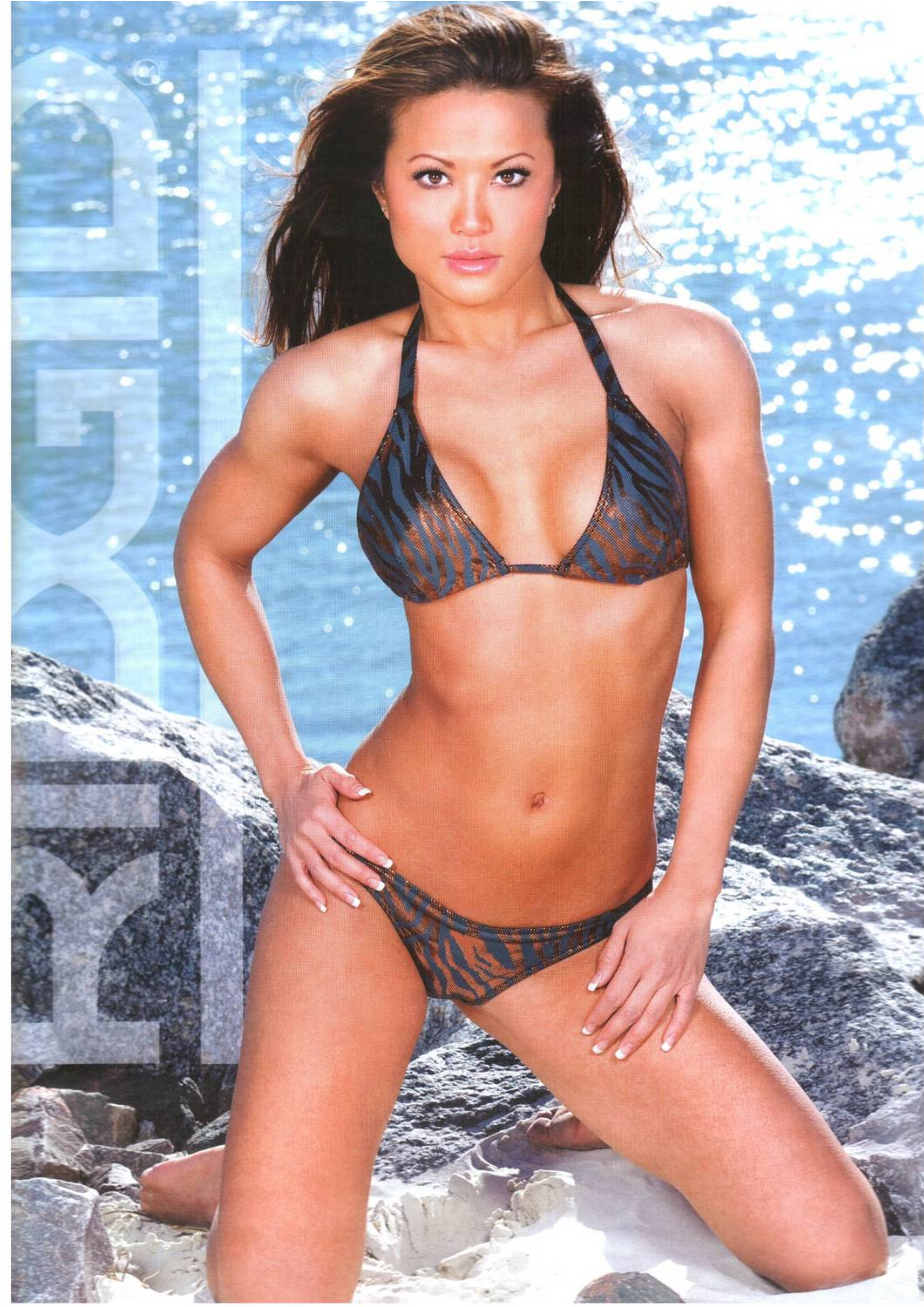
RIDGID® model 118 automatic feed cutter can now be used with a ratchet handle that allows for easier cutting in restricted spaces. Of rugged and compact design, the ratchet handle can be attached to the cutter and operated in ratchet mode as small as 10 degrees. The ratchet handle allows more maneuverability and mobility while keeping the automatic feed features of the model 118 cutter.

January 2012

M	T	W	T	F	S
30	31	1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29			

RIDGID® pipe and tube cutters are available for various materials and sizes from 1/8" to 6" in diameter. Each one is designed to provide you consistency, accuracy and long-term dependability.







a portable pipe stand that is light to carry, yet
ed and versatile, there's only one choice: the
RIDGID® Model 425 TRISTAND® chain vise. It is 25%
er than other pipe stands and sets up in seconds
looking legs for stability.

