

BUSINESS ARCHIVES NEWSLETTER

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From the Chair

Greetings to all of you. 1986 is passing swiftly and this will be the final newsletter prior to our meeting in August. As you probably know, the 50th Annual Meeting of the Society of American Archivists will be held in Chicago during the last week of August. It promises to be an exciting and interesting occasion, and I hope that most of our membership will be able to be there to participate and to celebrate!

The SAA Program Committee for the meeting selected the proposed session on the analysis of the results of the 1983 business archives survey as our guaranteed slot on the program. The session will review the data compiled by the survey, compare the data with past statistics, and based on those results make predictions for the future of archival programs in North American businesses. I will chair and comment on the session, and Gary Saretzky of Educational Testing Service, Sally Brazil of Chase Manhattan, and Consultant Linda Edgerly will discuss the findings of the 1983 questionnaire.

To insure that the interests and the needs of business archivists are represented on the 1987 program, we have formed a section program committee co-chaired by Laurie Cadigan of Kraft, Inc., and Arline Schneider of Equitable Life. They will be working with other section members to put together fully developed program proposals for the SAA Program Committee chaired by Nick Burckel. Please be sure to send your ideas and suggestions for programs--and your willingness to participate on the program--to Laurie and Arline as soon as possible.

If you have any new business or unfinished business which you want to be certain is included on the agenda for the section meeting in August, please send notice of it to me by mid-July.

Ed Rider of Procter & Gamble, Annamarie Sandeck of N. W. Ayer, and Ralph Swinburne of AT&T are at work compiling a listing of North American Business Archives to be distributed at the August meeting. If you have information about the formation of any new business archives, please share it with one of these three people for inclusion on the list.

The March 1987 Business History Conference will be held in Wilmington, Delaware. Professor Mira Wilkins of Florida International University is the program coordinator. She is interested in including business archivists on the program. The 1987 meeting will focus on businesses with international connections. If your archives contains records of large and long lasting international investment, not merely exports, please write to me about your holdings.

I look forward to seeing all of you in Chicago in August!

Karen Benedict, Chair  
Business Archives Section

## SAA Meeting

The Society of American Archivists will hold its 50th Annual Meeting in Chicago August 26-30, 1986. Several sessions may be of particular interest to business archivists:

"The Business of Business Archives: Past, Present, and Future." The number of business archives in North America has grown during the last decade, presenting significant organizational, legal, ethical, and technical issues to the archival profession as a whole, as well as issues particular to corporate records and relationships. Speakers--archivists from Nationwide Insurance, Educational Testing Service, Chase Manhattan Bank, and a consultant--will examine the status of business archives within corporations and compare goals, services, and problems of archives in the private, for-profit sector to those in the public, non-profit institutions. The state of business archives will be examined through an analysis of surveys of business institutions, including the 1983 survey conducted by the Business Archives Section.

"Past, Present, and Futures: The Chicago Board of Trade Archives--Archival Automation in an Academic Library Setting." The Chicago Board of Trade deposited its corporate archives at the University of Illinois at Chicago, and the university's library staff has recently begun automating access to the collection through NOTIS (Northwestern Online Totally Integrated System) and microcomputer applications. This workshop will consider problems of and solutions to creating online access to archival collections using a bibliographic utility designed for university libraries. It will also address description and control at the folder level, vocabulary control, thesaurus construction, and incorporation of a microcomputer into the automation process.

"The Product's the Thing: Administering the Corporate Collection." Business archivists have the problem of managing the unwieldy number of products of their parent organizations, as well as the advertising art created to promote the products. How do archivists cope with such problems as sampling greeting cards, indexing advertisements, and preserving disintegrating products? How should archivists deal with demands for information and appraisals by collectors? This session's participants will discuss such topics as appraising visual images; arranging materials by size, shape, and media; and creating varying degrees of accessibility to everything from greeting cards to toothpaste. The speakers are employed in business archives--at Procter & Gamble, N. W. Ayer, Hallmark Cards, and Kraft.

