

BUSINESS ARCHIVES NEWSLETTER

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Published twice a year, the Business Archives Newsletter is sent to each member of the Business Archives Section of the Society of American Archivists.

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From the Chair

It was good to see so many of you at the Society of American Archivists annual meeting in Chicago this past August. As was apparent from our crowded agenda at that meeting, the Section has a large number of projects underway, and there are still others in an embryonic state. I hope that as many of you as possible will actively participate in these programs and offer your services to those individuals who are currently undertaking projects on behalf of the Section. The projects and programs we sponsor will only be as good as the quality of the participation we receive from our membership. Please feel free to volunteer for projects either to me directly or to any of the individuals who are currently involved in Section activities.

I would particularly encourage each member of the Section to support the newsletter. Please send any news of interest to the editor for her consideration. We can all benefit from this type

From the Chair (cont.)

of information exchange, and the newsletter allows us a tremendous vehicle for keeping abreast of member activities. Please make a commitment now to help the newsletter function in that capacity.

I am circulating the minutes of our August meeting with this newsletter so that you may have a written progress report on the status of Section projects. For newer members of the Section, the minutes may help you identify those individuals who are currently engaged in activities of particular interest to you.

Because of time constraints at the Section meeting, we did not have an opportunity to discuss one agenda item of great importance to the Section. As the number of inquiries to SAA headquarters has been increasing over the last several years, there seems to be a need to develop some type of standard informational package that could be used in response to business inquiries relating to the start-up of an archives. Essentially, I am looking for somebody to develop an educational packet consisting of articles, basic forms, bibliographic citations, and other relevant materials that could be sent to any business inquiring about an archival program. I see these packets bearing some type of specific imprint from the Business Archives Section and giving the inquiring institution some personal contacts to follow up with as appropriate. The objective of this exercise is to standardize responses to corporations and to generate some awareness in the business community of the existence of this special group of archivists. Anybody interested in working on this project should contact me as quickly as possible.

In addition to the development of the educational package, I am also hoping to develop a formal internal mechanism within the SAA office for handling inquiries of this type. I would like to see a specific staff person assigned to this function, and I would like to see more coordination with the Section in this area. As part of the program, I would like to have a member of our Section assigned the task of following up on the initial inquiry after an appropriate lapse of time. If a business is in the process of considering the development of a program, a phone call from a practicing business archivist might prove helpful and might sway the decision in a positive way.

Finally, I would encourage all members of the Section to make suggestions, comments, or proposals regarding the work of our group. The Business Archives Section has always been a most active and productive section. With your help and assistance, it will continue that impressive record over the next year.

Philip F. Mooney  
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## News from the ICA Business Archives Committee

The Business Archives Committee of the International Council on Archives met in Stockholm, Sweden, during the first week of June 1986. The theme of the meeting was "Business Archives and Social History." Committee members were taken on several tours of local business, labor, and economic archives. Several papers were presented by committee members and visiting scholars on the use of business archives in social history research.

In 1987 the Business Archives Committee will meet in Madrid, Spain, and the theme of the meeting will be "Preservation of Business Archives." In 1988 the ICA Congress will be held in Paris, and the Committee will meet in conjunction with the Congress. In 1989 the Committee will meet in the United States. Anyone interested in helping to host the U.S. meeting in 1989 should contact Anne Van Camp, the U.S. representative to the Committee.

Among the Committee's projects are an annual bulletin, a brochure, a directory, and a manual. The Bulletin of proceedings is published after each meeting. Bulletins are available from Ottfried Dascher, Westfalisches Wirtschaftsarchiv, Markische Strasse 120, 4600 Dortmund 1, Federal Republic of Germany. A brochure is being written for use in explaining business archives to companies. A directory of business archives for international use is also being compiled, and a manual on business archives is being revised and translated into English from Swedish.

For further information on the ICA Business Archives Committee, or to offer your assistance in preparing for the 1989 meeting of the Committee in the United States, contact Anne Van Camp, Chase Manhattan Bank, Archives, 23rd Floor, 1 Chase Manhattan Plaza, New York, NY 10081.

