Summer 1993 Vol. 10, No. 1

SAA BUSINESS ARCHIVES NEWSLETTER

Published twice each year for the Business Archives Section of the Society of American Archivists

CONFERENCE HELD AT DUKE UNIVERSITY

by Ellen G. Gartrell

Forty-five people braved the "Blizzard of '93" and travelled to Durham, North Carolina March 12-14 to participate in the conference "Advertising in America: Using Its Past, Enriching Its Future."

The National Historical Publications and Records Commission provided funding for the event, which was co-sponsored by Duke's Center for Sales, Advertising, and Marketing History and the Smithsonian Institution's Center for Advertising History.

Work on the project began in June 1992 with a planning committee meeting at the Smithsonian. The planners -- selected to represent diverse points of view -- were:

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"THE BEST ADVERTISING BAR NONE" LEO BURNETT, INC.

by Mary Edith Arnold

For one week in October of 1991, the lobby of the Leo Burnett Company building in Chicago was dominated by a 25-by-10 foot full-sized outdoor billboard featuring three portraits of Leo Burnett, who in 1935 founded the advertising agency which still bears his name. Seldom seen photos from the collection of the Corporate Archives provided the images duplicated by the artist, who also has created hand-painted Marlboro billboards for the agency for nearly 25 years.

Around the steel girder base were clustered six-foot-tall unzippered black portfolios, designed to look like the big black bag Leo was often seen carrying (and which resembles those which the Burnett employees still tote to client meetings today). Mounted on boards framed by the portfolios were print ads, quotations, correspondence, speeches and photographs - all part of an exhibition entitled "Where Is That Big Black Bag Going With That Little Man?" The exhibition, tracing Leo's Burnett's life (1891-1971) from his childhood in Michigan through his remarkable career in advertising, was mounted to mark the 100th Anniversary of Leo's birth.

Vintage images of the Jolly Green Giant, Norman Rockwell renderings on Kellogg's

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Also in this issue:

DOCUMENTING CHANGE ALONG THE OHIO: BUSINESS ARCHIVES OF THE CINCINNATI HISTORICAL SOCIETY

by Steven L. Wright, Business Archivist

The purpose of the Society's Business Archives Program is to collect, preserve and provide access to historical material pertaining to the economic, business and technological development of Cincinnati, Hamilton County, Ohio and the region surrounding and affecting them, from the time of European contact to the present. The further purpose of the Business Archives Program is to institute and encourage historical inquiry into these areas. These goals are accomplished through the normal donation process or through membership in the Society's Business Archives Program.

The Society decided to collect aggressively records ...by offering, for a fee, a records management, archival administration and/or storage program.

Currently, the Society's business collection contains the records of over 290 businesses and organizations important to the region's economic development. Of the 20,000 cubic feet of collections in the manuscript department, approximately 540 cubic feet are business collections which are accessible, with an additional 1,100 cubic feet yet to be processed.

Holdings range from the late 18th century (records of commission merchants and retail stores; funeral homes and insurance companies; and personal papers of early business leaders) to the 20th century (records of the largest iron and chemical manufacturers and processors; banks and savings and loan associations; and interurban and interstate transportation enterprises). About 70 percent of these companies no longer exist, while the remaining 30 percent are active members of Cincinnati's business community.

The records of the First National Bank, the Stearns & Foster Mattress Company and the Hennegan Company are three important collections accessible to the public. The First National Bank collection, which includes materials dating from 1863 to 1983, consists of 80 cubic feet of scrapbooks, minutes, financial records, acquisition records, and papers of bank officers. The Stearns & Foster Mattress Company collection, spanning 100 years from 1859, contains 39 cubic feet of manufacturing records, including detailed records of work for the government during WWI and WWII. Besides bedding, the company

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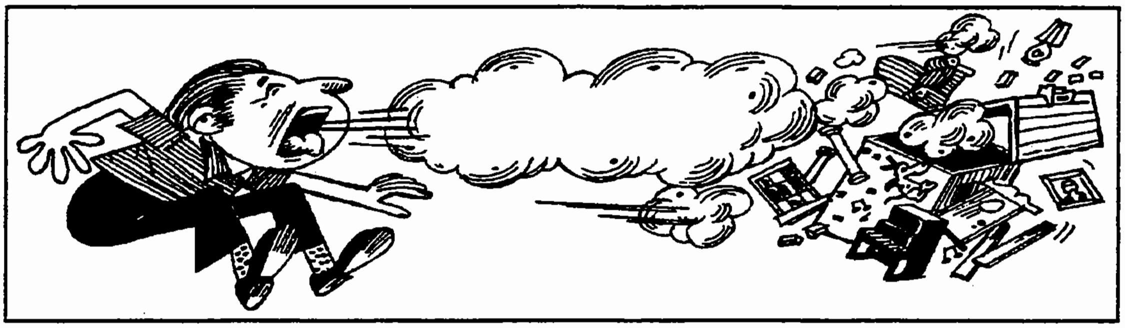


IN THIS CORNER

by newsletter editor Deborah Shea, The Winthrop Group

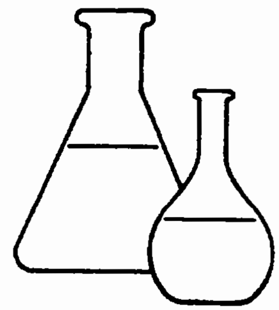
This issue of the SAA Business Archives Section newsletter focuses on two unrelated themes. The first concerns what might be described as "Private Documents in Public Places (Part I)", i.e. business collections held in various institutions, such as libraries and historical societies. (Part II, a feature on business records held in university collections, is contemplated for a future issue.) The second theme relates to advertising records. Of the three articles which address this subject, one reviews the recent conference on advertising records co-sponsored by Duke University's Center for Sales, Advertising, and Marketing History and the Smithsonian Institution's Center for Advertising History. Another, prepared by an advertising consultant who was one of the planners of the conference, summarizes why advertising is a resource worth preserving, while the last of these articles provides insights into how the archives of one advertising agency preserve the lasting influence of its founder in current operations.

This issue also contains regional news from the West Coast and the Chicago area. This is the first column appearing on "news from the regions", which I hope will become a regular feature. Paul Lasewicz (Aetna Life & Casualty, Hartford) and Craig St. Clair (Los Angeles Times) have volunteered to collect or solicit information about regional events and activities in New England and on the West Coast. Perhaps representatives from some other geographic areas will volunteer? Of course, members can continue to submit articles to me directly at 370 Central Park West, No. 506, New York, NY 10025, Tel. (212) 865-6181 and Fax (212) 864-6787. Although not required, it would be greatly appreciated if articles submitted for publication are accompanied by a 3.5" diskette in WordPerfect or ASCII format.

