

# Swenson Swedish Immigration Research Center

Harriet E. Carlson papers

MSS P:337

3.75 linear feet (9 boxes & 1 oversized box)

**Creator(s):** Carlson, Harriet E. (1922-2003)

**Dates of collection:** 1922-2002

**Language:** English

**Access:** The collection is open for research. A limited amount of photocopies may be requested via mail.

**Subject headings:** Women authors  
Women copy writers  
Children's writings  
Poetry  
Advertising  
Journalism  
Publishers and publishing  
Playwriting  
National League of American Pen Women  
Women professional employees

**Processed by:** Lisa Huntsha, 2015

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## Custodial History/Provenance

Donated to the Swenson Center in 2005 by Elmira Smith Wilkey, a friend and colleague of Harriet Carlson's, via William Carlson, a relative of Harriet's.

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## Biographical Sketch

Harriet Eunice (born Elivesa) Carlson was born on November 15, 1922 in Evanston, IL to Conrad Carlson (1885-1934) and Eunice Lydia Hokanson (1894-?). All of her grandparents were Swedish

immigrants who came to the United States in the 1890s. After losing her father to illness at a young age, Harriet took up writing: documenting her daily life in diaries that express her frustration in her youth at wanting to become successful and not knowing what the future holds.

After graduating from high school, Harriet found work as a comparison shopper and, later, the assistant to the head of the department at Marshall Field & Co. (1941-1944). She then became Copywriter and Head of Home Furnishings Advertising at Carson Pirie Scott & Co. (1944-1947). She left Carson's to advance to the position of Group Copy Director at the Tatham-Laird Advertising Agency (1947-1956) before leaving the advertising world to become a free-lance writer.

Harriet wrote newspaper articles, advice columns (under the penname Fritchie Saunders), as well as screenplays and book manuscripts. She struggled throughout her adulthood to fine-tune and publish a historical fiction novel "Hallelujah Whippoorwill," which remains unpublished. She was involved in professional organizations—namely the National League of American Pen Women (NLAPW), a prestigious national organization founded in 1897, where she held officer positions.

Harriet was also active in the political scene (Republican) and traveled the world in the 1980s and 1990s. Her published work, New Horizons for the Housewife: A Guide to a More Interesting Life was published in 1969 by New York Pilot Books.

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## Content/Description

The collection represents the lifetime of a Swedish-American woman's work in advertising, writing, and publishing. The bulk of the collection centers on Carlson's writing, self-editing, notes, inspiration, and quest to publish a manuscript and screenplay.

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## Arrangement

The collection is arranged in the following series:

- Series I - Childhood/Young Adulthood
- Series II - Family Papers
- Series III - General Correspondence
- Series IV - Personal Notes, Inspiration, Spirituality
- Series V - Politics
- Series VI - Travel
- Series VII - Working Life
  - Subseries I - Advertising
  - Subseries II - Column/Articles
  - Subseries III - Screenplays
  - Subseries IV - Manuscripts/Books
- Series VIII - Professional Participation
- Series IX - Photographs

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## Inventory list

### Box 1

#### Series I - Childhood/ Young Adulthood

1. Baby book & cards, 1922

2. School story "Shining Straw," 1936
3. Early/teenage poetry, 1936
4. Theatre, drama, acting, 1933-1948
5. Misc. diaries, 1930-1936
6. Journal, 1937-1939
7. 1938-1940 Line-a-Day-Diary
8. Writing aptitude result, 1940
9. Calumet High School "The Temulac" 1940
10. Scrapbook ca. 1942
11. School Nature Project (Birds), n.d.
12. Greetings/Holiday cards, 1920s & 1930s
13. Childhood art
14. Lists - Books, Likes/Dislikes
15. Misc. Childhood

## **Box 2**

### **Series II - Family Papers**

1. Early family papers, 1891-1932 & undated. Letters, deeds, wills, receipts
2. Family papers - Eunice Hokanson Carlson Anderson and Victor Anderson, 1898-1966
3. Hokanson family notes
4. August and Emma Hokanson obituaries, 1926 & 1932
5. August Hawkinson "Ministerialattest" 1890
6. Albert Hawkinson and Hulda Gustafson handwritten data
7. Eunice Lydia Hokanson Carlson, report cards, 1903-1909

### **Series III - General Correspondence**

8. Harriet and Eunice to/from letters and cards
9. Letters sent to Harriet Carlson, 1950s-1980s & undated
10. Correspondence with Harry & David company 1984
11. Letters to donor E.S. Wilkey, 1994-2002

### **Series IV - Personal Notes, Inspiration, Spirituality**

12. Personal records. Finances from writing, resolutions, regrets, prayers
13. Personal - lists, bios, accomplishments, goals
14. Notes on living well
15. Ideas - humor
16. Ideas from reading (1)
17. Ideas from reading (2)

## **Box 3**

1. Creative Inspiration/Magazine
2. Working notes
3. Vocabulary book

## **Series V - Politics**

4. Political Affiliations (Republican), 1968-1979
5. Political letters and programs (Reagan, Nixon, Kerner, Johnson, Daley)