"Employers, Certification, and Archival Credentials." This session will examine trends in employment credentials in archives and discuss future prospects for the requirement of individual certification. Among the speakers is an archivist from the Chase Manhattan Bank.

## Dialogue

- by Claudette John

The word "dialogue" may be defined as an exchange of ideas and opinions, and that is exactly what I have in mind for what, with your help, will be a regular feature of this newsletter. Business archivists are a small segment of a relatively small profession. Although our records and responsibilities may vary a great deal, we have many problems, let's call them challenges, in common. We have shared approaches to meeting these challenges in a number of informal ways. I think the time has come to establish a more structured mechanism for sharing information and ideas. The editor and I invite you to participate in "Dialogue."

A major challenge for many archivists in large businesses is meaningful interface with records managers. The large insurance and financial services company, for which I am corporate archivist, distributes its records management functions, making each operating group and corporate staff division responsible for its own records policy and procedures. I suspect that many of us are faced with this "challenge" of no one person or department with which to interface. I have developed some alternatives that have worked for us. I'll list a few after a quick review of starting points that are almost universally applicable, even if you are the records manager.

Begin by locating the records that are generally recognized as historical, and may be identified that way. Review retention schedules if you can gain access to them, and survey inactive records. Identify string savers and follow those leads. You have now come to the point where you need to establish an ongoing working relationship with the records manager. Suppose, for any one of a variety of reasons, you cannot develop a rapport with records management? What can you do? Keep trying, and meanwhile:

Always ask for a tour of the vault. In many cases it holds more than negotiable paper; it may contain old founding documents, minutes, architectural drawings, letter books, etc., that even the custodian of the material has forgotten about. We have been successful twice in two tries, not a bad average.

Get on every distribution list. This may seem to be dangerous advice, but you don't want to miss anything, and you can always ask to be dropped from a mailing list. The difficulty may be locating people in charge of the various lists. I solved this problem in the case of marketing distributions by taking a Hollinger box, identifying it with cutouts from our outdated archives brochure, and placing it in the department on the desk where the mailings are prepared. One of each goes into that box. When it is full, the contents are sent to us, and the process begins again. Very simple, but it works.

Dialogue (cont.)

Contact retiring chief executives and operating officers as well as selected retiring employees. Offer to appraise their papers for the archives. You will certainly find some material worth keeping. You may also discover a retired employee who is an excellent source of information and can fill in gaps.

Contact the communications department(s) and offer to be the repository of record for all in-house publications.

Offer records consulting services on a project basis. One project may be large enough to warrant preparing a special project budget, while the next may be a relatively straightforward survey which leads to scheduling records for destruction, storage, or transfer to the Corporate Archives. Part of any recommendation for transfer to the archives should be a provision for continuing automatic transfer of those series in cases where it is applicable. As your archives gains a reputation for dependability and prompt reference service, other departments will seek you out. The advantages of this project approach and other survey methods are at least threefold: You take the initiative. You appraise the records in the office of origin. You have the opportunity to accession complete series of records, often before department personnel have weeded them. In many areas this is a godsend, almost worth wading through garbage in others.

When you get a request for information or documents not in the archives, records that according to your policy statement should be part of your archives, try to locate them for your researcher (and yourself). We acquired the records of our international business, which spanned a century, in just that way.

Seek the records of acquired companies and subsidiaries where it is possible to do so. It is often prudent from management's point of view as well as important for historical purposes to save the old records of a purchased or merged subsidiary. Materials such as canceled stock certificates and product records may be needed by the parent company in case of litigation. It is important that these records be available in the archives if there is no records manager with corporate-wide jurisdiction.

I hope this list will stimulate some useful thinking, but my real purpose is to start a discussion. Join the dialogue. Take issue with me, ask questions, provide answers, or start a new dialogue on a new topic. Among the issues that I would like to see in future columns are oral history in business archives, restricting access to records, tailoring traditional archival services to a business environment (or justifying your existence in a profit-making institution), and practical approaches to automating finding aids. Please address your questions and comments on any topic to me, Claudette John, CIGNA Archives, 1600 Arch St., Philadelphia, PA 19103, or to the editor of this newsletter.

