



Guide to the Lillian and Carl Forsgren contest scrapbooks, 1936-1969

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Summary

Collection Title:

Lillian and Carl Forsgren contest scrapbooks, 1936-1969

Creator:

Forsgren, Lillian

Abstract:

Lillian and Carl Forsgren were a couple who lived in the Spokane and Seattle, Washington areas during the 20th century. The Lillian and Carl Forsgren contest scrapbooks include letters, contest announcements, entries, award notifications and other printed materials that document the couple's hobby of participating in marketing promotions and contests during the mid-twentieth century. The types of contests range from passive (enter to win) to participatory (requiring submissions of content including slogans, jingles, testimonials and recipes). Contest sponsors include the American Plywood Association, Coca-Cola, Coty, Dr. Pepper, the Ed Sullivan Show, Folger's, Frito-Lay, General Electric, General Mills, Helene Curtis, Kellogg, Kraft, Lever Brothers, Mennen, Pepsi, Purina, Stouffer's, and Westinghouse. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

1.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11873

Permalink:

<https://idn.duke.edu/ark:/87924/m1p44c>

Preferred Citation

[Identification of item], Lillian and Carl Forsgren contest scrapbooks, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The Lillian and Carl Forsgren contest scrapbooks include letters, contest announcements, entries, award notifications and other printed materials that document the couple's hobby of participating in marketing promotions and contests during the mid-twentieth century. The types of contests range from passive (enter to win) to participatory (requiring submissions of content including slogans, jingles, testimonials and recipes). Contest sponsors include the American Plywood Association, Coca-Cola, Coty, Dr. Pepper, the Ed Sullivan Show, Folger's, Frito-Lay, General Electric, General Mills, Helene Curtis, Kellogg, Kraft, Lever Brothers, Mennen, Pepsi, Purina, Stouffer's, and Westinghouse.

Biographical/Historical

Lillian and Carl Forsgren were a couple who lived in the Spokane and Seattle, Washington areas during the 20th century. Lillian Ethel Johnson was born in 1900 in Minnesota. She married Carl Forsgren in Spokane, Wash. in 1925 and the couple eventually moved to Seattle. She died in Seattle in 2000. Carl Jonas Forsgren was born in Sweden in 1899. He emigrated to the United States in 1903 and naturalized around 1935. He worked for Ederer Engineering in Seattle during the 1940s. He died in Seattle in 1985. (Source: <https://www.ancestrylibrary.com/>)

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Lillian and Carl Forsgren contest scrapbooks were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2020.

Processing Information

Processed by Richard Collier, Feb. 2021;

Accessions described in this collection guide: 2021-0002.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Blackman Company sales training memoranda;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Chicago Office. Information Center records;

J. Walter Thompson Company. Evan Peters scrapbook;

J. Walter Thompson Company. Newsletter collection;

J. Walter Thompson Company. Public relations records;

Lillian Dimmick scrapbook;

Manufacturer sales contest photograph album;

Pepperidge Farm advertising and promotional materials.

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Names and Subjects

- Contests -- United States
- Prize contests in advertising
- Formulas, recipes, etc. -- United States
- Coca-Cola Company
- Coty (Firm)
- Dr Pepper Co
- Frito-Lay, Inc.
- General Electric Company
- General Mills, Inc
- Kellogg Company
- Kraft Foods Company
- Lever Brothers Company
- Pepsi-Cola Company
- Ralston Purina Company
- Westinghouse Electric Corporation

Collection Inventory

Scrapbook 1, 1936-1942	Box 1
Scrapbook 2, 1936-1969	Box 2
Physical Description: 2 folders	
Scrapbook 3, 1956-1966	Box 2
Loose material, 1949-1965	Box 2