I'd like to thank all the authors for their contributions to this summer issue. Some ideas for upcoming issues include: business archives with oral history programs; industrial design collections; business archives with outreach programs; and (as mentioned above) business collections in university archives. Some members have agreed to write articles on their oral history programs, however if anyone would like to prepare articles for any of these upcoming issues, please let me know.

I hope that many Section members will attend the SAA Annual Meeting in New Orleans. See you in September...!

FROM FUR TRADERS TO HIGH TECH: BUSINESS RECORDS AT THE MINNESOTA HISTORICAL SOCIETY



by Mark A. Greene, Curator of Manuscripts Acquisitions

The importance of commercial and financial institutions in the history of Minnesota has been recognized by the Minnesota Historical Society since its inception in 1849, when its founders began preserving the records of businesses in the state. The Society now has (so far as we know) one of the largest holdings of business records, as well as one of the single largest business collections, in the United States (18,700 cu. ft. and 10,600 cu. ft., respectively). The effort continues today through the acquisition of a selective but broad record of many commercial enterprises and through cooperative undertakings with businesses and business organizations to preserve and interpret their histories. Business records constitute one of the Society's principal manuscript strengths (and the single largest unit of our 38,000 cubic ft. manuscript holdings), the others being public affairs, environmental history, the Civil War, women's history, and agriculture.

The Society's manuscript holdings on Minnesota business reflect the diversity of the economic history of the state, and run from seventeenth century fur trade through venture capital firms in the 1980's. These business records range in size from single items to the 15,500 cubic feet of records of the Great Northern and Northern Pacific Railway companies. The holdings include both the records of businesses and the papers of business people. The best of the collections include every significant type of business record: correspondence, legal department files, accounting volumes, minutes, reports and analyses, advertising and public relations, photos, etc. In addition to manuscript collections, there are records relating to business in several of the Society's other collection units: the Minnesota State Archives, our Research Library, and our Newspaper, Sound and Visual, Art, and Museum collections.

Virtually every type of business common or important to Minnesota history is represented, from agriculture to high technology. However, the holdings' greatest strengths (considering number of collections, size of collections, and quality of collections) are in the areas of transportation, agribusiness, lumber, and mining — the four foundations of Minnesota's economy through the middle of this century. (A select list of major collections follows this article.)

The majority of business collections (in both number and size) represent defunct companies. However, the Society does

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MINNESOTA HISTORICAL SOCIETY, *from page 4*

aggressively target active Minnesota businesses whose records we feel strongly should be preserved, if the company has taken no steps to inaugurate an archives or -- as has too often been the case -- has recently eliminated the position of archivist. We are also approached by active companies who want advice about or a home for their historical records. We feel ethically bound to explain to all businesses that not only is a corporate archives an option (as a possible alternative to donation), but one which we will assist them in creating and maintaining. We have provided consultation and support to Pillsbury, General Mills, H.B. Fuller, St. Paul Companies (insurance), 3M, and Control Data -- to name only the largest firms -- to help them establish corporate archives.

> **The Society does aggressively target active Minnesota businesses... if the company has taken no steps to inaugurate an archives or -- as has too often been the case -- has recently eliminated the position of archivist.**

Certain currently-active companies, especially those that choose to have or to reinstate corporate archives, provide the Society with records of enduring historical value. The initial transfer of material is sometimes confined to the company's "historical files" or defunct archives; usually we work with the company to develop thereafter a periodic transfer of archival records as they become inactive. Public access to the records of active corporations is usually restricted, by contract, typically for 10 to 25 years from the date of creation of the record. Society staff will perform some reference service for the donor beyond that generally extended to researchers. Under certain circumstances we will formally loan back to the donor records which the company needs for an extended (but defined) period.

There is no charge to the corporation for the Society processing, storing and providing reference service for the records. Our benefit is ownership of the records upon receipt, and the ability therefore to ensure that important records are preserved and eventually made publicly available.

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The economy of Minnesota has changed dramatically in the last 40 years. Lumber, mining, and railroads have receded as influential industries, to be replaced by high technology (Cray, Control Data, Honeywell, 3M), retail sales and services (Dayton-Hudson, Carlson Companies, Musicland), health care (Group Health, Medtronic, Mayo Clinic, Hazelden), and airlines (Northwest). Many of these are Fortune 500 companies, and the

(Cont. next page)

MINNESOTA HISTORICAL SOCIETY, *from page 4*

potential size of their historical records is staggering. Hence the Manuscripts Section of the Society has launched a major study to redefine and refine our goals in the area of business documentation. We hope to have a report available for distribution by the end of 1993.

Appendix: Selected List of Major Collections in the Minn. Hist. Society.

Transportation

Great Northern Railway. Co., 1854–1970, 4,900 cu. ft.
Northern Pacific Railway Co., 1861–1970, 10,600 cu. ft.
Soo Line Railroad Co., 1870–1975, 275 cu. ft.
Duluth, Missabe & Iron Range Rwy. Co., 1874–1984, 124 cu. ft.
Minnesota Transfer Railway Co., 1882–1983, 103 cu. ft.
Republic Airlines, 1946–86, 59 cu. ft.
Northwest Airlines, 1946–86, 26 cu. ft.
St. Paul Union Depot Co., 1879–1982, 72 cu. ft.

Agribusiness

American Crystal Sugar Co., 1899–1973, 192 cu. ft.
Northrup King Co., 1884–1980, 66 cu. ft.
Farmers Union Central Exch. (CENEX), 1894–1989, 32 cu. ft.
Minnesota Association of Cooperatives, 1944–89, 63 cu. ft.
Harry A. Bullis (General Mills), 1898–1965, 13 cu. ft.
Peavey Co. (flour milling), 1905–1981, 64 cu. ft.
St. Paul Union Stockyards Co., 1886–1982, 80.5 cu. ft.

Lumber

Conwed Corp., 1921–89, 37 cu. ft.
Laird, Norton Co., 1855–1905, 92 cu. ft.
T. B. Walker and Family, 1860–1951, 308 cu. ft.
Weyerhaeuser Family and Companies, 1860–1961, 166 cu. ft.
Winton Lumber Co., 1894–1962, 70 cu. ft.
John M. Musser, 1935–90, 33 cu. ft.

Mining

Adams Family Mining Co., 1850–1970, 149 cu. ft.
E. J. Longyear Co., 1885–1949, 225 cu. ft.
E. W. Davis, 1883–1973, 75 cu. ft.

Miscellaneous: Manufacturing, Land, Law, Finance

Davidson Company (real estate), 1870–1970, 108 cu. ft.
Davis, Kellogg, and Severance (law), 1900–25, 106 cu. ft.
Jason Clark Easton (banking, agriculture, real estate), 1849–1941, 221 cu. ft.
First Midwest Corp. (venture capital), 1958–90, 41 cu. ft.
Honeywell, Inc., 1890–1980, 48 cu. ft.
Munsingwear, Inc., 1887–1987, 48 cu. ft.
Norwest Corporation (banking), 1888–1985, 55 cu. ft.
Rose Bros. Fur Co., 1855–1955, 78 cu. ft.
United Power Association (utility), 1955–76, 180 cu. ft.
Magnus Wefald (law, farming), 1877–1989, 100 cu. ft.