## J. Walter Thompson

The J. Walter Thompson Company Archives has opened its extensive collection of microfilmed research studies. The records date from the 1920s to the early 1940s and include literally thousands of consumer surveys, demographic studies of cities and towns across the United States as well as European and Latin American countries, and media studies. An index by client and date, and a listing of the contents of every reel, including the title and date of each report, is available in the Archives. J. Walter Thompson Company was famous for its Research Department, first established in 1915 and headed for many years by Paul Cherington, a well-known marketing pioneer and first president of the American Marketing Association. For further information, contact Cynthia Swank, J. Walter Thompson Company, 466 Lexington Avenue, New York, NY 10017.

## Baker Library Collections

- by Florence Bartoshesky Lathrop

During the summer and fall of 1986 most of the manuscripts and archives collections, and some parts of the general business collections, of the Baker Library at the Harvard Business School will be moved to off-site storage at the Harvard Depository, Inc. (HDI), in Southboro, Massachusetts. Built by Harvard University and managed privately by Iron Mountain Group, Inc., HDI is designed to new, state-of-the-art preservation standards.

The new space will address Baker's long-standing problems of over-shelved stacks and low climate control capability. In particular, HDI will allow the Manuscripts & Archives Department to expand its holdings under a revived collection policy. Further, HDI's good air quality will complement Baker's long-range mixed preservation program of recontainerization, filming, and encapsulation.

Heavily consulted items will remain on-site at the Baker Library. HDI materials will be ordered on-line and delivered to Baker the next day. Scholars should be reminded to write or call three weeks ahead for their first days' research materials. To facilitate scholars' pre-selection of materials, collection-level descriptions are now available on-line through RLIN as well as from Baker's manuscripts repository guide. Container-level descriptions are available now through the Manuscripts & Archives Department, and by 1988 through the Chadwyck-Healey project.

Baker Library is the first of several Harvard libraries and repositories to occupy space in HDI.

(For information write Florence Bartoshesky Lathrop, Manuscripts & Archives Department, Baker Library, Harvard Business School, Boston, MA 02163.)

## Business History Review

The scholarly Business History Review is running a series of articles on business archives. The first article in the series, in the Autumn 1985 issue, is by SAA member Florence Bartoshesky Lathrop about the holdings in the Baker Library of the Harvard Business School. Topics scheduled for subsequent issues include national collecting strategy for business archives, Latin American corporate sources, and the history and holdings of the Hagley Library. The Winter 1986 issue contains "Why History Matters to Managers," a round table discussion on the value of having managers study history and a graduate school of business administration teach it.

## Basic Preservation Information

The Northeast Document Conservation Center (NEDCC) has compiled an information packet on the preservation of library and archival materials. The packet contains 20 leaflets and articles about preservation management topics, such as environmental conditions, storage methods, and disaster planning. The packet also contains instructions for specific conservation procedures, such as polyester encapsulation, surface cleaning, and repair of paper. It includes a list of suppliers and services, as well as current bibliographies. The cost of the packet is \$8.00.

NEDCC is a non-profit, regional conservation center specializing in the treatment of library and archival materials and art on paper. Among its current projects is treating over 40 original drawings by one of America's most prominent 19th-century architects, Richard Morris Hunt. The historically valuable ink, pencil, and watercolor drawings are part of the American Institute of Architects' Prints & Drawings Collection. NEDCC recently announced the receipt of a grant from the Office of Preservation of the National Endowment for the Humanities to continue its field service activities and to increase the capacity of its preservation microfilming service.

To order the preservation packet or ask for more information, write NEDCC, Abbot Hall, 24 School Street, Andover, MA 01810.

## Business Archives Council

The Business Archives Council is the leading agency in the U.K. concerned with encouraging the preservation of the historical records of British industry and the study of Britain's industrial and commercial records. It assists in the rescue of records, advises companies establishing an archives policy, publishes an annual journal and pamphlets, holds conferences and training courses, and aids scholars in their research. For further details write: The Secretary, The Business Archives Council, Denmark House, 15 Tooley Street, London, SE1 2PN, United Kingdom.

