

J. H. Filbert Inc. Collection

J. H. Filbert Inc. Collection,
c.1958



Title Statement

J. H. Filbert Inc. CollectionJ. H. Filbert Inc. Collection, c.1958 Ms.2013.061

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Profile Description

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Descriptive Summary

Unit ID

Ms.2013.061

Unit Date

c.1958

Language

English .

Abstract

This collection includes coupons and promotional materials for the food products of J.H. Filbert Inc., dating from the late 1950s.

Creator

J. H. Filbert, Inc (1917-1986)

Extent

0.6 Cubic Feet 6 folders

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Access Restrictions

Collection is open for research.

Use Restrictions

Permission to publish material from the J.H. Filbert Inc. Collection must be obtained from Special Collections, Virginia Tech.

Acquisition Information

This collection was purchased by Special Collections in 2013.

Processing Information

The processing, arrangement, and description of the J.H. Filbert Inc. Collection was completed in September 2013.

Preferred Citation

Researchers wishing to cite this collection should include the following information: J.H. Filbert Inc. Collection, Ms2013-061, Special Collections, Virginia Tech, Blacksburg, Va.

Historical Note

J.H. Filbert Inc. was founded by John H. Filbert. In 1917, John Filbert died. His wife, Martha Filbert (the namesake for Mrs. Filbert's Margarine) then succeeded him as president of the company until her death in 1954. In 1979, J.H. Filbert Inc. invented I Can't Believe It's Not Butter! They were acquired by the Unilever company in 1986.

Scope and Content

This collection includes coupons, displays, packaging, promotional materials and distribution materials for Mrs. Filbert's Margarine and Mrs. Filbert's salad spreads and mayonnaise. Some of the items are dated 1958, suggesting the remainder of the collection dates from the late 1950s.

Keywords

Advertisements

History of Food and Drink

J. H. Filbert, Inc (1917-1986)

Arrangement

This collection is organized in folders by product.

Description of Subordinate Components

Free Pound of Mrs. Field's Campaign Materials

Unit Date 1958

folder 1

Mrs. Filbert's Honey Gold Whipped Margarine Promotional Materials

Unit Date 1958

folder 2

Mrs. Filbert's Margarine Promotional Materials

folder 3

Mrs. Filbert's Salad Products Promotional Materials

folder 4

Special One Cent Sale Campaign Materials

Unit Date 1958

folder 5

Store Display Posters

folder 6