Dr. Ulf Jonas Björk, associate professor of journalism at Indiana University at Indianapolis, presented the 1999 Ander Lecture in Immigration History on October 15 at the campus of Augustana College. His topic dealt with the role the Swedish-American press played in the Swedish-American community. He shares some of his main ideas on pages 4-5 of this issue of Swenson Center News.

As Dr. Björk’s work suggests, it was possible for Swedish immigrants and their children to read newspapers and books printed in their native language in America. This dimension of Swedish-American history – how the immigrants and their children in the U.S. both published and read in Swedish – has only recently begun to be studied by immigration scholars. It is an exciting field of inquiry, and can, as the work of Dr. Björk and others has shown, give us new and interesting insights into the life of Swedish immigrants.

Books and newspapers printed in Swedish in the U.S. were seldom collected by libraries and archives in a systematic way. Because they appeared in a minority language, much of the Swedish-American literature was ignored and forgotten. Still, it is important to remember that there has always been – and still is – great linguistic diversity in America. In 1910, during the heyday of the Swedish-American community, more than 680,000 persons indicated that Swedish was their mother tongue. In that same year, there were 1.4 million persons born in Sweden or in the U.S. to at least one Swedish-born parent. With the close of the immigration era in the 1920s, the use of the language declined, and in 1940 some 420,000 Swedish-speakers were recorded in the Census. The last available figure is from the 1990 census, in which 90,000 persons indicated an ability to speak Swedish.

Because the degree of literacy in mid-19th century Sweden was very high, Swedish immigrants to the U.S. were used to reading books and newspapers. This meant that a Swedish-language literary market could easily develop in the United States. By the turn of the century, Swedish Americans could buy Swedish-language books from bookstores in the large cities with Swedish-American communities. In 1880, for example, at least eight Swedish-American paper, book, and music dealers were found in Chicago, including Engberg-Holmberg, one of the earliest Swedish-language publishers and booksellers. Other well-known establishments included Dalhéns in New York City, Andrew Lundborg’s large bookstore in Worcester, Massachusetts, and Dalkullan in Chicago.

A great number of Swedish-language publishing outlets also existed. Although we will never know exactly how many, one bibliography of Swedish-American literature lists well over 300 different publishers and printers, with more than forty in Chicago alone. A few of these were large publishers, such as the already mentioned Engberg-Holmberg in Chicago, Rasmussen’s of Minneapolis, and Löfström’s of Chicago. Other large Swedish-American publishers included the denominational publishing houses such as the Augustana Book Concern in Rock Island and the Covenant Book Concern in Chicago. Many Swedish-American newspapers, in addition to printing their papers, also brought out books.

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How to reach the Swenson Center

The Swenson Center is located on the main floor of Denkmann Memorial Hall, 3520–7th Avenue, on the campus of Augustana College, Rock Island, Illinois.

Administrative office hours are 9:00 AM to noon and 1:00 PM to 4:30 PM Monday through Friday, except holidays. Hours may be limited during college vacation periods and in the summer.

If you plan to visit the Center, please make an appointment by calling or writing in advance.

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**Swedish American Genealogist**

**Salt Lake City Genealogy Tour 1999**

By Jill Seaholm

In October, five other staff members and I met with 39 subscribers to the quarterly journal *Swedish American Genealogist* at the Best Western Salt Lake Plaza Hotel in Salt Lake City.

We started off the weekend Swedish genealogical workshop with a welcome party. We sat at tables labeled according to the provinces of our Swedish ancestors, and we introduced ourselves and named the parishes we planned to be working on, seeking links to each others’ research.

The *Swedish American Genealogist* workshop was begun in 1991 by Dr. Nils William Olsson, who brought a very small group of his SAG subscribers to Salt Lake City to guide them in the use of the microfilmed Swedish records. Since then, the workshop has grown to include its current number of participants and six staff members.

Salt Lake City has become a Mecca for genealogists from all over the world because of the vast holdings of the Family History Library. The Swedish record microfilms are housed in the first basement of the Latter-Day Saints Family History Library, across the street from Temple Square in central Salt Lake City. The Plaza Hotel is less than a half-block from the Library’s entrance, and its rooms provide beautiful views of the Wasatch Mountain Range surrounding the city.