## Working Group on the Archives of Business and Industry

At the Business Archives Section meeting in Chicago, Greg Hunter of ITT Corporation gave a brief report on progress made by a "Working Group on the Archives of Business and Industry." The idea for this group came from reading Understanding Progress As Process (1983), the final report of the Joint Committee on Archives of Science and Technology (JCAST). The JCAST report outlines the steps necessary to document twentieth-century science and technology. It also can be used to acquaint non-archivists with the problems we face. The Working Group on the Archives of Business and Industry is exploring a project modeled after JCAST. Leaders from SAA and the Business History Conference discussed the idea in May at a meeting of the Mid-Atlantic Regional Archives Conference. The Working Group is exploring possible funding sources to continue planning. For additional information write Gregory S. Hunter, Corporate Records and Micrographics, ITT Corporation, 320 Park Avenue, New York, NY 10022.

## Recommendations for Action for SAA Sections

In 1986 the Society of American Archivists published and distributed a report of its Task Force on Goals and Priorities: Planning for the Archival Profession. Given the twelve priorities identified in that report, the SAA Committee on Goals and Priorities has prepared six recommendations for action for the functional and institutional sections of the Society. The recommendations "are aimed at coordinating efforts already underway and encouraging new projects which will contribute to overall progress for the profession," according to John Fleckner, Chair, Committee on Goals and Priorities (CGAP).

The recommendations are:

1. In an effort to improve the available literature for educating records creators about the value of archives, case studies should be developed on the benefits of historical records preservation and responsible records administration. Archivists should prepare such case studies for publication in the literature read by targeted groups of records creators and/or for presentation on programs of other organizations.
2. Case studies also are needed in the area of appraisal. Archivists must develop and apply appraisal and documentation strategies based on a thorough understanding of the characteristics of contemporary records.
3. To encourage and facilitate wider use of records, workshops should be developed on using special types of records, e.g., architectural records, medical records, government records.
4. Sections should monitor legislative issues regarding special areas of records and prepare recommendations for advocacy efforts.
5. Because education development is a strong priority for the profession, sections should examine, comment on and support the guidelines prepared by the Committee on Education and Professional Development. Comments on educational needs in special areas should also be communicated to CGAP.
6. In an attempt to develop a research agenda for the archival profession, sections are asked to send their ideas about needed research to CGAP. Session proposals for future meetings along those lines are also encouraged.

"In addition to the recommendations for all sections," according to John Fleckner, "the Committee felt that the Business Archives Section was a good forum for undertaking a serious study of the impact of regulation on the creation and retention of records." Such a study could be the basis for a new appraisal project with implications for the entire profession.

## Where Have the Baldwin Papers Gone?

(Editor's Note: Knowing that the Historical Society of Pennsylvania has a large collection of early records of the Baldwin Locomotive Works and reading that the Hagley Museum recently opened the papers of William L. Austin, a former chairman of the Baldwin board, I asked a friend, in a position to know, about the Baldwin papers. This is his answer.)

by Henry A. Rentschler, President, Baldwin-Hamilton

"Where have the Baldwin papers gone?" I can shed some light on this question, but first a little history. Baldwin-Lima-Hamilton (B-L-H) was a complex company. Its roots went back to the very beginnings of industry in the United States. Baldwin had its beginnings in 1832; Hamilton in 1846; and Lima in 1869. Baldwin, Lima, and Hamilton merged in 1950. Much of the corporate and product history has been published, some quite recently. I have had the privilege of helping on some of the recent volumes, including one on Lima that is due out later this year.

At the time B-L-H discontinued the manufacture of locomotives in 1954, the firm attempted to destroy most of its old and obsolete records. It only partially succeeded, and fortunately some drawings were spirited off and preserved. A curator at the Smithsonian Institution told me some years ago that the Baldwin collection alone, if it were still intact, would be valued at over \$7,000,000. Too bad it was so scattered, and so much destroyed.

I will not reconstruct B-L-H's entire history here, nor can I comment much on the "corporate" records, which were mostly destroyed, or in a few cases ended up with Armour and Greyhound during the liquidation of B-L-H in 1971-72.

