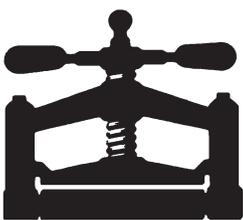


Newsletter



**BUSINESS
ARCHIVES
COUNCIL**

PASSENGER FARES OF THE CUNARD LINE AND THE BUSINESS OF MASS MIGRATION ACROSS THE NORTH ATLANTIC

Research supported by the BAC Bursary Award

Drew Keeling, Adjunct Instructor, History Department, University of Zurich

Late nineteenth and early twentieth century transatlantic migration was not only sizable and long-lived, it was also the core business of the first large-scale and long-distance multinational travel industry. British shipping lines pioneered the transport of migrant passengers on oceanic steamships in the mid-1800s, and were still important carriers half a century later, despite the shift in migrant origins from northwest to southern and eastern Europe by the 1890s. My recently completed dissertation, "The Business of Transatlantic Migration between Europe and the USA, 1900-1914" is the first comprehensive Europe-wide study of this migration as a travel business. I am currently in the process of presenting some dissertation results in articles, some of which require additional archival research, while also revising the dissertation itself for publication.

There has long been a scholarly consensus that the government statistics usually relied upon for quantitative measurement of migration flows are often incomplete and inconsistent. Important components of transatlantic migration, such as rates of return to Europe, and the role of travel costs, have hence remained relatively unclear. Relevant data in the archival records of shipping companies and conferences has been scarcely analyzed until recently, partly due to insufficient quantitative data-gathering in prior historiography.



BAC Chair Dr Terry Gourvish presents Drew Keeling with the BAC Bursary Award.

The most complete and detailed source of revenue and passenger information for this period are the records of the Cunard Steamship Line at the University of Liverpool. These contain a consistent accounting of Cunard's principal Liverpool-New York route starting from the early 1880s. This rare continuous documentation of passenger movements and receipts enables derivation of a time series of effective transatlantic fares, the lack of which has long plagued migration histories.

I have already compiled and published quarterly data on Cunard's fares and passengers for the years 1903 to 1914 (in an article in *Research in Maritime History*, volume 33). The seasonal and cyclical fluctuations revealed in this quarterly time series underscore the importance of such variability to the risk and return of shipping companies' migrant transport business. This supports a key conclusion of my dissertation: that risk and risk-management, more so than costs or short-term profit maximization, dominated North Atlantic passenger shipping lines' strategies during this "Great Migration."

Thanks to the timely support provided by the BAC Bursary Award, I will now be able to extend the quarterly series of Cunard's passenger and fare statistics back as far as 1885. I hope to publish these data in an article for *Business Archives. Sources and History* that will discuss some of the technical and interpretative aspects of using such business archives to shed light on issues in social and economic history. I believe that the article will also provide new insights into the passenger trade of the Cunard Line, and the patterns of transatlantic migration, during what is sometimes referred to as the "first era of globalization."

It was with great sadness that the Council learned of the sudden death of Len Macdonald in July. Len, formerly Archivist and Records Manager at Pilkington's and a Chair of the Records Management Society, was a longstanding and influential member of the BAC. He will be greatly missed. An obituary will appear in *Business Archives*.

Welcome SDA Electronics Ltd

SDA Electronics recently joined the BAC – the archive is introduced here by Alan Gall

Although it was founded in London, the General Electric Company once had an intimate connection with the city of Salford. The first GEC factory of any significance stood on the banks of the River Irwell, overlooking Manchester from the Salford side of the boundary. When this building suffered a devastating fire in 1895 (and not 1893 as all GEC histories claim) the founders moved the workforce a short distance away to Peel Works, where much of the country's early telephone equipment was subsequently made. GEC expanded at a phenomenally rapid rate soon relocating most of the production to other factories, such as those newly built at Birmingham and Coventry. By 1921, the exodus had been completed leaving Peel Works in the hands of a subsidiary company called Salford Electrical Instruments (SEI). Originally GEC's meter department, this section had begun in 1905 with a staff of around 140. After taking over Peel Works, SEI continued to grow and at its height of prosperity employed 3000 people in seven factories.

The decline in SEI's fortunes began in the early 1980s. A reduction in the total workforce was followed by the complete closure of some departments. In 1984, the right to manufacture precision potentiometers was sold privately to SEI's technical director who moved materials and some personnel to a small industrial unit in Salford. Production at this new site resumed under the name Salford Development Associates Ltd (later to become SDA Electronics Ltd). Two years later, SEI closed its coilwinding facility and this operation was also taken over by SDA. SEI's last factory, in the town of Heywood, closed down in 1993.

For the past twenty years, there has been an active policy at SDA of collecting material related to SEI and GEC, often from ex-employees. Salford Local History Library has also assisted with copies of planning applications, photographs and general information. Through an association with local history publisher, Neil Richardson, some personal accounts of working life at SEI have been published.

We were pleased to help Nugus Martin Productions with an episode of the television series, *Deadmen's Secrets*. This featured the part played by Henry Cobden Turner, Manager of SEI during the war years, in the story of the Oslo Report. This anonymous report was sent to England in 1939 via the British Embassy in Oslo and contained

information on Germany's secret war weapons. The identity of the person who compiled these details has been the subject of controversy ever since. Our archive was able to supply photographs used in the documentary and subsequently there has been correspondence with the American physicist and author, Arnold Kramish, who has his own theories on the subject. We were also successful in tracing Mr Turner's daughter, although the additional information gained came too late for inclusion in the programme.