Nils William Olsson and his wife Dagmar were not able to attend this year’s workshop. Their daughter, Karna Olsson of Orono, Maine, took the reins as director, with the help of her brother, Christopher Olsson of Minneapolis. Besides Karna, Christopher and myself, this year’s returning staff members were Elisabeth Thorsell of Järfälla, Sweden and Ulla Elisabeth Thorsell of Västerås, Sweden.

Salt Lake City resident Carl-Erik Johansson, author of *Cradled in Sweden*, pre-viewed the December issue and spoke of his latest research.

Once class sessions ended, participants began their genealogical research. Their experience in reading Swedish records differed greatly. Our goal was to teach each person to do independent research, but we provided direction whenever necessary, drawing upon our specialities. Ulla Sköld has expertise in reading older Swedish handwriting. I have more experience with the different Swedish emigration records, and Elisabeth Thorsell brings a broad knowledge of the various archives available in Sweden.

The library closes at 5 PM on Mondays, so our group took the ten-minute walk to Lamb’s Restaurant for the annual dinner-banquet. Tuesday to Saturday the library is open 7:30 AM to 10:00 PM. The die-hard group members breakfasted before dawn, nourishing themselves to stand in line at the front doors. They wanted to be there when the library opened so they could join the race to their favorite microfilm readers. Except for a lunch break, many of us did not leave the library until closing.

The LDS Library offers classes of its own to the public. I was able to attend a class entitled “General Danish Research,” which I found quite useful. The library staff and volunteers were extremely helpful. Their help desk is equipped with several microfilm readers so that the patrons can have staff members’ assistance in reading the handwriting. It does not matter what language the record is in.

**continued, next page**
**The Dagmar and Nils William Olsson Fellowship**

The Swenson Center is pleased to announce that we are once again soliciting applications for the Dagmar and Nils William Olsson Fellowship. Established by Dr. Nils William Olsson, a leading scholar in Swedish-American studies and founder and editor emeritus of *Swedish American Genealogist*, the fellowship is in the amount of $1,500 and is intended to defray costs for one person doing research at the Center for an extended period of time.

The fellowship is open to anyone doing academic research on any aspect of Swedish-American history who wishes to utilize the Center’s extensive library and archival holdings. It is not intended to be used for research on a person’s individual family history.

For further information about our collections, please write to Christina Johansson, our head of library and archives, or visit the homepages of our library (www.augustana.edu/administration/swenson/guide.htm) and archives (www.augustana.edu/administration/swenson/archives/archives.htm). We particularly encourage graduate students and younger scholars to apply. The minimum stay required at the Swenson Center is three weeks, and the Fellowship must be used within one year of notification of the award.

Anyone interested in applying should submit a two to three-page proposal to the Swenson Center, outlining the proposed research topic. The proposal should also include a current curriculum vitae, as well as a statement showing how the resources of the Swenson Center are particularly appropriate for this project. The deadline for applications is **April 1, 2000**.

Last year’s fellowship went to Mr. Barry Peterson of Tallahassee, Florida for his work on a project dealing with the continued relevance of Swedish traditions in the rural Midwest today. Other recipients have studied such varied topics as the plays of August Strindberg in Swedish America, the Swedish-American press during the 1950s and 1960s, and Swedes in the Civil War.

**New Policies for Genealogical Research at the Swenson Center**

Beginning in January 2000, the Swenson Center will implement new policies for visitors doing genealogical research on the premises. Following the practices of other privately funded archives in both the U.S. and Sweden, there will be a daily, non-member admission fee of $10 for the use of the Center’s facilities for genealogy. There will be no fee for Swenson Center members, Augustana College students, their parents, and Augustana faculty, staff or alumni. A Swenson Center membership form can be found inside the back cover of this newsletter.

The hours for genealogical research will be 9 AM-noon, 1 PM-4:30 PM Tuesday through Friday. Hours will continue to be by appointment. To schedule your visit, please call (309) 794-7204 or e-mail sag@augustana.edu. This is especially important if you are an out-of-town visitor.

