

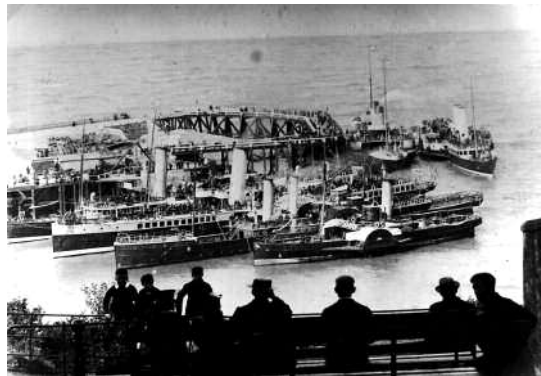
Newsletter



**BUSINESS
ARCHIVES
COUNCIL**

Full Steam Ahead: The BAC Cataloguing Grant Awards 2010

Richard Wiltshire, Senior Archivist – Business Archives, LMA.



Paddle steamers moored at Weymouth, including the Brodick Castle, c1901-1910 (Courtesy of Dorset History Centre).



Paddle steamer Empress moored at Lulworth Cove, c1906 (Courtesy of Dorset History Centre).

We are delighted to announce the winning applicants of the BAC cataloguing grant for business archives. Launched in April this year, the scheme is in support of the National Strategy for Business Archives. The Business Archives Council intends to make the grant available annually during strategy implementation, 2010-2015.

An impressive set of applications arrived by the June deadline, representing a good cross section of repositories, collections and localities in the United Kingdom. Normally only one grant of £2000 is made available to an applicant per year. However, the judging panel felt the standard was so high that it decided to award two grants this year. The winners, each receiving £2000, are Dorset History Centre (Dorset County Council) for cataloguing the archives of Cosens of Weymouth, Paddle Steamer Company (ref: D/COS), and the National Railway Museum for the cataloguing of small railway engineering and business collections.

Operating out of Weymouth, Dorset for nearly 150 years, Cosens' fleet of pleasure paddle steamers were once a familiar sight serving numerous towns along the south coast, the Channel Islands and France. Cosens were also coal and ice merchants, yacht builders, mast makers, smiths, millwrights, iron and brass founders. The Cosens collection consists of 26 boxes containing minute books, correspondence and reports, order books, accounts, a passenger ledger, workshop day books and other records including 500 works-department photographs and negatives of jobs undertaken at Portland, dating from 1859-1996. There are also inventories (including glass, plate, cutlery and linen) of the vessels The Empress of India, 1947-1958 and The

Monarch 1948.

The panel was impressed by the potential benefits this collection will make to the wider community by supporting Dorset History Centre's Family Learning project based around seaside holidays, and its relevance in giving historical background to the 2012 Olympics, in which Weymouth will host the sailing elements of the event. The extent and scope of the collection was also felt to be suitably matched to the funding available.

The National Railway Museum's collections covered by the grant comprise 60 small archives ranging from a few files or volumes up to two boxes. They include account books, reports, contracts, commonplace books, diaries and letters, dating from 1812 to the 1890s. The



George Stephenson's report on the Moreton-in-the-Marsh Railway of 1821 (1950-250/1), Leighton Dalrymple's 1812 observations on the Middleton Railway's locomotives (1996-7068), and locomotive memoranda books from the Lancaster & Carlisle Railway, 1856 (2009-7050, 7051), (Courtesy of the National Railway Museum).

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panel was impressed by the national importance of these items and their benefit to researchers in helping them better understand the birth and growth of railways. The dawn of modern locomotive manufacturing is represented by the unveiling of Stephenson's 'Rocket' to the world at the Rainhill Trials in 1829, recorded in a notebook by the engineer tasked with judging the Trials. The famous names of 19th century engineering business feature, including reports, accounts and letters by George and Robert Stephenson, I.K. Brunel, and John Rennie, and a unique commonplace book by Daniel Gooch, containing significant accounts of the lines and locomotives they built. The panel was also impressed by the realistic way the grant has been matched to help reduce the Museum's backlog of smaller collections.

The winners are due to complete their projects by 31 March 2011. An update on the results will be reported next year in this newsletter and the catalogues will be made available by the repositories and also submitted to the National Register of Archives (published by The National Archives).

The BAC is looking forward to help make further business collections more accessible through the grant in the coming years. Information on the 2011 grant will appear in due course on our website:

www.businessarchivescouncil.org.uk/activities/objectives/catgrant/.

Any questions should be addressed to Karen Sampson, BAC Honorary Secretary (email: karen.sampson@lloydsbanking.com; telephone: 020 7489 3945).