LAIRD NORTON: TWO ARCHIVES BETTER THAN ONE?

by Mike Harrell, Consulting Archivist, The Winthrop Group

If a company donates its early records to a public archival institution, should it feel obligated to continue donating, rather than consider establishing its own archive? In many cases, it is undoubtedly best to maintain the continuity of the archival record by open-ended donation and, indeed, the records otherwise may not be saved at all. What if the company decides to create a new archive? One such example is found in the Laird Norton Company, Seattle, Washington.

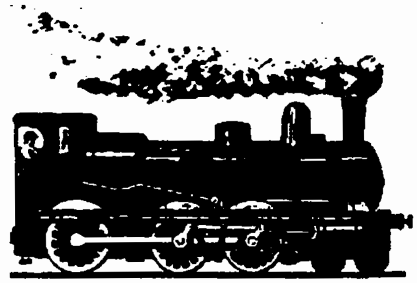
Laird Norton, originally a pioneer Minnesota lumber company, was founded in Winona in 1855 and went on to thrive during the Great Lakes pine boom of the late 19th century. After the pineries were logged out, most of the Mississippi River lumber companies disappeared or moved west. Laird Norton, too, shut down its manufacturing operations, but remained in Winona as a fiduciary company for the benefit of the founding families.

This meant that records continued to be generated even though the nature of the business records had changed substantially. This has resulted in the preservation of 138 years of company, business and family history, although not in one place. In 1947, the Minnesota Historical Society acquired the company's early files (1855 to 1905), but Laird Norton retained all post-lumber company era records. In 1955, the company, which had become a Washington corporation with close ties to the Northwest timber industry, moved its headquarters to Seattle. In 1984, a company archive was formally established.

Since Laird Norton business activities have been so distinctly divided in time and place, continuity of information seems to have been little affected by having company records separated between Minnesota and Washington. The early lumber era records are a unique contribution to Minnesota history, appropriately open to public use in that state. By the time the records were donated, the company had little current use for them, due to its change of business.

Moreover, the separation of Laird Norton's archives between public and private holdings has not hindered access by researchers. While the company was still in Winona, an extensive and scholarly history of the company's lumber years was written. In recent years, an historian of the lumber town of Potlatch, Idaho utilized company records in Seattle and a narrative of Laird Norton's involvement in the settlement of South Dakota was compiled from the M.H.S. collection.

Should a company consider establishing a new archive rather than augmenting an existing one? The example afforded by Laird Norton demonstrates that where records by their circumstances can be divided into discrete categories according to their nature, dates and function, separate archives may thrive harmoniously.



THE PENNSYLVANIA STATE ARCHIVES: A HERITAGE OF COAL AND STEEL

by Linda A. Ries, Head, Processing Section

The Pennsylvania State Archives has a wealth of historic documents relating to the state's business history. Although the primary function of the Archives (which is officially known as the Division of Archives and Manuscripts of the Pennsylvania Historical and Museum Commission) is to acquire, preserve, and make available for study the permanently valuable public records of the Commonwealth, with emphasis given to records of state government. The collections also contain records from the private sector, especially Pennsylvania's corporations. Many of these pertain to the coal, iron and transportation industries so significant to the Commonwealth's heritage. (A partial list of corporate records follows this article.)

The Archives holdings include records associated with prominent iron furnaces and iron masters, such as the Robert Coleman Family of Lebanon County, which operated, among others, the Cornwall Iron Works. The iron industry collections include such items as cash books, day books, ledgers, order and payroll books.

Records of the anthracite and bituminous coal industry describe strikes and industrial strife, as well as day-to-day operations. Such records typically include general correspondence, minute books, account books and estate records. Additional information about the coal industry can be found in the correspondence of state coal mine inspectors (1903-1951, 11 cubic ft.) and accident registers (1899-1972, 38 volumes) kept by the Department of Mines and Minerals Industries, a state agency. The accident registers, containing thousands of names, are particularly helpful to family historians seeking information about coal mining ancestors.

The Archives also maintains over 7,000 cubic ft. of records of businesses relating to the transportation industry, especially canals and railroads. The bulk of these belong to the Pennsylvania Central Railroad Corp., largely consisting of records of the Pennsylvania Railroad Co. and its subsidiaries. Significant record series include correspondence of the company president and board of directors. Information about the transportation industry is augmented by government records, including Internal Improvements Files 1777-1902 kept by several Pennsylvania state agencies and records of the Board of Canal Commissioners 1816-1868, the Highway Department

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PENN STATE ARCHIVES, *from previous page*

1706-1873 and the Port of Philadelphia, 1727-1956.

The State Archives is not collecting corporate records at this time as its facility is rapidly becoming full and available space is preserved primarily for government records. Potential acquisitions are generally referred to a local repository.

Other museums and historic sites under the administration of the Pennsylvania Historical and Museum Commission collect corporate records as well. Records related to the oil industry are housed at the Drake Well Museum, whose key collections include the papers of Ida Tarbell, Edwin Drake and the Valvoline Oil Company. The Pennsylvania Anthracite Heritage Museum collects records relating to the coal, silk and other industries in northeastern Pennsylvania. In addition, the Railroad Museum of Pennsylvania maintains holdings including records of the Vulcan Locomotive Works and the Baldwin Locomotive Works and an extensive photograph collection (over 40,000 photographs) relating to railroads all over the country.

Most of the private records mentioned in (or listed in the appendix to) this article were received from companies which are no longer in operation. Some of the records cited may be subject to donor-imposed restrictions. Records are available for free on-site research in the Search Room in Harrisburg. Mail inquiries for research by staff are subject to a modest search fee. Some holdings are on microfilm and are available for purchase or through interlibrary loan. For more information, contact: Reference Section, Pennsylvania State Archives, Box 1026, Harrisburg, PA 17108-1026, tel. (717) 783-3281.

Appendix - Selected Records in the Penn. State Archives

Iron

Cornwall Iron Works, 1757-1940 (207 cu. ft.)
Pine Grove Furnace Collection, 1785-1914 (60 cu. ft.)
Curtin Family Iron Works, 1810-1914 (6 cu. ft.)

Anthracite and Bituminous Coal

Lehigh Coal and Navigation Company, 1792-1978 (204 cu. ft.)
Fall Brook Railroad and Coal Company, 1768-1938 (345 cu. ft.)
Pennsylv. Coal Co., 1838-1975 (125 cu. ft.)

Transportation

Penn. Central Railroad Corp., ca. 1828-1969 (4800 cu. ft.)
Schuylkill Navig. Co., 1815-1951 (90 cu. ft.)
Erie Lackawanna Railway Company, 1832-1968 (70 cu. ft.)
Lehigh Valley Railroad Company, 1849-1962 (535 cu. ft.)
Baldwin Locomotive Works, ca. 1907-1950 (406 cu. ft.)

