

# The Workers' Bulletin

OFFICIAL TRICENTENARY INFORMATION

PUBLISHED BY THE SWEDISH AMERICAN TRICENTENARY ASSOCIATION

Bulletin No. 3.

CHICAGO, ILLINOIS

Effective March 7, 1938.

## \$750,000 Endowment Necessary

### Organize Entire Nation to Raise Fund

The time has come to enlist all Swedish Americans to help raise the Endowment Fund for the American Swedish Historical Museum, which is a central objective in the Tercentenary program. To date this undertaking has been announced in the press, in public addresses, and on the radio. The time has come for action—definite action—wide-spread, national action.

With strong hearts Swedish Americans in all areas will accept the challenge of this undertaking. They will exemplify in 1938 the same high courage which possessed the Colonial Swedes in 1638, and their pioneer fathers who colonized our great west.

With the united front of all churches, lodges, singing societies, and all other organized groups in the nation, success is assured. It is expected that all will give — some will give more, some will give less—but all will be asked to give. The following procedures will be followed:

The Endowment Fund Campaign will consist of a Special Gifts Canvass, April 8—May 14, and a General Canvass, May 3—May 14.

#### A. THE SPECIAL GIFTS CANVASS APRIL 8—MAY 14.

##### I. The Special Gifts Committee Organization

1. A Special Gift Committee should be enlisted in the principal Swedish American centers. (See list of centers on page 3, col. 3.) It should consist of leaders whose ability, leadership and prominence warrant their membership on this important committee.

2. The Special Gifts Committee (3 to 15, as may be agreed) should be selected by the Endowment Fund District Campaign Committee. The latter committee should consist of the chairmen of the District New Sweden Tercentenary Committees — Executive, Program, Speakers', Publicity, Delaware Valley Pilgrimage — and other leaders selected.

3. It may be found advisable for one of the members of the Fund Cam-

TO ALL CHAIRMEN OF NEW SWEDEN TRICENTENARY COMMITTEES, TO CHAIRMEN OF TRICENTENARY ORGANIZATION MEETINGS AND TO ALL MUSEUM ENDOWMENT FUND CAMPAIGN COMMITTEES AND CAMPAIGN TEAMS: GREETINGS!

##### I

The Museum Fund Campaign procedures are found in an adjoining column. To the extent that these procedures are followed it is believed success will be assured in this huge undertaking. All New Sweden Tercentenary Committees and all Endowment Fund Campaign Committees and Campaign Teams are kindly urged to conform to it as closely as possible. The techniques used are those of practically all major successful financial campaigns conducted in the nation during the past quarter century.

##### II

The Organization Calendar found in the third column on page three constitutes the office and field schedule in the Tercentenary office in Chicago.

This calendar contains official information and instructions for all New Sweden Tercentenary committees and workers. It outlines New Sweden Tercentenary committee organization procedures in proper sequence.

FRANCIS J. PLYM, President and  
National Campaign Director.  
FRANK TORELL, Associate Director.

paign Committee to serve as the District Campaign Manager. He should direct the work of the Special Gifts Canvass and the General Canvass.

4. The work of the Special Gifts Committee is a most important work in the Endowment Fund Campaign and the Tercentenary movement. What is done by this committee generally sets the pace and very largely determines the final results of the campaign.

##### II. The Special Gifts Campaign Teams

5. The Special Gifts Committee should enlist Campaign Teams of two each. The number of Teams will be determined by the number of persons listed on the Special Gifts Committee's Master List. As a rule this list is not long but should be carefully prepared. Each person on a Team should be supplied with five Pledge Cards. On each card should be entered the name and address of a prospective donor. Ex-

ample: 1 team of 2 will carry 10 pledge cards; 2 teams, 20 cards, etc.

##### III. The Master List (Special Gifts Canvass)

6. The Special Gifts Committee should prepare a Master List of persons of means. Each name and address on the Master List should be entered on a Special Gifts Pledge Card.

7. Team workers should select their own prospects at the Special Gifts Committee's Organization and Instruction Meetings. (See Section V, paragraph 10.)

##### IV. The Pledge Card

8. The various types of pledges called for on the Special Gifts Pledge Card will be scheduled in a later release to District Chairmen and Teams.

9. Pledge Cards and other campaign supplies for the Special Gifts canvass will be furnished by the Tercentenary office in Chicago during the week beginning March 13.