We make these changes in policy because the number of researchers and research requests has doubled over the past few years, even as we have significantly expanded our source materials. The new policies will allow Swenson Center staff members to focus more efficiently on both genealogical and archival work and will provide needed funds for the work. Genealogy is important to us. We welcome all those who wish to use our resources for Swedish-American genealogical research, and we remain committed to providing these resources to you.

**Salt Lake City Tour 1999…**

Many of the same people attend the SAG workshop year after year – a few have gone to every one. Although the participants are not usually doing research in the same parishes’ records, it feels like a family reunion each October. People using the same types of records and research techniques, experiencing the same glories and occasional setbacks – that’s what we go back for.

In the words of newcomer J. Lorimer “Lory” Holm, of Barre, Vermont, “I was overwhelmed at the amount of material at the library, and I was very impressed at how helpful and friendly the staff of the library and the SAG workshop were. I felt that I had to take advantage of every minute in the library and with the staff.” Holm said he was so busy that he did not get to see many of the sights of Salt Lake City. He plans to attend again next year, because “every find opened new areas to explore. It is almost an addiction.” The words “rewarding” and “valuable” also slipped into our conversation many times.

The workshop is open to subscribers of *Swedish American Genealogist*. Look for information on the 2000 workshop in future issues of SAG, published by the Swenson Center. If you would like to subscribe, please fill out the form on page 7 of this newsletter and mail it with the $25 subscription fee to the Swenson Center.

**A Note from the Director…**

Because few systematic efforts were made to collect Swedish-American imprints, we will probably never know exactly how many books, newspapers, and journals were published in Swedish in the United States. Clearly, though, the numbers were quite high. The largest Swedish-American publishing house – the Augustana Book Concern – alone printed close to four million copies of books in Swedish between 1890 and 1935.

The Swenson Center has extensive holdings of Swedish-American literature. We are actively working to collect and catalog Swedish-American imprints, making it possible to study this body of literature, published in Swedish in the United States. We will thus be able both to help increase our understanding of America’s linguistic and cultural diversity, and to examine more precisely the particular role played by the Swedish language in this context.

— Dag Blanck
The Immigrant Press  By Ulf Jonas Björk

The archives of the Swenson Swedish Immigration Research Center house more than 220 Swedish-American newspapers on microfilm, according to a list compiled in 1981. Together, the more than 1,400 rolls that the files of these newspapers take up document a tradition of Swedish-language publishing that began in the early 1850s and continues to this very day, although represented by only four publications in the late 1990s.

Although the Center’s holdings are not complete, the number of microfilmed papers is surprisingly close to the total number of Swedish-American newspapers ever published, estimated to have been around 225. More than 20 states saw publications in Swedish appear within their borders, and the place of publication ranges from Swedish immigrant strongholds such as Chicago and Minneapolis to more unlikely locales such as Passaic, New Jersey, and South Bend, Indiana.

The Content of Swedish-Language News

Immigrant newspapers can be wonderful sources for learning about ethnic communities, and for that reason, some knowledge of their general content is useful. Oscar Handlin, in his classic account of immigration to America, *The Uprooted*, sets forth a general overview of what foreign-language publications provided. They offered immigrants news from “home,” i.e. from the village or parish of one’s birth. They allowed for contacts with others like the reader through news items that told of births, deaths, and marriages among countrymen in America and that chronicled the activities of the churches and societies they had founded. They interpreted issues and events of the larger American society through editorials that spoke from each immigrant group’s point of view, and they were a “repository of immigrant literature,” in the form of novels, stories, and poems.

Handlin’s content categories fit the Swedish-American press well, for whether a newspaper ran four or twenty pages, readers were all but guaranteed to find much of the material he describes. In a typical Swedish-language newspaper, one department was devoted to “American” news, which often worked together with the editorial page to explain and interpret what was going on in American life. Thus, readers might find an item about candidates for public office in the news pages, while an editorial would explain why they should or should not vote for them – and also, perhaps, how you went about voting in the first place.

“American” newspapers also offered readers this kind of information, but it was not tailored to immigrants’ background and perspective – and, of course, it was not in a language with which immigrant readers were thoroughly familiar.