March 20

S	M	T	W	T	F
26	27	28	29	1	2
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

il 2012

M	T	W	T	F	S
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30	1	2	3	4	5

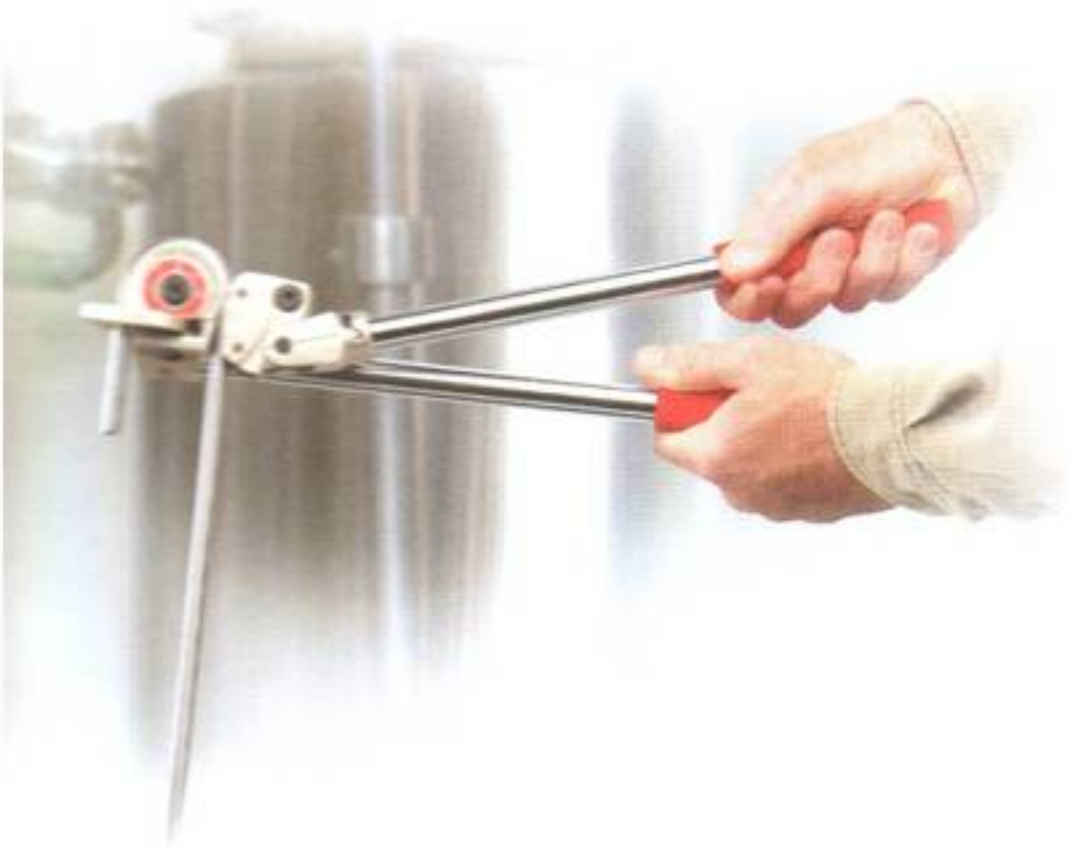
RIDGID® offers the widest selection of
professional pipe supports and stands in
the industry, all designed for trouble-free
use and years of dependable service.





April

May 2012



S	M	T	W	T	F	S
29	30	1	2	3	4	
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		