(See page 2, col. 2)

**THE WORKERS' BULLETIN**

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Swedish American Tercentenary  
AssociationEditorial Office and Museum Endowment  
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624 South Michigan Ave. Chicago, Illinois  
Telephone Harrison 1938**Swedish American Tercentenary  
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St., Niles, Mich.Chairman, Board of Directors—O. N. Sol-  
bert, 343 State St., Rochester, N. Y.Recording Secretary—Dr. Julius Lincoln, 624  
South Michigan Ave., Chicago.Corresponding Secretary—Dr. Amandus  
Johnson, 19th St. and Pattison Ave., Phila-  
delphia, Pa.**EXECUTIVE COMMITTEE**

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**NATIONAL CAMPAIGN COMMITTEE**Francis J. Plym, National Campaign Director  
Frank Torell, Associate Director  
Hugo A. Anderson, Treasurer.(A National Committee, now being organ-  
ized, representing major Swedish American  
organizations, Churches, Lodges, Clubs,  
Singing Societies, and other organized  
groups will be published later.)**NO TURNING BACK**There is no turning back. There is  
too much at stake.In Sweden the National Committee  
has labored incessantly. Sweden will  
send her Crown Prince, Crown Prin-  
cess and a large official delegation,  
and a notable array of scholars to  
America. Then there are the Tercen-  
tenary Art Exhibition, the Tercen-  
tenary Historical Exhibit, and the  
Kalmar Nyckel Monument.In America a good foundation has  
been laid, —A United States Tercentenary Com-  
mission has been provided by the  
Congress;Official State Commissions have  
been named by a score of Governors;Twenty national religious, fraternal,  
singing, journalistic and other organ-  
izations, made up of citizens of Swed-  
ish stock, are banded together to make  
this undertaking possible;There is a national committee to  
promote the Museum Endowment  
Fund Campaign;A strong chain of New Sweden  
Tercentenary Committees, tying to-  
gether Swedish Americans in one  
thousand sixty communities, is being  
forged;A National Committee of twenty-  
two editorial representatives of the  
Swedish American press, and a friend-  
ly non-Swedish press are giving hun-  
dreds of columns to publicize this  
movement.This means, if all do their best,  
that in the midst of the Tercentenary  
Celebration, during the dedicatory ex-  
ercises of the American Swedish His-  
torical Museum, at Philadelphia, on  
the morning of Tuesday, June 28,  
with the Crown Prince of Sweden, the  
Swedish delegation, members of the  
President's cabinet, other leaders and  
representatives from all groups and  
all places in the nation present, Swed-  
ish Americans will announce and cele-  
brate the successful conclusion of the  
Fund Campaign — the endowment of  
their National Shrine, the museum  
unique among museums.

We dare not fail.

There is no turning back.

**INSTRUCTION—from p. 1****V. The Special Gifts Committee  
Organization and Instruction  
Meetings, Tuesday, March 22  
and Friday, April 1**10. Prior to the FIRST Organiza-  
tion and Instruction Meeting, Tues-  
day, March 22, the Master List should  
have been carefully prepared by the  
Campaign Manager and members of  
the Special Gifts Committee, and  
names and addresses of all on this  
list should be entered on Pledge  
Cards. At this meeting the Campaign  
Teams should select the Pledge Cards  
assigned to the prospective donors.**Tercentenary Aims**To emphasize three hundred  
years of notable achievements  
by Americans of Swedish stock;To sponsor the visit of the  
Swedish Royal Party, the Swed-  
ish delegation, and other Swed-  
ish groups and individuals par-  
ticipating in the Tercentenary  
celebration;To contribute towards the per-  
manence of the American Swed-  
ish Historical Museum in Phila-  
delphia;To participate in the celebra-  
tion of the 300th Anniversary of  
the founding of New Sweden and  
the establishment of European  
civilization in the Delaware Val-  
ley.11. Work not completed in the  
FIRST Organization Meeting, Tues-  
day, March 22, should be finished in  
the SECOND Organization Meeting,  
Friday, April 1.**VI. The Special Gifts Canvass,  
April 8—May 14**12. The Special Gifts Canvass  
should begin on April 8th. This work  
should be properly presented at all  
*Tercentenary Celebrations in all Ter-  
centenary Districts on April 8th.* This  
presentation should then be followed  
up by an organized canvass by the  
Special Gifts Campaign Teams which  
should begin on the same day. (More  
later.)13. Report meetings April 15, 22,  
29; May 6, 14.14. All Special Gifts Campaign  
Teams should meet in places centrally  
located to report progress.a) These reports should be wired  
or airmailed to the Chicago office fol-  
lowing each meeting.b) All Teams should report to their  
District Campaign Manager.c) It is imperative that all Teams  
attend all Report meetings.**B. THE GENERAL CANVASS  
MAY 3—14****I. The Campaign Teams**1. The General Canvass should be  
made by organized Campaign Teams  
of six persons each, a Team Captain  
and five.2. The Campaign Manager and  
members of the Endowment Fund  
District Campaign Committee should  
enlist the Campaign Teams.3. Each church, lodge, and other  
organized group in each community  
should have its own Campaign Team  
or Teams.**II. The Master List (General Can-  
vass)**4. A Master List of prospective  
donors, or members, should be care-