Equally important was news from the country the readers had left, and here the Swedish-American press provided a unique service. Sweden was and remains a small country that seldom merits space in U.S. newspapers, so the only source for such information was from Swedish-language newspapers. Consequently, the papers would devote 1-2 pages to “Sweden” news, knowing that this was a popular feature.

A couple of traits are worth noting about the “news from home.” First, little of it was national in nature, dealing with Sweden as a whole. Instead, news was broken down according to region, either landskap (province) or län (county), reflecting that the immigrants had a regional rather than national orientation when they left Sweden. If you were a småländning, for instance, you were not that interested in news from other provinces.

The second noteworthy characteristic is that Swedish news tended to be negative in tone, giving the reader a parade of what a veteran Swedish-American editor, Vilhelm Berger, called “events of an upsetting nature”: “fires, murders, suicides, check forgeries etc.” This is a little surprising, because you might assume that this part of the newspaper would be expected to generate fond memories of the country of the readers’ birth. Clearly, that was not the case, and some homeland Swedes were appalled by the “misery” emanating from the Sweden pages of the Swedish-American press. They all but accused its editors of practicing a deliberate policy aimed at scaring readers away from their native land. That charge was unwarranted, however. Rather, this kind of news evaluation was evident throughout the typical mainstream newspapers, and the ambition to cover all of Sweden’s provinces meant that news items had to be short. Because an accident or crime story is relatively easy to tell, arson, murders, suicides, check forgeries etc. was and remains a small country that seldom merits space in U.S. newspapers.

Swedish-Language Newspapers on Fellow Immigrants

Because those studying the immigrant press have tended to focus either on the American news that integrated readers into U.S. society or the Swedish news that supposedly acted as a brake on the assimilation process, the next category that Handlin outlined, the news about fellow immigrants, has too often been overlooked. That is a pity, for in the typical Swedish-American newspaper that kind of news was
something that editors emphasized and readers liked.

Swedish immigrant news was most often reported on two levels, national and local. The national news, often with a title such as “The Swedish-Americans” or “In Swedish-America,” was a cavalcade of items from across the United States. Some of this news was positive in nature, celebrating national heroes such as John Lind and national institutions such as Augustana College. However, the great majority of items had a negative slant and were, in that sense, similar to what readers found in the Sweden pages.

Immigration appeared to take a terrible toll on the Swedes in America. A 1910 issue of Svenska Amerikanaren, one of the large Chicago papers, told, for instance, of a woman in South Dakota badly burned in a gas explosion, an Iowa laborer near death after being run over by farming machinery, a man in Washington state crushed to death by an elevator, and an Illinois woman driven insane by her husband’s alcoholism.

As you move to the local Swedish-American news department, there is much more nuance. There were accident and crime items here, too, but the majority of news about the local immigrant community dealt with churches and societies and the activities they engaged in, and there was also a great deal of personal, almost gossip-like, information. A 1910 issue of Puget Sound Posten, a weekly in Tacoma, Washington, told readers about a family visited by relatives from Des Moines, a couple’s silver wedding anniversary, a surprise party for another couple (complete with a list of participants), and the high attendance at a recent church-society meeting. In addition, a former resident of Tacoma was visiting friends in the city and marveled at how things had changed, and a tailor who had been serving customers in the same location for 27 years reminisced about the city’s early days.

Trivial as these items may seem at first glance, they provide a unique look at the life of an immigrant community, suggesting what the daily life of its members was like. For the original readers of the newspapers, they made immigrants visible to one another and fostered a sense of community.

These three departments constituted the news pages of a typical Swedish-American weekly. Often, they accounted for no more than half the paper. The rest, although not information-oriented, is nonetheless of interest.

**Swedish-American Newspaper Fiction**

Handlin’s “literature” category certainly had a prominent position in the Swedish-American press. In the larger papers, several pages of each week’s issue were taken up by reading matter intended to entertain: serialized novels, short stories, humorous anecdotes, and jokes. Some of this material was written by fellow immigrants and is of interest for that reason, as it provides a literary perspective on the experience of immigration. Much of what appeared in these pages, however, was simply popular fiction, and, at least in the case of the novels, escapist in nature with romance and crime as main ingredients. Not surprisingly, perhaps, immigrant readers wanted to be entertained, and turned to their newspapers for that need.