## **Series VI - Travel**

6. Trip to Texas notes , 1950
7. Letters while in Europe (France, Italy, Switzerland), 1951
8. Travel Report "My Trip to the Orient" 1987
9. Trip to Egypt, 1989
10. Travel Report "Egypt - A Different World" 1989

## **Box 4**

1. Travel Report "Bangkok, Bali and Beyond" 1990
2. Travel Report "A New Orleans and Natchez Christmas" 1990
3. Travel Report "Impressions - A Trip to the Holy Land" 1991
4. Travel Report "An African Safari" 1992
5. Safari Guide, 1993
6. Travel Report "A Trip Around Morocco" 1995
7. Travel Report "New Mexico - Christmas" 1995
8. Travel Report "India - Land of Incredible Contrasts" 1997
9. Travel photo (unidentified)
10. Trip/travel notes and notebooks, 1939, 1941, 1948, 1949, 1966, 1967

## **Series VII - Working Life**

### **Subseries I - Advertising**

11. Work-up for fashion ads, Carson's (Carson Pirie Scott & Co.)
12. Loose fashion ads
13. Carson Pirie Scott & Co. letters, etc.
14. Work at Tatham-Laird Advertising Agency, 1947-1956

### **Subseries II - Column/Articles**

15. Article Ideas - misc.
16. Fritchie Saunders (Harriet Carlson's penname) articles
17. Chicago Tribune
18. Syndicated columns (1)

## **Box 5**

1. Syndicated columns (2)
2. Article/photo – C. Hallsthammar, 1953-1954
3. Printed Articles
4. "Blue Ridge" poem
5. Articles and letters (1)
6. Articles and letters (2)
7. Sold

8. Unsold manuscripts
9. Foreign reprints, employment resumes, etc.
10. "Hennes Valg" a short story, 1976

### **Subseries III - Screenplays**

11. Letter format to agent
12. Screenplay marketing
13. The Black American script
14. One-act plays, Big in New York screenplay

### **Box 6**

1. Big in New York screenplay, standard release
2. Big in New York screenplay, misc.
3. Work, misc. Big in New York
4. Technique
5. Big in New York
6. Rough draft sheets, Big in New York
7. Big in New York final screenplay

### **Subseries IV - Manuscripts/Books**

8. September Lease
9. Hallelujah Whippoorwill - in work file, storyline

### **Box 7**

1. Hallelujah Whippoorwill research, misc.
2. Names notebook
3. Writer notes on Hallelujah Whippoorwill
4. Hallelujah Whippoorwill manuscript parts
5. Consultant Advice on Hallelujah Whippoorwill, 1981 & 1986
6. Prayer of confidence
7. Literary agents research
8. Hallelujah Whippoorwill Publishing, queries & rejections, 1981-2000 (not chronological)
9. Hallelujah Whippoorwill Publishing, queries & rejections, 1981-1999 (not chronological)
10. Hallelujah Whippoorwill Publishing, queries & rejections, 2000-2002

### **Box 8**

1. Internet publishing
2. Hallelujah Whippoorwill - Part 1
3. Hallelujah Whippoorwill - Part 2
4. Hallelujah Whippoorwill - Part 3
5. Hallelujah Whippoorwill - Part 1 (copy)
6. Hallelujah Whippoorwill - Part 2 (copy)
7. Hallelujah Whippoorwill - Part 3 (copy)
8. Honey in the Wind (Harriet Carlson is editor)

## Box 9

1. New Horizons for the Housewife by Harriet Carlson, 1969
2. Letter referencing Harriet's book, 1970

### Series VIII - Professional Participation

3. In the news, 1956-1958 & undated
4. National League of American Pen Women (NLAPW)
5. The Pen Woman articles
6. The Pen Woman issues, 1994-2000
7. Poem for Harriet, NLAPW (?), 1966
8. North Shore Association
9. Housing Opportunities and Maintenance for the Elderly (H.O.M.E.)
10. Who's Who of American Women
11. Awards and recognitions

### Series IX - Photographs

12. Photographs of Harriet Carlson
13. Photographs of Harriet Carlson's family members
14. Photographs removed from photo album
15. Unidentified photographs
16. CD containing photographs

## Box 10 (Oversized)

- Two ribbons from NLAPW Award of Excellence, 1993 and 1998
- Album of Harriet Carlson's work at Carson Pirie Scott & Co., Tatham-Laird, Inc. (including Swanson advertising)
- Album of newspaper articles (including those written under the pseudonym Fritchie Saunders), articles in Ave Maria, work for the Reagan campaign, etc.
- "Real Wonderful Person" award from Tatham-Laird
- Loose advertisements from Tatham-Laird work and Carson Pirie Scott work

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## Publication Note

When citing this collection, use the following credit line: Harriet E. Carlson papers (MSS P:337), Swenson Swedish Immigration Research Center, Augustana College, Rock Island, Illinois