fully prepared prior to the First Organization and Instruction Meeting, Friday, April 22. The Campaign Manager and the Endowment Fund Campaign Committee should prepare the Master List and the names and addresses of all on same should be entered on Pledge Cards.

5. The number of Campaign Teams within an organized group, church, lodge, etc., or in a community, will be determined by the number of persons listed on the Master List of prospective donors, or members of the American Swedish Historical Foundation.

6. Each person on each Campaign Team should be supplied with 10 Pledge Cards. One Team of 6 will carry 60 Pledge Cards; two Teams, 120 Cards, etc.

7. In large cities having many churches of a given Denomination and many Lodges of a given order, etc., an advisory committee of three from such Denomination or Order, etc., should help the Campaign Manager to form the Campaign Teams within such groups. It is suggested that Teams work in pairs of two.

### III. Memberships and the Campaign Pledge Card

8. All subscribers in the General Canvass in the Fund Campaign will become members of the American Swedish Historical Foundation. Each member will be furnished with a Genealogical Chart to be filled out and filed in the American Swedish Historical Museum in Philadelphia.

9. The Pledge Cards which will be used in the General Canvass in the Fund Campaign will call for such memberships as: Subscribing, \$5.00; Contributing, \$10.00; Supporting, \$25.00; Sustaining, \$50.00; Life, \$100.00. (Paragraph subject to change.)

### IV. The Campaign Team Workers' Organization and Instruction Meetings, Friday, April 22, Friday, April 29

10. At the FIRST Organization and Instruction Meeting, Friday, April 22, the organization of Campaign Teams should be completed, if possible. At this meeting the Campaign Teams should select the Pledge Cards assigned to prospective donors.

11. Work not completed in the FIRST organization Meeting, Friday, April 22, should be finished in the SECOND Organization Meeting Friday, April 29.

### V. The General Campaign Canvass, May 3—May 14

12. The General Canvass should begin on Tuesday, May 3. The plan is to launch the general canvass with a dinner or big meeting, and then canvass daily with organized teams.

## Success

### Calls for

175 New Sweden Tercentenary District Chairmen.

1,087 Committee Chairmen.

5,435 Committee Members and One or more Fund Campaign Teams (One Captain and five workers in each Team) in each Swedish American church, lodge, and other organized group in America—which means an army of more than

3,000 Team Captains, with more than

15,000 Team Workers.

13. Report Meetings, May 6, 10, 14.

a) All Campaign Teams should meet in places centrally located to report progress.

b) These reports should be wired or airmailed to the Chicago office, following each Report meeting.

c) All Campaign Teams should report to their District Campaign Manager.

d) It is imperative that all Campaign Teams attend all Report meetings.

### VI. Bequest Program

14. This program should be developed during the Endowment Fund Campaign and continue as a permanent work. This means that persons should be enlisted to provide for the American Swedish Historical Museum in their wills.

## HONOR WORKERS

Following the Delaware Valley Celebrations it is proposed to hold Tercentenary Assemblies, in Swedish American communities in the nation, at which time leaders who attended the Celebrations may report to those who stayed at home. At these functions it is proposed to honor all Endowment Fund Campaign Workers by awarding them appropriate Service Certificates for their loyal service in the greatest enterprise of its kind ever attempted by any people. (More later.)

IT IS PLANNED THAT ALL MEMBERS OF DISTRICT NEW SWEDEN TERCENTENARY COMMITTEES SHOULD SERVE ON CAMPAIGN TEAMS AS THE NUCLEUS OF THE CAMPAIGN TEAM ORGANIZATION.

## SPECIAL GIFTS CENTERS

In the Endowment Fund Campaign it is proposed to conduct a Special Gift Canvass in addition to the General Canvass, in the Swedish American centers listed below. The names and addresses of District Chairmen are given also.