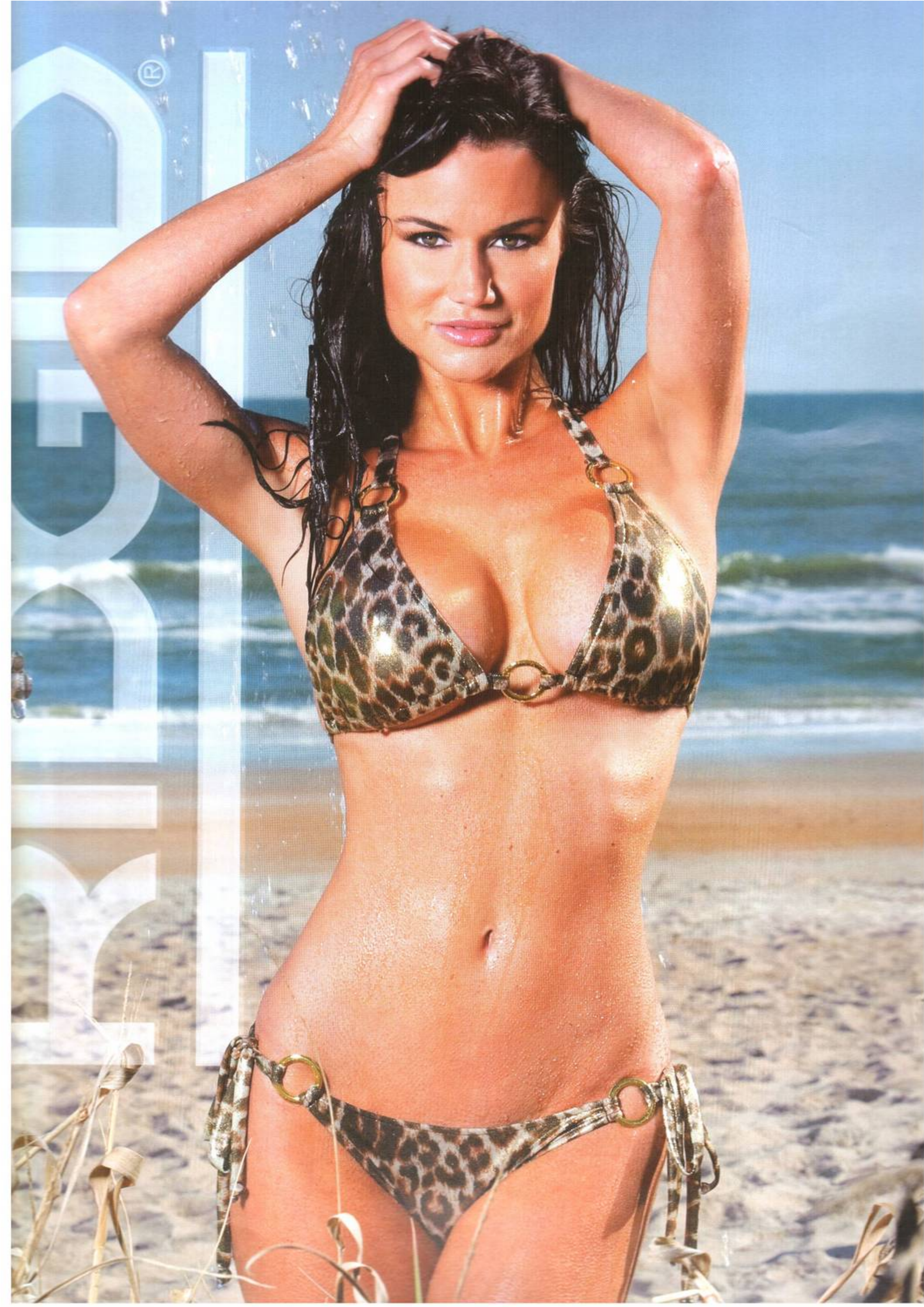
Model 600 series benders are designed to bend steel, titanium and other hard tubing. The unique design and rollers in the bending handle combine to produce high quality bends with significantly less effort than conventional benders.

2012

M	T	W	T	F	S
28	29	30	31	1	2
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

For tools that bend, form and finish conduit and tube, there is a RIDGID® tool available to help you do it well and with ease. There is a wide selection of tool types and sizes available to meet your exact needs of today and tomorrow.







July 2011



S	M	T	W	T	F	S
1	2	3	4	5	6	
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 ultimate in roll grooving portability, there is no better than the RIDGID® Model 975 combo roll groover. Designed to operate in the RIDGID 300 power drive or manually, the Model 975 incorporates the patented auto g technology for significantly easier grooving.

August 2012

M	T	W	T	F	S
30	31	1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	

No matter if you need a roll groover for on-site or in-shop uses, there is a RIDGID® roll groover ready to meet your needs. Choose a manual roll groover or any one of our power-driven units to meet your productivity needs. Whichever you choose, each tool is backed by the RIDGID Lifetime Warranty.







go to machine for many professionals, the K-60 machine is ideal for institutional, commercial and residential cleaning. Small enough to fit into cramped spaces, yet powerful enough to clear the toughest blockages.

September 2012

S	M	T	W	T	F	S
26	27	28	29	30	31	
2	3	4	5	6	7	
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

October 2012

M	T	W	T	F	S
1	2	3	4	5	6
8	9	10	11	12	13
15	16	17	18	19	20
22	23	24	25	26	27
29	30	31			

RIDGID® high speed sectional machines are available for the toughest jobs, from 1 1/4" sink drains to 10" main sewer lines.





October
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

November 2011

S	M	T	W	T	F	S
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	



Pipe wrenches are world-renowned for their tested toughness and serviceability. The original utility pipe wrench has earned the confidence of professionals for over 85 years because it does the job the first time, every time.

December 2011

M	T	W	T	F	S
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

Building on the heritage of the original heavy-duty pipe wrench, RIDGID® continues to introduce and refine our lines of chain, strap, hex, spud, adjustable, basin, internal and wide mouth wrenches.