Related State Records

Dept. of Mines and Mineral Industries, 1903-1951 (11 cu. ft.)
Accident Registers, 1899-1972 (38 vols.)
Internal Improvements Files (Depts. of State, Treasury., Auditor Gen'l and Compt. Gen'l), 1777-1902 (20 cu. ft.)
Board of Canal Commissioners, 1816-1868 (100 cu. ft.)
Port of Philadelphia, 1727-1956 (100 cu. ft.)
Highways Dept., 1706-1873 (650 items)

BUSINESS AND TECHNOLOGY AT THE HAGLEY MUSEUM AND LIBRARY

by Michael Nash, Chief Curator

The research library at Hagley was founded by Pierre S. du Pont (1870-1954) as the Longwood Library in 1953. Eight years later, it merged with the Hagley Museum and moved to the site of the original Du Pont Company powder works near Wilmington, Delaware. During the next thirty years, the Hagley Museum and Library grew in stature. In 1985 it became a member of the Independent Research Libraries Association (IRLA).

The Hagley Museum and Library has become one of the nation's leading centers for the study of business history and the history of technology. Its research collections contain 20,000 linear ft. of archival material; 191,000 books, pamphlets, and serials; and 500,000 photographs. It also provides support for a broad spectrum of scholarly programs, including a center for advanced study, which offers fellowships and sponsors conferences and seminars, a joint graduate program offered in conjunction with the University of Delaware; and an outdoor museum that interprets the birthplace of the Du Pont Company.

The library at Hagley seeks to document American business, economic, and technological history within a broad social, cultural, and political context. The library collects the records of all types of commercial, industrial, service, and financial enterprises as well as the papers of the entrepreneurs who helped build these businesses. Its collections illustrate the impact of the business system on American society - its economic, technological, and labor history. Hagley also collects the archives of trade associations and other national business organizations.

Hagley's manuscript and archival collections contain the records of more than 1,000 firms, with special emphasis on the Mid-Atlantic region. The companies represented range from the mercantile houses of the late 18th century, through the artisan workshops of the 19th century, to the multinational corporations of the 20th century. The business and personal papers of the Du Pont Company and family were the core collections around which the library developed. Hagley's collections also include records of the northwestern railways - the Philadelphia & Reading and significant parts of the Pennsylvania Railroad archives. Other companies represented include Sun Oil, Westmoreland Coal, Sperry UNIVAC, Pennsylvania Power & Light Company, Bethlehem and Lukens Steel, Philadelphia National Bank, First Pennsylvania Bank and Provident Mutual Insurance Company. Hagley is also the

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HAGLEY MUSEUM AND LIBRARY, *from previous page*

repository for the records of three of the nation's most important national business organizations: the Chamber of Commerce of the United States, the National Association of Manufacturers and the Conference Board.

Hagley's collections draw researchers from all over the United States and the world. Scholars in residence for periods ranging from several days to six months come to explore the complex relationships between business, technology, and society. In recent years, research has focused on issues of international competitiveness, science and corporate strategy, business and the state, worker training, batch, mass, and flexible production, trade, technology, and industrial policy, advertising strategies, consumerism, and productivity.

> **Scholars in residence for periods ... come to explore the complex relationships between business, technology, and society. ...Hagley's large corporate collections support this type of interdisciplinary research.**

Hagley's large corporate collections support this type of interdisciplinary research. For example, the records of the Sun Oil Company (1886–1975, 540 linear ft.) and the papers of the firm's founding Pew Family (1875–1970, 150 linear ft.) trace the history of the petroleum industry in Pennsylvania and Texas. These collections date from the last quarter of the nineteenth century and describe Sun's origins in western Pennsylvania.

The correspondence of the company founder, Joseph Newton Pew, documents early attempts at exploration and the construction of a pipeline to connect Sun's oil fields to the Pittsburgh market. Sun became a major producer of crude oil after the 1901 Spindletop strike in Beaumont, Texas. This enabled it to build a large refinery in Marcus Hook, Pennsylvania and to begin to market its products in Europe. The records show, however, that Sun's efforts to compete with Standard Oil for domestic customers were largely unsuccessful until the 1920's and 1930's, when it developed a differentiated product line featuring "Blue Sunoco". The company's marketing and franchising strategies are described in the records. There are also materials documenting Sun's industrial research program that led to the development of the Houdry process for the catalytic cracking of petroleum molecules to produce high octane gasoline and aviation fuel.

Hagley welcomes research in its collections, and offers a full range of services including inter-library loan, photocopying, microfilming, and photographic reproduction. Grants-in-aid or other assistance are often available to qualified scholars. Hagley is a General Member of the Research Libraries Group and its collections are accessible through the RLIN database.

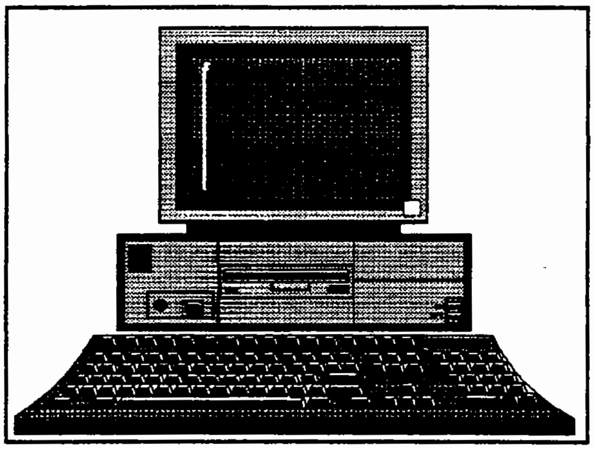
HIGH TECHNOLOGY

BUSINESS ARCHIVES AND MUSEUM MEETING

Reprinted by permission of the Charles Babbage Institute

[Editor's Note: The following article, which recently appeared in the newsletter of the University of Minnesota's Charles Babbage Institute, is being reprinted at the request of various SAA Business Section members, who thought that it might be of general interest to our readers.]

In February, a three-day "workshop" was held in Silicon Valley to share information among individuals involved in documenting the history of high-technology business, primarily the computer industry. The meeting involved curators, archivists and record managers from Apple, AT&T, Cray Research, Digital Equipment, Hewlett-Packard, Intel, Microsoft, Motorola, Sematech and Texas Instruments, as well as the Charles Babbage Institute ("CBI"), the Stanford and Silicon Valley Project, the Smithsonian and the Tech Museum of Innovation. Impetus for the event came from discussions between West Coast computer firms interested in expanding their historical programs. Tom Stephens, records manager for Apple Computer, coordinated the meeting planning.