BOSTON—August Johnson, 69 Meacham Road, Somerville, Mass.  
BRIDGEPORT—Sidney A. Johnson, 955 Main St.  
CHICAGO—Herbert R. Hedman, Room 815, 624 S. Michigan Ave.  
CLEVELAND—Herman J. Nord, 1528 Standard Building  
DENVER—Axel B. Olson, 1360 St. Paul St.  
DES MOINES—Buell M. Lindgren, 510 Empire Bldg.  
DETROIT—Carl B. Parsons, 947 Berkshire Rd.  
DULUTH—H. O. Ahl, 2031 East 1st.  
HARTFORD—Dr. Frank T. Oberg, 689 Asylum Ave.  
JAMESTOWN—Dr. Felix V. Hanson, 556 E. 2nd St.  
KANSAS CITY—John Wahlstedt, 5635 Kenwood  
LOS ANGELES—Birger Tinglof, 1215 Citizens National Bank Bldg.  
MINNEAPOLIS—Dr. Wilhelm Stenstrom, 501 Walnut St. S. E.  
NEW BRITAIN—Rev. Elmer M. Olsen, 19 Bassett St.  
NEW YORK CITY—G. Hilmer Lundbeck, 636 5th Ave.  
OMAHA—A. C. R. Swenson, First National Bank Bldg.  
PITTSBURGH—Rev. Olof Lundgren, 2210 Jenny Lind Ave., McKeesport, Pa.  
PORTLAND—Dr. Elam Anderson, Linfield College, McMinnville, Ore.  
PROVIDENCE—Oscar Heltzen, 1504 Turks Head Bldg.  
ROCKFORD—Dr. Ernest Bloomquist, 405 South 4th St.  
SACRAMENTO—Rev. Curtis Wiberg, 1320 25th St.  
SAN FRANCISCO—Mrs. John O. Malmquist, 1269 27th Ave.  
SEATTLE—Prof. E. J. Vickner, University of Washington  
SIOUX CITY—Dr. J. E. Swanson, 1115 Jones St.  
SPRINGFIELD—Herman Persson, 117 Magazine St., Springfield, Mass.  
ST. PAUL—John Nylof, 1367 Osceola Avenue  
WORCESTER—George N. Jeppson, 1 Drury Lane  
YOUNGSTOWN—Carl L. Olson, 122 Delason Ave.

The names and addresses of other Tercentenary District Chairmen will be published later.

## Organization Calendar

The following office and field schedule constitutes an abbreviated form of the organization calendar in the Tercentenary office in Chicago. It is printed here as a guide for New Sweden Tercentenary committees and workers.

### I. July 5—November 15: National Itinerary a Basis for District Committee Organization Work

1. Establish Tercentenary offices in New York and at the American Swedish Historical Museum in Philadelphia.

2. Promote, through correspondence, a National Tercentenary itinerary for Dr. Amandus Johnson and Frank Torell, to lay a foundation for a national New Sweden Tercentenary Committee organization.

3. Release Workers' Bulletin No. 1. Subject: New Sweden Tercentenary Committees.



4. Visit 55 principal Swedish American centers and organize a New Sweden Tercentenary District Committee in each.

## II. November 16—April 8: Office and Field Work

5. Establish Chicago office.

6. Build files of names of Tercentenary officials, Tercentenary committees, pastors, church officers, leaders of lodges, club, singing societies and other organized groups, and other leaders in all districts.

7. Release Workers' Bulletin No. 2, January 1. Subject: Organization procedures and Field program of New Sweden Tercentenary committees.

8. Build National Tercentenary Organization by areas (34), districts (175), and communities (1,060). Organize New Sweden Tercentenary committees in addition to those formed on the above tour.

## III. February 14—April 8: Public Meetings Campaign; John Ericsson Memorial Day Programs; Exhibits

9. Release Organization calendar, February 1.

10. Release Tercentenary Speakers' materials.

11. Prepare for and conduct country-wide Tercentenary Public Meetings Campaign—Tercentenary addresses in churches, schools, lodges, and societies of various kinds; Tercentenary lectures for the entire community; Tercentenary luncheons, dinners and banquets; Tercentenary mass meetings; Colonial and Old Settlers' meetings (with costumes, if desired), etc., emphasizing the work of the Colonial Swedes and local Swedish American pioneers; John Ericsson Memorial Day banquets and meetings on Wednesday, March 9. See "Program Suggestions" in Workers' Bulletin No. 2.