In the larger newspapers, a type of content not mentioned by Handlin merits attention. This was the “letters page,” which was filled with reader contributions sent in from all over the country. Many of the letters merely mention the author’s name and home province and urge others to contact him or her, but quite a few are longer and contain interesting narratives. The following, from a 1909 issue of Svenska Amerikanska Posten in Minneapolis, gives modern-day readers an insider’s view of the harsh reality of building railroads through northern Minnesota:

*Up in the morning 4 hours before dawn, then out to march 3-4 miles before you came to where you work. At dinner you get to sit down on a stump or log to eat some frozen beans, because if they were not frozen when you started eating, they will be so by the time you finish, for I have to say that when it is 40-50 degrees below the freezing point you need to put your hands in your pant pockets, or else they are frozen stiff. I have eaten my dinner many a time with gloves on. Perhaps there is someone who wants to know how we live indoors? From 25 to 150 men in a single room, and you may believe that it is lively there…. Yes indeed, you have to use hay in your bed here and in many places you get nothing but fir branches to lie on; of course you have some blankets to cover yourself with; but the stubborn bugs dance the quadrille on your body, and that effort is kept up day and night.*

Other letters have immigrants voicing their opinion on topics of the day, such as whether life is better in America than in Sweden, or whether women should have the vote. Their composition and presentation are not always the most elegant, but, like the news items elsewhere in the papers, they offer insight into immigrant life at the turn of the last century.

That the above-mentioned content mix was broadly popular with readers is evident from the large number of papers and their circulation. At the peak of the Swedish-language press in America, around 1915, the number of weekly newspapers stood at 50 and the total aggregate circulation at 650,000, at least according to what publishers reported to newspaper directories. An attempt to find out what type of content was the most popular with readers was made by Albert Schersten of Augustana College in the early 1930s. He found that news from Sweden and Swedish-America ranked the highest by far, followed by serialized novels and reader letters. For a better understanding of Swedish-American life, then, present-day scholars would do well to look at these sections of the newspapers as well.
A knowledge of Swedish is essential for those with a genuine curiosity to learn more about Sweden and the Swedes, Swedish culture, or one’s Swedish roots. Augustana College in Rock Island, Illinois announces its sixteenth Summer School in Sweden, a program which provides an excellent opportunity to learn Swedish in Sweden. This six-week program offers five weeks of intensive college-level Swedish language study at the folkhögskola (folk high school) in beautiful Grebbestad on the Swedish west coast, and one week in Stockholm, the Swedish capital. The program runs from May 28 to July 10, 2000.

The program is designed for anyone from 16 years of age to 90 who is interested in intensive study of Swedish. Three levels of language instruction – beginning, intermediate, and advanced – will be offered. Each level corresponds to one year of college or university-level study and may be taken for credit granted through Augustana College. Each course meets separately from 8:30 AM to 1:00 PM daily, and small groups, conversation drills, and lectures on Swedish cultural history complement the basic classroom materials.

The first five weeks will be held at the folkhögskola in Grebbestad, a small, idyllic fishing village and popular summer resort located midway between Göteborg (Gothenburg) and Oslo in northern Bohuslän on the Swedish west coast. Coursework will be supplemented by weekend excursions to Oslo and Göteborg, field trips, visits to areas of local color, as well as opportunities to meet with Swedish families. Following the five weeks in Grebbestad, the group will travel to Stockholm to spend a week exploring the capital and surrounding areas.

The cost of the program is set at $3,500 (with reservation for major exchange-rate fluctuations). This price covers all books, ground transportation, meals and lodging in Grebbestad, and room and breakfast for the week in Stockholm. Arrangements are being made for a special airfare from Chicago.

For further information and application materials, please contact:

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About Our Finances

Sometimes we are asked about how the Swenson Center is financed. Many assume that all expenses are paid by income from the Swenson endowment.

The fact is that the generous gift received over fifteen years ago from Birger and Lyal Swenson was vital in the establishment of the Center and in financing it during the early years. Another fact, however, is that the program of the Center soon outgrew the support received from that initial fund and that other sources of income were needed.

Fortunately, support has come in two ways – by additional endowments and by annual gifts and grants. Thanks to the generosity of friends, the original endowment has now more than doubled. Endowment income still provides most of the Center’s support. In addition, over 600 persons have joined one of the annual support groups.