Much of the meeting was devoted to tours of local historical programs, beginning with the Hewlett-Packard Corporation Archives. HP's program began in 1978 on the 50th anniversary of the company's founding and has thrived since that time. Archivist Karen Lewis and her staff described the circumstances that made the archives possible and the programs they pursued to keep the archives a vital and growing resource for the company. The HP archives contains corporate records, photographs, oral histories and artifacts, although there is no museum facility within the company. The philosophy of the corporation is geared toward "living archives," which insists that an archives can and must directly benefit the goals of the company. Lewis described how the staff had supplied the management of the company with information that was used in policy making.

In addition to the archives, the group toured the Exploratorium in San Francisco, the Tech Museum of Innovation in San Jose and the Intel Museum at the corporate headquarters in Santa Clara. All three provided different perspectives on inventive uses of high-technology artifact collections. The last site tour was hosted by Jodelle French, curator of the Intel Museum, who described the development of the company's museum and its role in communicating the culture of Intel to employees and their families, as well as the educational value of the museum for customers and the public.

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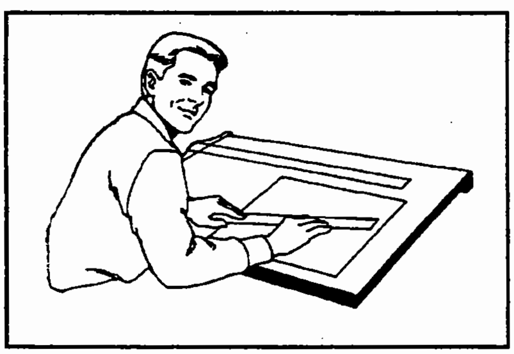
CBI HIGH-TECH CONF., *from previous page*

After the Intel tour the meeting participants enjoyed an afternoon of discussion over methods of making historical programs relevant to companies, the participation of cultural institutions (such as CBI and the Smithsonian) in fostering better documentation of the computer industry and problems and opportunities facing the group. The discussion focused on a common interest in high-technology, rather than individual perspectives offered by the records management, archival and museum communities. The group felt that similar meetings should be held in the future and tentatively agreed to meet in 1994.

Preceding the workshop, representatives from Apple Computer, CBI, Microsoft and the Smithsonian met to discuss a National Software Library. This discussion grew out of an initial meeting led by David Allison of the Smithsonian National Museum of American History. A number of microcomputer companies hold large collections of non-current microcomputer software which they feel have historical value and may be worth preserving. In addition, the Library of Congress has acquired a major collection of microcomputer software through material submitted for copyright registration. The short meeting solicited the interest of the participants and outlined preliminary steps to identify other collections and interested parties. Another meeting is scheduled for the Fall 1993.

Architectural Records Handbook Revised



MassCOPAR (Massachusetts Committee for the Preservation of Architectural Records) has announced the release of a new publication: *Records in Architectural Offices; Suggestions for the Organization, Storage and Conservation of Architectural Office Archives*. The publication provides an introduction to records management and preservation issues for design firms: architectural, engineering and planning, as well as government or institutional, archives. There are practical guidelines for implementing a records or information management program designed to improve office communication and productivity, as well as to offer legal protection.

This third edition has been completely revised and updated by Nancy Schrock and Mary Cooper to include new developments in computer records, reprographics and preservation. Although oriented toward firms, the descriptions of office practice and records types provide archivists with one of the best available introductions to architectural archives and other collections containing material in large size or non-paper format.

Copies are available for $12 each plus $3 shipping and handling, payable in advance, from MassCOPAR, P.O. Box 129, Cambridge, MA 02142. For more information, call Mary Daniels at (617) 496-1300.

BUSINESS RECORDS IN THE MANUSCRIPT DIVISION OF THE LIBRARY OF CONGRESS

by Mary M. Wolfskill

The Manuscript Division of the Library of Congress has significant holdings in the area of business records dating from the 1630's to late in the 20th century; however, most of these collections fall in the 18th and 19th centuries. The collecting of business records has not been a major focus of the division, and it is not included in present collecting policies because of the space requirements in housing such potentially voluminous quantities of material. Many of the existing collections in this area are quite small, numbering only a few items or a single account book, while others contain hundreds of thousands of items, including ledgers, journals, daybooks, cashbooks, invoices, bills, receipts, sales books, wastebooks, and the like. They may comprise the records of a company or be acquired as part of the personal papers of an individual.

The financial history of the United States government is well documented in the Manuscript Division's presidential papers, which range from the administration of George Washington to that of Calvin Coolidge, and in the papers of the more than twenty individuals who served as Secretaries of the Treasury. For the pre-Revolutionary era, there are personal and business accounts for various individuals dating from 1717, and the papers of Robert Morris contain the records of the Department of Finance for the Continental Congress for the years 1781-1784.

Among the earliest material in the division is an unusual collection of business items amassed by antiquarian and Shakespearean scholar J.O. Halliwell-Phillips to illustrate the history of prices in seventeenth and eighteenth century England. These records are primarily the accounts of two British families, who were part of the landed gentry. For the United States, similar records are available for prosperous plantation owners such as Robert Carter and the Randolph family of Virginia, which serve as important sources for the study of social and cultural history as well as documenting commercial transactions.

The business history of larger firms can be traced in the voluminous records of John Glassford and Company, which operated a system of branch stores along the banks of the Potomac River from 1753 to 1834; in the accounts of the mercantile firms of Stephen Collins and Son of Philadelphia, dating from 1701 to 1857; and among the commercial records of the Ellis-Allan and related companies of Richmond Virginia, which imported and sold general merchandise, and bought and exported tobacco.

Examples of records found in personal papers of individuals are the records of the National Negro Business League in the Booker T. Washington Papers and early IBM material in the papers of Herman Hollerith, inventor of the key punch tabulating machine. The papers of Averell Harriman abound in business records related to his activities as vice-president and chairman of the board of the Union Pacific Railroad, director of the Illinois Central Railroad, chairman of the board of the Merchant shipbuilding Corporation and W.A. Harriman & Company, investor in Soviet Georgian manganese concessions, and chair of the Business Advisory Council. His dealings in financial matters for the U.S. government with the National Recovery Administration and the European Recovery Program (Marshall Plan) are also well documented.

(Continued next page)

LIBRARY OF CONGRESS, *from previous page*

These are only a few examples of the business-related material available in the Manuscript Division. Since April 30 the Library of Congress MUMS (Multiple Use MARC System) database has become available through INTERNET. The manuscript file is part of that system and can be accessed by adding a file qualifier (;f=mss) after the search request. The MUMS database is a cataloger's tool and is not a user-friendly system. The following are examples of search commands:

find business;f=mss
find s business;f=mss
find accounts;f=mss
find merchants;f=mss
find c International Business Machines;f=mss
find p Harriman, W. A.;f=mss

Searches can be narrowed by using the following letters:

personal names = find p
corporate names = find c
titles = find t
subjects = find s

More information on gaining access to this file will soon be available.