The District New Sweden Tercentenary Committees should arrange these meetings, with their own speakers, etc. Some will want to use posters, exhibits and pageantry, provided by local high school and other talent. The plan is that the above meetings and other Tercentenary programs should spread Tercentenary information and establish Tercentenary interest.

## IV. February 28—April 8: Museum Endowment Fund Campaign Committees; Instruction Meetings

12. Release Workers' Bulletin No. 3, March 7.

13. The Museum Endowment Fund Campaign should consist of a Special Gifts Canvass, and a General Canvass.

14. Organize Special Gifts Committees and Campaign Teams in principal Swedish American centers. (See page 3, col. 3). First Organization and Instruction meeting March 22.

## Campaign in Brief

1. Form Special Gifts Committee and Teams during March. (See Centers, page 3.) Form General Canvass Teams during first three weeks of April; plan work in March.

2. SPECIAL GIFTS CANVASS. Form Special Gifts Committee. Make up Master Lists. Call Organization Meetings for March 22 and April 1. Divide pledge cards. Announce quotas for Special Gifts and General Canvass, and for each Special Gifts Team. Break down Committee into Teams of two each. Begin work. Attend all Report meetings.

3. GENERAL CANVASS. Enlist a Team or Teams in each church, lodge and other organized group in each community in District; work with leaders of these groups. Make up Master List for each group. Call Organization Meetings for April 22 and 29. Announce quota for each Group. Divide pledge cards. Begin work. Attend all Report meetings.

Organization forms, pledge cards, literature furnished.

Most Campaign Teams should have been formed by this date.

15. Organize Campaign Teams for General Canvass. First Organization and Instruction Meeting, April 22. Most Campaign Teams should have been formed by this date.

## V. March 7—April 8: District and Community Tercentenary Celebrations

16. Prepare for and conduct Tercentenary celebrations in all districts and communities on Friday, April 8. (Forefathers' Day). All New Sweden Tercentenary committees should plan their own programs, secure their own speakers, etc., for their own lunch-

eons, dinners, banquets, mass meetings, radio broadcasts, concerts, or meetings in churches, lodges, schools, etc. (More later.)

## VI. April 8—May 14: The Museum Endowment Fund Campaign

17. Special Gifts Canvass: Friday, April 8—Saturday, May 14.

## VII. April 24: National Tercentenary Sunday

It is planned to observe a National Tercentenary Sunday, April 24, in commemoration of the planting of the colonial churches in the Delaware Valley (five still in use) by the Colonial Swedes, and to honor such pastors as Wrangel, Acrelius, and Collin, the latter a friend of Benjamin Franklin, and the pioneer pastors of churches now in use in Swedish American communities. (More later.)

18. General Campaign Canvass: Tuesday, May 3—Saturday, May 14.

## VIII. Delaware Valley Pilgrimage

19. Delaware Valley Pilgrimage Committees were formed during the Fall and early Winter, are being formed now, and will continue to be formed over the entire nation for some time to come, to enlist and organize interest in the Delaware Valley Pilgrimage.

a) Delaware Valley Pilgrimage Committees should be reported to the Chicago office as soon as possible.

b) Available information regarding rates for buses and trains, housing, parking, program, etc., may be secured by addressing Tercentenary Publicity Bureau, 630 Fifth Ave., New York City.

## IX. June 27, 28, 29, 30: Delaware Valley Tercentenary Celebrations

20. Wilmington Tercentenary Celebration, Monday, June 27. (More later).

21. Philadelphia Tercentenary Celebration, Tuesday, June 28, Wednesday, June 29. (More later).

22. New Jersey Tercentenary Celebration, Wednesday, June 30. (More later.)

## QUOTAS

In the Endowment Fund Campaign it is proposed that each District accept a suggested quota, which the District Fund Campaign Committee should break down for each community, and in turn for each church, lodge, singing society, or other organized group in it. A group's quota calls for a careful study of its Master List.

In Districts where Special Gifts Committees will be formed, see page 3, the quota should be properly divided between the Special Gifts Canvass and the General Canvass.

What Swedish American does not want to have a part in this national enterprise? Is there a citizen of Swedish stock who is not interested in extolling the achievements of his race on American soil these three hundred years, and preserving an adequate record of them, as well as a record of its deeds tomorrow?

This is an urgent, friendly call to all Swedish Americans to help promote this program of common action. Secure literature, tell your friends, lend a hand.