

Forward's Color Productions, Inc.
Color Transparency Collection, 1950s – 1970s
FB-107

Introduction

This collection contains color transparencies created by Forward's Color Productions, Inc., of Manchester and Arlington, Vermont, for the purpose of printing postcards during the late 1950s through the early 1970s. The Forward Collection was purchased by the Vermont Historical Society in 2012 from George Johnson of Montpelier who had purchased it at an antique show.

Biographical Note

Frank Louis Forward, Jr., was a self-employed photographer, and president and owner of Forward's Color Productions, Inc. out of Manchester, Vermont. Born, the son of Myra Mercer and Frank L. Forward, Sr., in Sandy Point, Newfoundland, Canada, on 3 May 1917, Frank Forward died on 18 April 2003 in Bennington, Vermont. His wife, Shirley (Welch) Forward acted as secretary of Forward's Color Productions. Frank Forward's photography business in the 1950s, 1960s, and 1970s focused on Vermont and New Hampshire. He was also a WWII veteran and a member of the board of the Greater Bennington Association Tourist Bureau.

Scope and Content

The collection consists of color transparencies by Forward's Color Productions, Inc., of Manchester and Arlington, Vermont. These transparencies were used to create postcards for the consumer market from the late 1950s through the early 1970s. Most of the photographs were taken by Frank L. Forward, owner of the company, although other photographers seem to have been involved as well.

The collection came with some actual post cards that had been published from the transparencies. These were filed in the VHS postcard collection and marked with their source. The sleeves for these transparencies were marked with the filing code for the postcards.

Transparencies that came without postcards were matched to post cards in the library's collection and were marked to indicate that a transparency is available in the Forward Collection. Many of the transparencies had no matching post card.

Transparencies were removed from their original sleeves, if any, and information was transferred to new archival sleeves. Some of the transparencies were given dates by the creator and recorded on the sleeve; but not all of the images have been dated.

The photographer seemed to use two different numbering systems: one a five-digit number and the other a three digit number often followed or preceded with the

letters "VT." These numbers often appear on the printed postcards. These numbers have been written on the new sleeves when available.

Arrangement

The transparencies in this collection have been arranged in three groups: transparencies with matching postcards in the VHS collection, transparencies without postcards in the VHS collection, and unidentified transparencies. There are just eight transparencies that are in the last category. For transparencies in the first and second categories, the VHS's subject filing code has been written on the new sleeve.

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