CINCINNATI HISTORICAL SOCIETY, *from page 2*

manufactured numerous packing and filtering devices for explosives and gas masks. As a major printing company, the Hennegan Company's collection contains early correspondence and financial records, but a majority of the material consists of trade paper inserts and posters printed for the American movie industry from 1920 to 1975. The Society has collected additional movie material printed since 1976, but which has not been processed as yet.

The desire to acquire, accession and process business records important to Cincinnati's economic growth antedates the establishment of the Business Archives Program. Although the Society has been collecting business records throughout its 162 years of existence, it was evident by the 1980's that significant gaps remained. Efforts to acquire extant records had not been consistently organized. Furthermore, due to storage and personnel limitations, the Society restricted its policy to collecting the records of a company only after it had closed. Usually business records were donated by a former owner or employee years after the company's demise.

In 1990, the Society moved into a new facility with increased storage capacity, which enabled it to expand its business collections through a new Business Archives Program. The Society decided to collect aggressively records of businesses and organizations by offering, for a fee, a records management, archival administration and/or storage program. Under the Business Archives Program, a company or organization can retain ownership of its records until such time as its feels that its competitive position will not be compromised; this approach further encourages participation in the Business Archives Program and the eventual willing donation of records to the Society. The Program guarantees that important records will not be destroyed and allows the Society to receive and to organize a company's records while the company is still active.

Since the Business Archives Program began twenty-one months ago, contracts totalling almost $70,000 have been written. While this sum does not cover all expenses, it does defray a portion of the processing costs.

ADVERTISING AS A RESOURCE

by F. Bradley Lynch, The Advertising Council, Inc.

Advertising is a national resource that has illustrated, reflected and occasionally changed the course of lives and events. Advertisements and the records of their creation and achievement are especially valuable for several reasons:

- Ads illustrate how people lived and animate pages of historical text. While the records of photojournalism show how people faced rare moments of crisis, advertising affords insights into how they ate, dressed, entertained and relaxed and the aspirations, dreams and presumptions of their everyday lives.

- Advertising is the area where the interests of business and the public meet. Its study can generate volumes about both groups. The opinion studies conducted by advertisers indicate changing public attitudes on hundreds of subjects.

- More in America than anywhere else, advertising has affected political campaigns. It has also created awareness and affected actions on national issues; the uses of advertising range from enlisting citizen support to help win a world war, to combatting addictions, disease, intolerance, and ignorance.

- Because advertising is essentially such a public business, we can anticipate that as advertising moves into corporate and university archives, access to it will be less restricted than more sensitive or confidential materials, such as those relating to finance.

In addition, I suspect that the men and women who create advertising (and never get to sign their names to it) will be influential supporters of archives where their work can become part of the historical record instead of fading forever with memories of last night's prime time broadcast or yesterday's morning newspaper.

Advertising by its very nature is creative and generally fun. The advertising of yesteryear not only can provide historical insights, it can breathe life into research and help make history appealing to its students.

Editor's Note: Brad Lynch, an organizer of the recent advertising conference held at Duke University (see related article in this issue), is a senior public relations consultant at The Advertising Council and former director of corporate communications for NW Ayer Inc., the nation's oldest advertising agency, in New York.

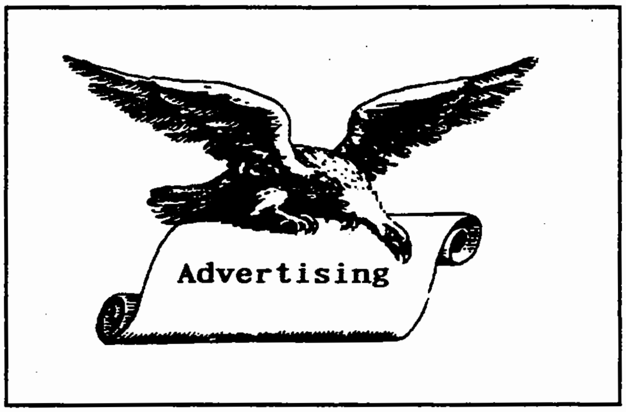
LEO BURNETT, *from page 1*

cereal boxes, Tony the Tiger, and the Marlboro Man were just a few of the graphics that stopped people short and drew them into intriguing displays telling the stories behind the origins of these campaigns, now a permanent part of our popular cultural heritage.

The Archives of the Leo Burnett Company, Inc., which supplied the exhibit elements, was brought together in the late 1980's, and is a valued company resource. The archives collections are used primarily to support the ongoing business activities of the Leo Burnett Company and to reinforce its effective and unique corporate culture.

Living Principles

The Burnett culture reflects the values and philosophies of its founder, elements which were instrumental in bringing the agency to its position today: eleventh in the world's top fifty advertising organizations, with over $4.3 billion in billings. Current management actively reinforces these values and philosophies to ensure continued growth and success.



Mr. Burnett was passionate about the role advertising plays in supporting capitalism and free enterprise and demanded that the agency provide clients with "the best advertising bar none." He believed in serving a limited number of clients and becoming deeply involved in each of their businesses (fifteen of its current major clients have been with the agency for over twenty years). As they grew, Leo Burnett reasoned, so would the agency. He believed that if employees focused on producing superior advertising, finances would take care of themselves. The Burnett agency is one of the very few that remain privately-held today, largely because Mr. Burnett felt strongly that the business should be owned only by those actively engaged in its day-to-day work. These are just a few examples of Mr. Burnett's beliefs that are documented in the Archives which are a part of the Burnett corporate heritage.

As current company strategies are built upon this strong corporate heritage, the Archives supports management in its efforts to communicate corporate philosophy and values to clients and employees alike. Mr. Burnett was a gifted and prolific writer and his speeches and writings are among the most highly utilized in the collection. "Leo" quotations are sought regularly for inclusion in client presentations, organization memoranda, employee publications, agency advertising, and internal manuals and handbooks.

The agency's Chicago headquarters, which were completed in 1989, are home to nearly 2,400 Burnetters. Examples of notable Burnett Company advertising are displayed throughout the building in order to share the visual corporate heritage with current employees and clients. Ads illustrating effective techniques and strategies pioneered by the agency have also been utilized as illustrations in employee yearly-planning calendars.

(Continued next page)

LEO BURNETT, *from previous page*

Chronicling Ads through History

Due to heavy internal use of the collections and to staffing limitations, the Archives is fairly restricted in its ability to support outside research. Occasionally, however, the Archives is able to respond to outside requests.

Such was the case when the Chicago Historical Society was planning its current exhibition (through August 15, 1993), "Chicago goes to War - The Home Front, 1941-1945." The agency's contributions as a founding member of the Advertising Council during World War II (then called the War Advertising Council) began a long standing tradition of active agency involvement in worthy *pro bono* projects on both the local and national level. Mr. Burnett was extremely proud of the advertising community's support of vital initiatives such as the campaigns for scrap salvage and victory gardens during the war years. The Archives, with client cooperation, was pleased, therefore, to be able to share with the Chicago Historical Society examples of war-time advertising developed for clients during the early 1940's. The ads vividly illustrate the messages received by the public during those war years.