## Archival Software

Several business archives are automating their finding aids using MARCON II, a software product from AIRS, Inc. MARCON II is designed for use on personal (or micro) computers, including the IBM PC/XT/ATs. It can be used for records scheduling, records description, guides, subject retrieval, and a variety of searches.

Several business archives are in the early phases of using the AIRS software. After reviewing in-house capabilities and software in use in other archives, Nancy M. Merz of History Associates selected MARCON II for use at the Texas Instruments Archives. She says that MARCON II appears to hold the greatest promise for immediate applications, including global searches of entered data. The Equitable Archives is inputting accession registers and logging research inquiries into the system, and soon will be inputting inventories. Arline Schneider of The Equitable cautions, "It takes a lot of time and effort to set up and feed in the data, but I am very excited about the potential of MARCON." Claudette John of CIGNA recently purchased the software and will first use it to automate the archives' accessions and location registers.

AIRS provided the editor of this newsletter an unpublished evaluation of MARCON II prepared by a state archives. Among the comments in that evaluation are: "MARCON II is a powerful and flexible tool for archivists"; "persons with limited computer training can perform data entry or retrieval tasks without prior study"; "flexibility is the strong point of this system"; "searches are sophisticated"; "Marcon II is a definite improvement over MARCON I." The evaluator also noted that add-on modules (at additional cost) and further improvements could be expected.

According to James B. Sanders, President of AIRS, Inc., "For over a decade AIRS has developed innovative software to meet the needs of information management. Today AIRS products serve archives, libraries, museums and information centers in over one hundred installations nationwide with its new personal computer software MARCON II." For more information about MARCON II, write AIRS, Inc., 335 Paint Branch Drive, College Park, MD 20742.

## National Council on Public History

The mission of the National Council on Public History is "to promote the utility of history in society through professional practice." The National Council recently adopted the format of a membership organization. Todd Shallat of Boise State University edits its Newsletter. In April of this year the National Council and the Organization of American Historians met jointly in New York City; the National Council sponsored a special preconference workshop on public history. For information write the NCPH Executive Secretary, Department of History, West Virginia University, Morgantown, WV 26506.

### Selecting an Archivist

The Archivists Round Table of Metropolitan New York and the Mid-Atlantic Regional Archives Conference provided copies of their brochure--"Selecting an Archivist"--for mailing to members of the Business Archives Section (a brochure is enclosed with each issue of this newsletter). The brochure is the product of one of many efforts to define minimum standards for archivists.

### Educational Testing Service

The Archives of the Educational Testing Service has received a grant from the National Historical Publications and Records Commission to process the papers of noted psychologist Gertrude Hildreth (1898-1984) and to evaluate the usefulness of Appraising the Records of Modern Science and Technology: A Guide for the records of social scientists. The project is also supported by a grant from Hildreth's family. For information, Contact Gary D. Saretzky, Educational Testing Service, Archives 30-B, Princeton, NJ 08541.

### Corporate History Seminar

"Corporate History: Putting the Past to Work for the Future" is the title of a seminar given in Louisville, Kentucky, November 8, 1985. Richard G. Hewlett and Arnita A. Jones, both of History Associates Incorporated, led the seminar. The participants represented a number of the city's largest corporations, including Humana, Brown & Williamson, and Kentucky Fried Chicken. Most participants were employed in corporate communications, public information, and a few were involved with marketing and training programs. For further information contact History Associates Incorporated, 15809 Crabbs Branch Way, Rockville, MD 20855.

### Advertising Museum

The American Advertising Museum (P.O. Box 14067, Portland, OR 97214) is scheduled to open June 11th. The Museum is located on the mezzanine level of a three-story, 1890s building on Second Avenue in Portland, Oregon. The museum "plans to eventually hire a full-time curator," and its literature stresses funding--"the critical need."

### Reward

Climax Portable Machine Tools, Inc., of Newberg, Oregon, has distributed a brochure announcing a \$100 reward for information leading to the location of original documents, drawings, or models of the "Henderson Facing Machine," U.S. Patent No. 145,103. A patent infringement case prompted the search for information.