The Center’s program is greatly enhanced by its location at Augustana College, and this relationship continues in many ways to be an important benefit. The Center’s annual expense budget, however, is supported entirely by separate endowment income and annual gifts.

Although program expenses must be limited to the funds available, we realize that more work needs to be done. As the Center attempts to meet increasing demands in its efforts to serve as a national center for preserving and interpreting the record of Swedish immigration to North America, more financial resources are needed.

You can help in this effort. By establishing an endowment with the income restricted for the Center’s use, you can create a permanent recognition of your interest in preserving the Swedish heritage in America, or you can memorialize an immigrant of your choice. We will be happy to provide suggestions regarding how this can be done.

Another way to help is by joining one of our three annual support groups. All of us connected with the Center and the many people who use it deeply appreciate your support. We hope it will give you satisfaction in being a partner in making sure that the Swedish record in America is available to future generations.
Gifts  We gratefully acknowledge the gifts received between October 1, 1998 and September 30, 1999:

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Mr. and Mrs. Glen R. Johnson
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Swenson Center Annual Support Groups

More than 500 persons have enrolled as Swenson Center Associates, each making an annual contribution of $25. In addition to supporting the work of the Swenson Center, Associates receive a discount on research fees, free on-site use of our genealogical resources, and a reduced subscription rate to *Swedish American Genealogist*.

For an annual contribution of at least $100, donors are designated as Swenson Center Scholars. In addition to the benefits provided to Associates, Swenson Center Scholars receive *Swedish American Genealogist* free of charge.

A support group of major importance is the Swenson Center Circle. Members of this group support the Center’s work through an annual contribution of at least $250. In addition to the benefits provided to Associates and Scholars, members of the Circle receive an annual book in the field of Swedish-American studies.

We thank those who have become Associates, Scholars, and members of the Circle, and we encourage those who are not yet members to join. By participating as a donor you are, in a very important way, helping the Center realize its goals of preserving the record of the lives and contributions of Swedish immigrants.

Both Lutheran fraternal organizations, Aid Association for Lutherans and Lutheran Brotherhood, offer matching gift programs of up to $100 per year to Lutheran educational institutions, including Augustana College and college-related organizations such as the Swenson Center. Members of AAL and LB may take advantage of this program by enclosing the appropriate forms when sending their contributions to the Swenson Center. Forms are available from AAL and LB representatives or from the Augustana College Development Office, (309) 794-7347.

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In Brief…

Volunteers play an important role at the Swenson Center. During the past year Inez Törnblom of Bettendorf, Iowa has given generously of her time and talent to the Center, and we extend our thanks to Inez.

We also thank Robert Pearson, retired pastor from East Moline, Illinois. Pearson has been of great help since the fall, working to archive materials gathered from Upsala College.

Anyone interested in doing volunteer work at the Center is encouraged to contact the office at (309) 794-7204.

Swenson Center News is distributed free of charge to interested individuals and organizations. We are happy that many people seem to read and enjoy the News. However, if you are no longer interested in receiving our publication, please contact Jill Seaholm at (309) 794-7204 or at sag@augustana.edu, and we will remove you from the mailing list.

The July 1999 issue of Swedish-American Historical Quarterly has recently been published. The issue includes five of the papers presented at “The Migration of Ideas: Sweden and the United States in the Twentieth Century,” the 1998 conference sponsored by the Swenson Center. The October 1999 issue of the same journal includes other papers from the conference. Those interested in acquiring copies of these issues of the Quarterly should contact the publisher, Swedish-American Historical Society, 5125 N. Spaulding Avenue, Chicago, IL 60625. Phone: (773) 583-5722.

Welcome to a New Staff Member

Avis Paulson of Rock Island, Illinois has joined the Swenson Center staff on a half-time basis during the academic year 1999/2000. Paulson has an M.A. in Library Science from Northern Illinois University. She worked as a reference librarian at the Moline Public Library for 17 years and for the Augustana College Library. A former volunteer at the Swenson Center, Paulson will be working on cataloging and in the genealogy department. We welcome Avis Paulson to the Swenson Center.