Also, in support of the agency's Corporate Affairs Department, the Archives occasionally responds to outside requests for quotations or examples of advertising needed to illustrate or augment articles or publications about advertising. E.g., samples of Burnett advertising were made available for an article which appeared in a recent issue of *Lear's* magazine, chronicling advertising strategies directed at women throughout the decades since the 1920's. The ads selected by the magazine editors illustrate the fact that advertising tells us a great deal about the values or dreams of the audience that the advertising is attempting to reach.

The active role which the Burnett Archives plays in supporting the ongoing business of the agency may help to ensure that the collection continues to be developed and preserved, so that this vital segment of advertising history is documented and available to the Leo Burnett Company and researchers in years to come.

Editors note: Mary Edith, formerly an Archives Consultant for Leo Burnett, Inc., has recently become the Archivist for the Motorola, Inc. Corporate Archives located at the Motorola Museum of Electronics.

DUKE ADVERTISING CONFERENCE, *from page 1*

Linda Edgerly (The Winthrop Group), Stacy Flaherty and John Fleckner (Smithsonian Institution), Ellen Gartrell (Duke), Brad Lynch (The Advertising Council), Phil Mooney (Coca-Cola Company), William O'Barr (Anthropologist, Duke University), Bruce Simons (J. Walter Thompson Company) and Richard Tedlow (Harvard Business School). After considering whether the focus of the conference should be the development of a documentation strategy, the planning group quickly realized that an initial goal of the conference had to be educational: to reach people in the advertising industry, who rarely pay much attention to the business value of advertising history, let alone its broader cultural impact.

(Continued next page)

DUKE ADVERTISING CONFERENCE, *from previous page*

To that end, serious efforts were made to encourage substantial industry representation at the conference, both in terms of numbers of participants and their stature in business. The invitation packet included a carefully-designed leaflet and a cover letter signed by the Honorary Co-Chairmen of the Conference, one an advertising agency CEO, the other president of a national trade organization. We knew we were trying to "sell" to salespeople; we needed to use techniques of the very industry we were trying to reach. Telephone calls were made to each invitee. To reach the attendance goal of thirty-five, over 120 invitations had been sent out. As the date of the meeting approached, we were happily oversubscribed by about a dozen people; we also had attracted more than half our participants from industry, as we had hoped.

An initial goal ... had to be educational: to reach people who rarely pay much attention to the business value of advertising history, let alone its broader cultural impact.

The attendees represented agencies, businesses, industry organizations, archives, libraries, museums, and academic disciplines. The conference program, which consisted of presentations and small-group discussion, was constructed to encourage mixing among the participants. After opening remarks and a reception and dinner on Friday evening, Saturday was devoted to short presentations interspersed with discussion groups of ten to twelve people. The presentations were intended to provide general background on advertising history and various approaches to its preservation. Participants generally liked the program but most reported that the most valuable segments of the conference were the break-out group discussions. It was in those groups that we addressed the real work of deciding What To Do to better preserve advertising history. The recommendations of the four discussion groups were summed up at a Sunday morning plenary meeting. The conference planning committee then met later that day to act on the recommendations.

As a result, two actions are underway. First, a five-member editorial group will produce a post-conference publication to be distributed broadly in business and academic circles. The purpose is to disseminate the main themes of the conference. Second, the planners created The Council on Advertising History, an ad hoc group with a ten-member steering committee. The initial charge to this new committee is (1) to prepare a mission statement for the Council, (2) to work toward increased visibility and support for the cause of preserving advertising history, and (3) to identify ways to broaden participation in the Council's work.

The editorial group plans to have the conference publication ready by late summer. If possible, copies will be made available to Business Archives Section members

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DUKE ADVERTISING CONFERENCE, *from previous page*

at the SAA meeting in New Orleans; otherwise, people interested in the publication or other aspects of the conference may contact me directly (at the address below). With respect to the second and third stated objectives, our publicity efforts are already off to a good start with coverage in the advertising columns of both the New York Times and the Washington Times. These articles already have brought inquiries to both Duke and the Smithsonian about the conference project.

After a rainy and packed weekend program, the participants departed (many of them having been delayed up to twenty-four hours by the weather) with new ways of viewing the problems and challenges of documenting the advertising industry. Everyone went home tired and perhaps overloaded with information (one woman was heard to remark "Is there anything left to say about advertising?")

Many participants were inspired to think and act differently in light of what they had learned. As one advertising executive wrote after the event, "I got a new perspective on the issues from the people I met and the presentations that were made. I sensed in the audience a general heightening of awareness and enthusiasm. I include myself among the 'saved'." One marketing professor wrote, "I always judge conferences by the energy levels remaining at the last session, and everyone seemed full of enthusiasm to carry this forward." As we close the books on the conference itself, we hope and believe that he is right, because the work, indeed, has just begun.

For further information on the conference, please contact me (Ellen G. Gartrell) at the Center for Sales, Advertising, and Marketing History, 103 Perkins Library, Duke University, Box 90185, Durham NC 27708-0185 (tel: 919-660-5836; fax: 919-684-2855).

News from the Regions:

**** West Coast: ****

BEAR CREEK CORPORATION: A MAIL ORDER GIANT

Excerpted from Easy Access, *Vol. 18, no.4.*

Some readers may know of fruit gift boxes available from "Harry & David's" catalog, which has an extensive customer list *[Editor's note: which includes this editor!]*. This mail-order approach was undertaken during the Great Depression by Harry and David Rosenberg of the Bear Creek Orchard in Medford, Oregon, one of southern Oregon's oldest and largest commercial orchards. In 1991, the Bear Creek Corporation Archives opened.

According to an article prepared by William Alley, Archivist/ Historian, the Archives will also act as a repository for materials documenting the history of the region and the orchard industry in general. The Rosenbergs' first financial statement in 1914, photographs, product labels and a near complete run of catalogs (beginning 1934) are among documents contained in the collection. The Corporation Archives also has records of the Jackson & Perkins Co., which was

(Continued next page)

NEWS FROM THE REGIONS, *from previous page*

acquired in 1966, including patents, catalogs (from 1939) and a comprehensive photographic collection. Established in 1873, J&P is the nation's largest producer of roses.

Bear Creek Corporation, which is no longer family owned, is now among the ten largest direct mail companies in the United States. Access to the archives is restricted and requests for information are decided on an individual basis.

****** Chicago: ******

CHICAGO AREA BUSINESS ARCHIVISTS (CABA) ORGANIZES

by Elizabeth W. Adkins, Kraft General Foods, Inc.