Daniel Gooch's sketch book, 1840-1862 (1996-7978), set of anonymous notebooks with observations on railways and engineering firms between 1825 and 1837 (1998-179), and the account book of William Lunn, land surveyor, 1843 to 1861 (1997-33), (Courtesy of the National Railway Museum).

BAC Bursary

Jonathan Silberstein-Loeb of the Saïd Business School at the University of Oxford has been awarded the BAC bursary to promote business history research. Details of his proposed research project are as follows:

Puff pieces and circulation scams: how British newspapers and advertisers learned to cooperate in the twentieth century.

During the nineteenth century, and for much of the twentieth century as well, opportunism between advertisers



Jonathan Silberstein-Loeb (left) receiving a cheque from BAC Chairman, Terry Gourvish.

and newspapers stymied the development of a viable advertising industry as well as the expansion of the press. On the one hand, the attempt of advertisers, and advertising agencies, to take advantage of newspaper editors either by seeking to place 'puff pieces' in newspapers free of charge, or devising other scams to defraud newspapers, precluded the possibility of trust between newspapers and advertisers. On the other hand, newspaper publishers who lied outright about the quantity or quality of their circulation, or developed schemes to artificially inflate their figures, prevented advertisers from valuing the space they purchased. As a consequence, the market for advertising space was exceedingly opaque. Inadequate information, and opportunistic behaviour, stunted the growth of both industries during the nineteenth century.

Frustrated by these constraints, advertisers and newspaper publishers sought to cooperate to achieve a viable solution. During the nineteenth and twentieth centuries newspaper publishers joined together to form organizations such as the Newspaper Society and the Newspaper Proprietors Association. Advertisers also established their own trade associations. These organizations developed standards intended to regulate the behaviour of members. Newspaper and advertising trade associations also negotiated agreements and contracts between them to enforce best practice. These efforts were only moderately successful. The market for advertising space remained remarkably imperfect. A critical breakthrough was the establishment in 1930 of the Audit

Bureau of Circulations (ABC), a cooperative effort that brought together newspaper publishers and advertising agencies, and which continues to provide verified and reliable circulation statistics for publications throughout the country. Changes in technology, and market research, also increased the quantity of information advertisers had about the circulation numbers, and about the value of advertising space. The Internet enabled newspapers for the first time to acquire real-time data about who and how many people read particular articles.

As the market for newspaper advertising became more transparent it affected the quality of the news. Increased information about consumers allowed publications to tailor their offerings to their readers, which increased advertising revenues. In effect, news became more subject to the market, which meant that content hitherto protected by market inefficiencies was exposed to competitive pressures.

Gemini News Service Archive

Mariam Yamin, Guardian News & Media Archive.

With the help of a grant from the International Development Research Centre (www.idrc.ca/), Guardian News & Media Archive has recently finished cataloguing the records of Gemini News Service. Founded in 1967, Gemini was a pioneering independent news agency specialising in the field of international and development journalism. Gemini was owned by the Guardian & Manchester Evening News Ltd from 1973 to 1982, and after the service ceased operation in 2002 its records were donated to the GNM Archive to ensure their long term preservation and to provide access to interested researchers. The extensive archive consists of 185 boxes of records dating from 1966 to 2008 and includes an almost complete set of the news

Gemini staff outside the Service's headquarters on Carmelite Street, London, 1969 (Courtesy of Guardian News & Media Archive).



Promotional leaflet for Gemini News Service, c1970 (Courtesy of Guardian News & Media Archive).

feature articles produced by Gemini, alongside the original artwork for the graphics that accompanied the stories and examples from its picture library. The archive also contains records concerning the management of the service including material relating to its foundation, financial records, minutes of board meetings, and correspondence with Gemini's correspondents and subscribers from around the world. Descriptions of the records in the collection are now available on our new online catalogue at calm.guardian.co.uk/CalmView

Researchers who are interested in consulting the collection can contact archives@guardian.co.uk to make an appointment. More details about the GNM Archive are available at www.guardian.co.uk/gnm-archive

Progress in Scotland

Kiara King, Archivist, The Ballast Trust.

A National Strategy for Business Archives in Scotland was developed by the BACS and the Ballast Trust in conjunction with the National Archives of Scotland and on behalf of the Scottish Council on Archives. It was published in August 2010 and can be viewed at www.scoarch.org.uk/

This strategy complements the National Strategy for Business Archives (England and Wales) published by The National Archives in May 2009. Both strategies share the same goals and the sponsors aim to work together

wherever possible, acknowledging that business and industry observe no borders. However, the Scottish strategy recognises that the Scottish context differs from that of England, Wales and Northern Ireland and this has been reflected in the setting out of a separate set of actions.