Our group, now known as the Baldwin-Hamilton Company, a division of Ecolaire Incorporated, ended up with certain engineering records, patents, files, and tooling directly related to our product lines. Due to the similarity of our Company name and that of B-L-H, we often get inquiries about this product or that, and I keep a list of other B-L-H product lines to help the owners of B-L-H apparatus find information. The list contains trade names of products and locations of records--eighteen locations, eighteen other companies with B-L-H records.

During a major consolidation in 1975-76 we gave away many original documents and drawings to museums around the country. Among the gifts were

- documents pertaining to the Austin-Western and Western dump cars, given to the University of Tennessee at Chattanooga
- manuals for steam and diesel locomotives with Baldwin and Hamilton trade names, given to the California State Railroad Museum in Sacramento

Where Have the Baldwin Papers Gone? (cont.)

- Baldwin locomotive manuals and other engineering records, given to the Colorado Railroad Museum in Golden
- Baldwin, Southwark, Hamilton, and Hooven, Owens, Rentschler trade catalogs, given to the Hagley Museum, Wilmington, DE
- records of Hamilton, Baldwin, De La Vergne, Lima-Hamilton, and Hooven, Owens, Rentschler machinery, given to the Ohio Historical Society, Columbus
- a large collection of locomotive drawings and records of Baldwin, Baldwin Locomotive Works, and B-L-H, given to the Railroad Museum of Pennsylvania, Strasburg
- Southwark, Porter-Allen, Baldwin, and De La Vergne records pertaining to steam engines, pumping engines, blowing engines, diesel engines, refrigeration machines, and locomotives, given to the National Museum of American History, Smithsonian Institution, Washington
- Hamilton, Pelton, Southwark, De La Vergne, and Hooven, Owens, Rentschler records pertaining to diesel and steam engines and other equipment, given to the Steamship Historical Society, New York
- records of Austin-Western dump cars and Baldwin locomotives, given to the Tennessee Valley Railroad Museum, Chattanooga
- records of Baldwin, De La Vergne, Griscom-Russell, Griscom-Spencer, and Loewy-Hydropress, given to the Western Museum of Mining and Industry, Colorado Springs, CO

Additionally, the largest collection of Baldwin Locomotive Works drawings and records, and records of B-L-H, is at the DeGolyer Library at Southern Methodist University in Dallas; the DeGolyer acquired the collection in 1954. Approximately 15,000 B-L-H and Baldwin Locomotive Works photographs and negatives, including the earliest glass plate negatives, are owned by H. L. Broadbelt of Newport News, VA. And many Lima photographs, drawings, and corporate records are at the Allen County Historical Society in Lima, OH.

Of course, we retain modern (mostly post World War II) records pertaining to our current product lines--locomotives, diesel engines, steam engines, and dump cars--and current trade names--Baldwin, Hamilton, Lima-Hamilton, Whitcomb, Austin-Western, and Hooven, Owens, Rentschler. Finally, it is not "paper," but I might add that we have preserved the 1905 statue of Matthias Baldwin, which we display outside our offices here in Malvern, PA.

Where have the Baldwin papers gone? Almost everywhere apparently.

## An Ounce of Prevention

The Archives of the Bank of Nova Scotia suffered water damage on September 16th. Working after hours, construction workers broke a hot water pipe on the floor above the Archives' primary stack area. Security called the archivist at 7:30 pm, and she was on site by 8:00. Timely notification proved to be "the best aid," according to archivist Jane Nokes. "Without over-dramatizing," she estimates "that another 20 minutes would have meant total loss of some of our earliest records." The Ounce of Prevention handbook on disaster planning, published by the Toronto Area Archivists Group Education Foundation, according to Nokes, "proved invaluable." With the help of the City of Toronto Archives' conservator, the Archives has been drying out over the last weeks. Now the staff faces a move, the relocation of stacks, as well as the renovation of the staff/research area. For more information contact Jane Nokes, Archives, The Bank of Nova Scotia, 44 King Street West, Toronto, Ontario, Canada M5H 1E2.