Four years ago, a group of 12 archivists from corporations in the Chicago area met informally for lunch and some shop talk. Since we had such a good time, we thought that it would be a good idea to meet with one another on a regular basis -- and the Chicago Area Business Archivists (CABA) was formed. Somewhat surprisingly, we currently have nearly 40 members -- far more business archivists that we expected to find in the Chicago area (even if that does include a member in Milwaukee and another in Moline, Illinois).

Although our group had decided to meet quarterly, the schedule of meetings was quite informal. In fact, it was so informal that during 1992 we met only once. Therefore in February 1993 we met to discuss the future of CABA; the alternatives appeared to be either to become more organized or to disband.

Our members have demonstrated renewed interest in CABA and we have decided to continue, with greater organizational efforts. We have determined that we will have, for the first time, an official membership list and regularly scheduled meetings. Any person who does not request to be put on the membership list will be dropped from our mailings (which generally consist of meeting notices). We have again decided to meet three to four times a year, but at the last meeting of every year, the meetings for the next entire year will be scheduled.

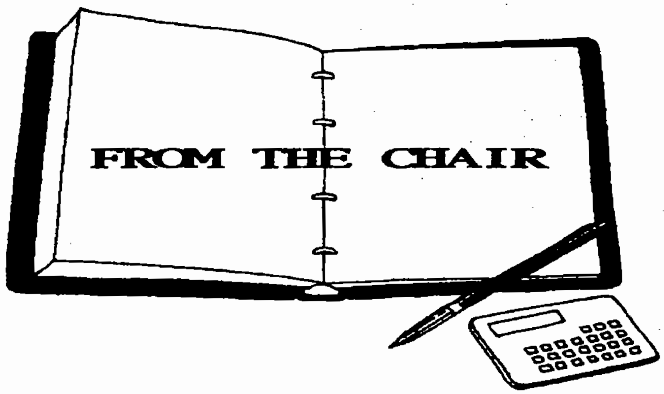
We still have no officers, no dues and no newsletter. But we do have a group that enjoys sharing ideas, touring business archives facilities and generally socializing on a semi-regular basis. What makes this group interesting is that we have many members who do not participate in SAA or any of the regional organizations. Some are more records managers than archivists; therefore there are opportunities for developing more bridges between the two professions.

Anyone in the Chicago area who is interested in business archives is welcome to join our group. If you would like to join CABA, contact Elizabeth Adkins at (708) 646-2982.

NEW FACILITY FOR H.B. FULLER COMPANY CORPORATE ARCHIVES

The H.B. Fuller Corporate Archives is in the process of renovating new space. Currently housed at the corporate headquarters in St. Paul, Minnesota, the archives will move into a newly constructed space along with corporate records management. The functions will share combined space housing staff offices, an environmentally controlled archives, the records center, viewing rooms and micrographics and archives workrooms.

The archives' address is 3220 LaBore Road, Vadnais Heights, MN 55110. Liz Holum Johnson, Corporate Archivist, can be reached at (612) 490-4803 or telefax: (612) 482-8945.



April 27, 1993

Spring may turn a young man's fancy to love, but it turns the thoughts of your middle-aged chairman to the SAA Annual Meeting. As I'm sure you are aware, that meeting will take place in New Orleans August 30 - September 5. During this gathering, the Business Section will sponsor two important events.

The first is a dinner and lecture to be held on the evening of Tuesday, August 31. I am honored to announce that the speaker will be Dr. Richard Greenleaf of Tulane University, who will address us on the implications of the proposed North American Free Trade Agreement. Because our fund raising efforts last year for the International Business Archives Forum in Montreal produced a surplus, we are able to offer you the opportunity to participate in this event without charge. However, space is limited and I urge you to fill out the registration blank (located on the next page of this newsletter) as soon as possible. I can't think of a better way for business archivists to begin their attendance at this year's Annual Meeting.

The other event is our section meeting, scheduled to be held on Friday, September 3, from 8 - 10 a.m. The highlight here will be an address by Kathi Ann Brown, an independent historian, on the production of corporate histories. Ms. Brown's most recent work is *Critical Connection*, a history of Motorola's communication business. She has promised a nuts and bolts presentation detailing the steps to take in planning a history while underlining some the likely problems to be encountered.

The section meeting will also include reports on ongoing projects, elections and members' comments and initiatives. Please bring along finding aids, repository guides and marketing brochures for distribution.

See you all in New Orleans.

Hal Keiner
Associate Archivist and Historian
CIGNA Corporation

SAA BUSINESS ARCHIVES SECTION
Dinner Meeting and Lecture
Tuesday, August 31, 1993
Sheraton New Orleans
Waterbury Hall Room
5:30 – 9:00 p.m.

The Business Archives Section is sponsoring a very special event at the SAA Annual Meeting in New Orleans. On the evening of August 31, Dr. Richard Greenleaf, Director of the Roger Thayer Stone Center for Latin American Studies at Tulane University, will present a lecture, "Doing Business in the 90's: The Impact of the North America Free Trade Agreement." Dr. Greenleaf's address will be preceded by a cocktail hour (cash bar) and dinner, and will be held at the Sheraton New Orleans, beginning at 5:30 p.m.

Dr. Greenleaf is an expert on NAFTA. This proposed treaty is of great interest to business archivists throughout the hemisphere, as it will alter commercial relationships, foster integration of companies and their records and challenge business archivists to document these developments. Following his lecture, Dr. Greenleaf will lead a discussion of these issues.

This event is a great way for you to begin the Annual Meeting. Although primarily of interest to business archivists, the event is open to all. Also, invitations have been extended to Latin American archivists attending the Annual Meeting in support of SAA's Latin American initiative. Best of all, dinner and the lecture are **FREE**, thanks to the generosity of the Kraft General Foods Foundation. Reservations are limited and will be filled on a "first come, first served" basis. <u>So, if you wish to attend, please fill out the form below (or a photocopy) and return to:</u> Elizabeth W. Adkins; Archives Manager; Kraft General Foods, Inc.; 6350 Kirk Street; Morton Grove, IL 60053. Telephone: (708) 646-2982; Fax: (708) 646-7699.
<u>Return Deadline</u>: July 31, 1993.

- -

REGISTRATION FORM FOR BUSINESS ARCHIVES DINNER AND LECTURE

Name: ______________________________

Title: ______________________________

Institution: ______________________________

Address: ______________________________

____

____

Member of SAA Business Section? Yes ____ No ____

Dinner Choice: Chicken ____ Fish ____ Vegetarian ____

BUSINESS ARCHIVES WORKSHOP HEADS EAST

SAA's next Business Archives Workshop will be taught in Philadelphia and has been scheduled tentatively for November 10-12, 1993. The instructors will be Phil Mooney of Coca-Cola and Elizabeth Adkins of Kraft General Foods, Inc. The workshop is designed as a well-rounded introduction to the work of business archivists and is particularly useful for recent employees of established archives or for those charged with organizing a new repository.

For further information, consult future editions of the *SAA Newsletter*, or contact Jane Kenamore, SAA's education officer, at (312) 922-0140.

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