Further information about the strategy and its implementation is available on our blog: businessarchivesscotland.blogspot.com See also www.ballasttrust.org.uk

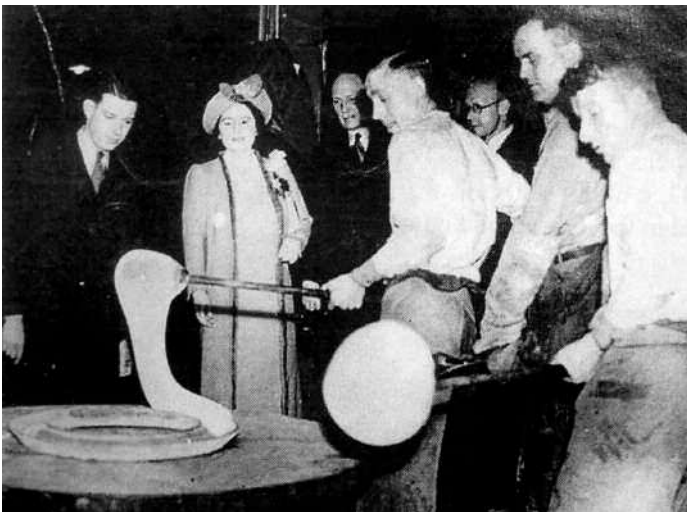
The Chance Brothers Archive

The task of cataloguing part of a major Black Country business archive is now complete, thanks to funding from the National Cataloguing Grants Programme.

Chance Brothers, which was based in Spon Lane, Smethwick, became a global household name for the quality of the glass it produced. The firm introduced sheet glass (also known as plate glass) into Britain in the 1830s. One of its greatest commissions was the glazing of the Crystal Palace for the Great Exhibition in 1851. That same year, Chance opened its lighthouse lens department, and became the world leader in lighthouse lens and apparatus manufacture, exporting to over 80 countries. The quality was such that many lighthouses still have their original Chance lens which may be up to 150 years old.

By the mid twentieth century, Chance was producing extremely popular domestic glassware, as well as laboratory glass, optical glass and a mind-boggling array of other products. Chance Brothers was eventually taken over by Pilkington and in the 1970s the archives were moved to its headquarters in St Helens. In 2008, after several years of negotiation, the archives were deposited at Sandwell Community History and Archives Service, which is based at Smethwick Library, for cataloguing. The archive is of great interest to a wide variety of researchers, from lighthouse enthusiasts, glass technologists and glass collectors, to former employees and their descendents.

Because the archive is so extensive (30 cubic metres in total), the cataloguing project could only deal with a third of the archive. It was necessary to prioritise the records which were essential for understanding the history of the company, and most in demand by researchers. The employment records, including salaries and wages and service agreements were the next to be catalogued. They date back to the 1840s and are



The Queen Mother visits Chance Brothers in 1940 (Courtesy of Sandwell Community History & Archives Service).

A Chance Brothers glassblower at work. The face protection looks primitive but has the advantage of easy removal! (Nature, 1930).



now being used by family historians keen to find out more about their ancestors who worked at Chances.

The lighthouse department's records were also catalogued. They include a complete run of orders for lighthouse lenses for around the world from 1858 to 1930. Among the records are catalogues and publicity photographs showing the variety of lenses and lighthouse apparatus produced. Whilst cataloguing these records, Laura Brett, the Project Archivist, was thrilled to discover a bundle of letters between James Timmins Chance and the Stevenson brothers, the famous Scottish lighthouse engineers. One of the brothers, Thomas Stevenson, was the father of the author Robert Louis Stevenson.

Sarah Chubb, Sandwell's Borough Archivist, will be giving a talk about some of the finds at the BAC conference on 11 November 2010 at the Freemasons Hall in London.

The catalogue of the Chance archive is online on the website: www.blackcountryhistory.org

And Finally

Members should have received by post a conference booking form with the AGM papers. A copy of the form is also available online at the BAC website.

www.businessarchivescouncil.org.uk

The editor of this newsletter is Alan Gall. The next issue will appear in Winter 2010. Prospective copy should be sent to Alan Gall, Tel: 0161 745 7029 (daytime) 01706 344429 (evening) Fax: 0161 745 9649 email: alanguall@hotmail.com Post: c/o SDA Electronics Ltd, Unit 30, Willan Industrial Estate, Eccles New Road, Salford M50 2GR.

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