## Walt Disney Archives

Archivist Dave Smith reports that the Walt Disney Archives is taking over the operation of the Walt Disney Company's still photograph collection, under the new name of the Photo Library. Recent changes in the company's philosophy had closed down the 45-year-old Still Camera Department, which had been the repository of over 1,500,000 negatives, and altered the focus of the Publicity Department, which held the index to these these negatives through hundreds of "key still books" arranged by subject. The corporate decision was to have the Archives combine both of these collections, which are being moved to an environmentally controlled, secure room in close proximity to the Archives. With the collection come two staff members, raising the number of the Archives staff from four to six, a 50% percent increase. The Photo Library contains a wealth of Disney history, dating from the beginnings of the company in 1923 to the present, and including stills from Disney features, short cartoons, TV shows, behind-the-scenes and publicity shots, photos of personnel, Walt Disney portraits and family photographs, and documentation on Disney-licensed products. Use of the collection is primarily limited to Disney departments, though publication of limited numbers of photos in books is occasionally permitted on a fee basis through the company's Publications Department. For information contact David R. Smith, Walt Disney Archives, 500 So. Buena Vista Street, Burbank, CA 91521.

## Information Please

Anthony St. James Lambkin, consultant archivist with the Allied Irish Banks, would appreciate hearing from American archivists who work for banks. Write him at Allied Irish Banks Limited, P.O. Box 123A, 3/4 Foster Place, Dublin 2, Ireland.

### In-House Out Reach

As archivist for The Equitable, Arline Schneider regularly writes articles for the company newspaper EquiNews. A June issue carried her article on "The Lady" about the involvement of Equitable's leadership with the Statue of Liberty in the nineteenth century. In "The Tale of the Missing Heads," which appeared in a July issue of the newspaper, she wrote about the two remaining heads of the statue group "The Goddess of Protection." Originally, the statue featured a widow, an orphan, and the Goddess of Protection (symbolizing life insurance); the heads of the widow and goddess survive. For more information about writing for company publications, contact Arline Schneider, Archives, The Equitable, 40 Rector Street, New York, NY 10006.

### Center for the Study of Women in Business

Deborah Gardner has become the director of the new Center for the Study of Women in Business. The Center is located at Baruch College, the business school (undergraduate and graduate) of the City University of New York. The opportunity brings together her interests in women's history, women in the workforce, and program development. Formerly with the New York Stock Exchange, Gardner is eager to hear from business archivists with materials on women in business or with thoughts on the issues and problems that ought to attract the Center's attention. Write Deborah S. Gardner, Center for the Study of Women in Business, Baruch College, Box 514, 17 Lexington Avenue, New York, NY 10010.

### Promotion at the Stock Exchange

Steven R. Wheeler, who has working at the New York Stock Exchange since 1980, has been promoted to the position of archivist. His address is Archives, New York Stock Exchange, 11 Wall Street, New York, NY 10005.

### Science, Technology and Health Care Roundtable

The first meeting of the newly created Science, Technology and Health Care Roundtable was held at the SAA meeting in Chicago in August. Archivists from industry, government, health care organizations, universities, and discipline centers attended. A steering committee formed. On the committee are Adele A. Lerner, who chaired the Chicago meeting and who has been the organizing force behind the Roundtable and its less formal predecessors, and also Nancy V. Gauss, Joan K. Haas, Anne Millbrooke, Rue Moore, and Roxanne Nilan. The Roundtable plans to distribute its first newsletter in the spring. Anyone wishing to receive the newsletter or wanting more information about the Roundtable may contact Anne Millbrooke, United Technologies, Archive, 400 Main Street, MS 124-22, East Hartford, CT 06108.



## Dialogue

by Claudette John, Corporate Archivist, CIGNA Corporation

In the first of these columns, which appeared in the Spring issue of this newsletter, the editor and I invited you to participate in the "Dialogue." I am pleased to report that we have received detailed responses from Bob Taylor-Vaisey of Imperial Oil Limited in Toronto, Canada, and Michelle L. Cotton of Corning Glass Works in Corning, New York.