## Report on the Newsletter

Begun in 1984, the Business Archives Newsletter is prepared and distributed twice a year. Each issue of the Newsletter is distributed to individuals on an official mailing list provided by the Society of American Archivists; the official mailing list includes all members of the Business Archives Section as well as officers of the Society of American Archivists. The editor also maintains a courtesy mailing list of people who have expressed an interest in the activities of the Section and its members.

Distribution--to people on both the official and the courtesy mailing lists--has grown. In April of 1984 the first, informal Business Archives Newsletter was distributed to 191 members of the Business Archives Section and officers of the Society of American Archivists, and to 37 individuals who had requested copies (total 228). The Business Archives Section's Newsletter of December 1984 was sent to 222 people on the official mailing list of Section members and SAA officials and to 73 people on the courtesy mailing list (total 294). The May 1985 issue went to 238 individuals on the official mailing list and 81 on the courtesy list (total 319), and the December 1985 issue went to 239 Section members and SAA officials and 111 people on the courtesy mailing list (total 350). This April 1986 issue is being sent to 235 addresses on the official list and to 109 on the courtesy list (total 344). In addition to the regular distribution, recent back issues are provided upon request.

The courtesy list includes college and university professors, students, consultants, archivists in related fields, business archivists (some of whom belong to SAA, but not to the Business Archives Section), history centers (like the Center for the History of Chemistry), libraries (like the Hagley), and even a few business executives. Thirteen individuals who originally received courtesy copies of the Newsletter have since joined the Section.

The preparation, duplication, and distribution of the Newsletter is made possible by United Technologies. The Society of American Archivists provides mailing labels for members of the Business Archives Section and SAA officers.

1986 is the third year of a three-year term of the current editor. (Since 1982 I have also been submitting News Notes to the American Archivist.) I invite anyone interested in editing the Business Archives Newsletter to contact me.

I am most appreciative of all the support provided by members of the Business Archives Section. Thank you for sending and phoning information for use in the Newsletter! Without you there would be no Newsletter, and with you my job has been much easier than it might have been.

Anne Millbrooke, Editor  
Business Archives Newsletter

## Business Archives Workshop

The Society of American Archivists is offering its popular "Business Archives: The Basics and Beyond" workshop, May 19-21, 1986, in New York City. The 3-day workshop is sponsored by SAA with the cooperation of the Chase Manhattan Bank. It focuses on the basic functions and services performed by a business archives as well as on some more specialized topics of interest to business archivists. Philip F. Mooney, Coca-Cola Company, and Anne Van Camp, Chase Manhattan Bank, will teach basic archival procedures, and guest instructor George Jurkovich will offer guidance on how to plan for a successful archival program. For more information, contact the Society of American Archivists, 600 S. Federal, Suite 504, Chicago, IL 60605, 312/922-0140.

## Editor Wanted

The position of editor of the Business Archives Newsletter is available starting in 1987. Anyone interested should contact the current editor for information.

## Planning for 1987

Laurie Cadigan and Arline Schneider co-chair the Business Archives Section's program planning committee for 1987. Also on the committee are Donnie Crespo at Weyerhaeuser, Philip Mooney at Coca-Cola, and Jane Nokes at the Bank of Nova Scotia. Please contact--by letter or telephone as soon as possible--any member of the committee if you have program or speaker suggestions or would like to participate at the 1987 meeting. Laurie Cadigan can be reached at Kraft, Inc., Archives, 6350 Kirk St., Morton Grove, IL 60053, 312/998-2981; and Arline Schneider at The Equitable Archives, 40 Rector St., New York, NY 10006, 212/513-4729.

## Business Archives Newsletter

The Business Archives Newsletter is sent to each member of the Business Archives Section of the Society of American Archivists (SAA). Membership in the Section is free to any SAA member. For membership information, contact the SAA at 600 South Federal, Suite 504, Chicago, IL 60605, phone 312/922-0140.

Business archivists are invited to send or phone news items, brief articles, personnel announcements, exhibit notices, program notes, inquiries, suggestions, and comments to the editor:

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