Imperial Oil Limited. Bob Taylor-Vaisey, who is a project analyst with the General Services Division of Imperial, wrote that the archivist and records manager is the same individual in his company. He sent the text of a lecture dealing with the impact of the law on professional archivists and archival institutions that he had delivered to a class in archival administration. When I contacted him to ask for a summary for our newsletter, he told me he had revised it substantially and was planning to submit it for publication in its revised form. Publication data will be announced in this column, as the article will be useful to many business archivists.

Corning Glass Works. Michelle Cotton, Special Collections Administrator, is part of the new staff at the Corning Glass Works Corporate Archives. She sent me a report on the program which begins: "There is a need in the contemporary world of business to integrate the activities of the archivist and the records manager." Thus "corporations may ensure the proper disposition of records of historical, administrative and legal value; the systematic growth of the archives and the continued effectiveness of the records center."

The Corning Archives, established in February of 1972, collects records and memorabilia in all forms and formats and has "instituted a number of services . . . for company employees including an active records management program." The Corning Archives and the Records Center are presently staffed by a special collections administrator, a secretary/research assistant, a records management coordinator, and a records center clerk, all of whom report to the Corporate Archivist.

Although the archives and the records center are housed in separate buildings, the staffs frequently work together in planning and implementing projects. Michelle lists recent joint projects: departmental records surveys, appraisals and annual file audits, records and files management assistance, records analysis and retention scheduling, vital records protection, a micrographics program, and information management using an automated data base.

She closes her report: "Today the corporate archivist is facing an ever-increasing responsibility in the area of information management." Effective implementation of an automated

Dialogue (cont.)

system may determine to a large extent the "quality and quantity of materials the corporate archives will oversee in the future." The Corning Archives staff has begun automating collection information in order to generate finding aids using MARCON II and an IBM PC-XT. They plan to add two ATs, a memory expansion unit, and a local area network this year.

AIRS, MARCON II. Knowing that there is considerable interest in archival applications of data processing software for microcomputers among our readers, I attended the "Marcon Users Open House" held during the 1986 annual meeting of the Society of American Archivists. The open house quickly became the first meeting of the MARCON Users Group (MUG? Ugh!). It was decided that regular communications should be sent from AIRS to MARCON users as well as to interested parties attending the open house. The first package will be mailed this fall and will include new information about the software, answers to some common questions, and sample templates designed by MARCON users. Gilles Seguin of the University of Ottawa volunteered to arrange for a meeting of the MARCON Users Group at the 1987 SAA meeting in New York.

An impressive number of people attended the open house. I became curious about how many corporate archives and institutions with similar requirements were using MARCON II. Fred Durr of AIRS supplied me with the most recent AIRS Customer List, which lists the customer's name, the product or function of the institution, and how MARCON is being used by it. While I am not at liberty to share the list or name customers, Fred had no objection to the circulation of a statistical breakdown of the categories in which our readers have an interest:

Businesses using MARCON in the archives -----	21
Businesses using MARCON for unidentified purposes -----	6
Businesses evaluating MARCON for the Archives -----	2
Medical organizations using MARCON in the archives -----	1
Non-profit organizations* using MARCON in the archives ---	3
Non-profit organizations* evaluating MARCON for archives -	1
Labor Unions using MARCON in the archives -----	1
Museums using MARCON -----	10

\* excluding universities, museums, and religious institutions

Anyone wanting more information about MARCON can contact Fred Durr, AIRS, Inc., P.O. Box 16322, Baltimore, MD 21210.

Finally, in the next issue of this newsletter "Dialogue will address the subject of oral history as part of a corporate archives program. Please join in the "Dialogue." Address your questions or comments on any business archives topic or concern to me, Claudette John, CIGNA Archives, 1600 Arch Street, Philadelphia, PA 19103, or to the editor of the newsletter.

## Publications of Interest

"Archives and Public History" is the theme of the Summer 1986 issue of the Public Historian, a quarterly journal published by the University of California Press, 2120 Berkeley Way, Berkeley, CA 94720. All the articles and book reviews are on archival topics. Among the authors are Bruce W. Dearstyne (guest editor), Richard J. Cox, Edie Hedlin, Page Putnam Miller, Terry Eastwood, and Larry J. Hackman. The Spring 1986 Public Historian also contains a couple of articles of interest to business archivists: "Business in Time: The Historian and the Corporate Culture" by Charles Dellheim and "The Strategy-History Connection: The Case of Exxon" by Allen Kaufman and Gordon Walker.

OREO, the world's best-selling cookie, is seventy-five years old. First produced in 1912 by the National Biscuit Company (now Nabisco Brands, Inc.), OREO is the subject of "King of the Cookies," an article published in the October-November 1986 issue of Collectors Showcase. Nabisco Brands archivist Dave Stivers supplied the photographs from OREO's early years.

In the Winter 1985 issue of the Business History Review is an article on "Archival Sources for Latin American Business History," by Vera Blinn Reber.

Coca-Cola's 100th anniversary became the subject of syndicated newspaper and television items. For example, the "Coke Centenary," an article by Dick Polman for Knight-Ridder Newspapers, appeared in the Hartford Courant, May 6, 1986, and Philip F. Mooney appeared on a Hartford (WFSB) segment of "PM Magazine," May 5, 1986.

Robert M. Finehout mentioned Nabisco Brands, Exxon, Coca-Cola, IBM, Knights of Columbus, and AT&T in "Treasure It, Don't Trash It," Public Relations Journal, April 1986.

The New York Times, Sunday, August 10, 1986, printed three articles on archives, all by Warren Strugatch: "What's New in Managing Archives," "Keeping Tabs on the Corporate Past," and "Bringing Order to Catalogue Chaos."

"The Practice of History in Corporate America: Business Archives in the United States," by Philip F. Mooney, is one essay in the Public History: An Introduction, edited by Barbara J. Howe and Emory Kemp (Krieger Publishing Company, 1986).

In "Industrial R&D: Looking Back to Look Ahead," Alan M. Kantrow reviews publications on the history of industrial research at General Electric, Bell, General Motors, and RCA. Kantrow's review appears in the Harvard Business Review (July-August 1986).

"Why History Matters to Managers" is in the Winter 1986 issue of the Harvard Business Review (the wrong source was given in the last issue of the newsletter).

## Business Archives Directory

In 1980 the Society of American Archivists published the Directory of Business Archives in the United States & Canada. Now much out of date, the directory is of limited value. Pending the publication of a new directory, the Business Archives Section has available a typed list of business archives, business defined very broadly for the purposes of this draft document. Arranged alphabetically by institution, the list gives the name of the archivist, the address, and the telephone number for each entry. For a free copy write Edward M. Rider, Corporate Archives, Procter & Gamble Company, P.O. Box 599, Cincinnati, OH 45201.

## Bibliography on Business Archives

Karen M. Benedict compiled and edited A Select Bibliography on Business Archives and Records Management, which the Society of American Archivists published in 1981. Since then several updates have been prepared--again thanks mostly to the efforts of Karen Benedict. The latest update covers 1984-1986 and indexes relevant articles from The American Archivist, ARMA Records Management Quarterly, Harvard Business Review, The Midwestern Archivist, Special Libraries, Business Periodicals Index, Education Index, Information Science Abstracts, and Library Literature. For information about the on-going bibliographic project, contact Karen Benedict, 240 Mercer Street, Apt. 205, New York, NY 10012. Copies of previous updates are available from the Society of American Archivists, 600 S. Federal, Suite 504, Chicago, IL 60605.

## New Newsletter Editor

For three years, concluding with this issue, Anne Millbrooke has served as the editor of the Business Archives Newsletter, and the costs of preparing, duplicating, and distributing the newsletter have been courtesy of United Technologies Corporation. While I have enjoyed this task (honestly!), I am happy to announce that effective January 1st, the new editor of the Business Archives Newsletter will be Colleen Wickey, field archivist for the Center for History of Chemistry in Philadelphia. I hope that you--the members of the Business Archives Section--support Colleen as generously as you have me. I truly appreciate the assistance, encouragement, support, and news that you have given me. Please address news items and editorial correspondence to:

### Effective January 1, 1987

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### Until Then

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