A full catalogue of items in the archive has yet to be produced but, as a guide, the material falls into the following categories:

Manufacturing records of the potentiometer department from the early 1950s

Engineering records of the coilwinding department from the early 1960s

Technical details relating to the manufacture of nickel-iron powder cores

SEI and GEC catalogues and pamphlets

Plans and maps of various SEI factories

Correspondence with ex-employees of SEI

Collections of patents, newspaper reports, internal memos and ephemera from SEI and GEC

Photographs of personnel, factories and products

The archive is managed by Alan, a director of SDA Electronics, and (part-time) archivist for the Institute of Science Technology. He is currently working on a history of the scientific glassblowing and laboratory supply industry. Recent articles include a history of James A. Jobling & Co Ltd, manufacturers of Pyrex, for the journal of the British Society of Scientific Glassblowers and an account of the arsenic poisoning that disrupted the north west brewing industry in 1901. Alan welcomes contact with anyone interested in the above. Viewing of the archive can be arranged. Contact Alan Gall at SDA Electronics Ltd, 0161 745 7029, alagall@hotmail.com

A DAY IN THE LIFE OF...

What do business archivists do during a typical day at work? Well the variety is captured in the recently published 'Careers in business archives - case studies' on www.businessarchivescouncil.com. Many thanks to Clare Wood (Sainsbury Archive), Pamela Hunter (C. Hoare & Co), John Porter (Faber Archive), Nicola Marchbank (Barclays Group Archive) and Jessica Newton (The British Postal Museum & Archive) for their contributions.

Business Records Development Officer

With the summer holidays behind us the recruitment process for the new BRDO is underway. The new BRDO will need to hit the ground running and tackle two major tasks - producing a draft business records strategy and setting up a series of meetings and consultations to ensure that all stakeholders have ample opportunity to make their views known and comment on the strategy. Watch this space...

Past Rites: Economist Article on Corporate History

Some companies are more creative in their use of history than others. HSBC's History Wall, a striking art installation at the bank's London headquarters, is made up of 3,743 images drawn from the bank's archives and arranged in chronological order. *The Economist*, 6 September 2007, print edition.

Congratulations to BAC member HSBC on getting a mention in this recent article in *The Economist*, now available online. 'Past rites' provides a quick walk through of some of the imaginative ways in which companies are capitalizing on their history. From Wells Fargo's chain of museums and Coca-Cola's new museum in Atlanta expected to pull in more than one million paying visitors a year, to Disney's constant mining of its archives of old films for 'new' material and Volkswagen's overhaul of an old design for its New Beetle. Interestingly the article concludes that the bigger payoff tends to be less tangible 'that of forging bonds with customers and employees'.

STOP PRESS: BAC Supports 'Meet the Archivists' - A Workshop Jointly Sponsored by The Baring Archive and the London School of Economics

How many new PhD students are aware of the vast array of research opportunities within business archives? Or indeed how to make the most of these opportunities? 'Meet the Archivists' a one day workshop sponsored by the London School of Economics and The Baring Archive seeks to address this issue.

During the Workshop research students and archivists will talk about techniques of archival research and enjoy lunch around an exposition by business archives. The event will take place on 27 November 2007 at 60 London Wall in the City of London, the home of The Baring Archive. The event, which is being organized by Alexander Apostolides of the LSE's Economic History Department, has the BAC's full support.

The Workshop's aims are

- To promote business archives to new researchers
- To acquaint new researchers with available business archive resources in London
- To provide skills for maximizing time spent on archival research
- To identify specific research opportunities within business archives
- To enable researchers to understand how business archives can be used in general history research as well as in economic history

Alexander will be advertising the event to research students and research fellows of the London School of Economics, City University, Kings College and London University. There is no charge for the event but places will be restricted and allocated on a first come first served basis. BAC members wishing to participate in the day either as researchers or representatives of business archives should contact Alexander at A.Apostolides@lse.ac.uk. Alexander is keen for the business archives sector to be well represented in the exposition and afternoon session. At the time of going to press The Rothschild Archive and The Baring Archive are confirmed.

Provisional programme:

10:00 – 10:30 Registration

10:30 – 11:30 (Speaker TBC) "Use and Uses of Archives"

11:30 – 13:00 (TBC) "Enriching scholarly research; using business archives for general historical research"

13:00 – 14:30 Sandwich lunch around the archive expositions – chance for researchers and archivists to meet

14:30 – 16:30 Archive Session: Archives are formally introduced and given an opportunity to describe particular research opportunities

17:00 Close

As details are finalised updates will be published on www.businessarchivescouncil.co.uk.

A PHILANTHROPIC PAST & PRESENT

ICCA-EABH Conference 2008: Call for Papers

The Institute for Corporate Culture Affairs (ICCA) and the European Association for Banking and Financial History (EABH) both based in Frankfurt are organising a colloquium on "The History of Corporate Social Responsibility (CSR) in Companies and Banks", October 2008, Frankfurt am Main, Germany.

Colloquium Outline

The aim of the event is to bring together experts, historians, researchers and academics from around the world working in the field of business history, CSR and Corporate History to exchange experiences and positions from different perspectives and results of research.

Social engagement, CSR and philanthropy are rich areas of interest revealing much about how companies and banks viewed and view themselves and their role in society throughout their history. In what way, for example, have companies' actions and perception of CSR changed and developed? How did companies sponsor and undertake philanthropy in the past? What were the motivations and focus? Have these changed? How did CSR compare across countries and sectors? To what extent did philanthropy and social engagement follow a strategic purpose? These are just some of the questions the conference will analyse and explore.

Key dates: Submission deadline 31 December 2007; author's notification 1 March 2008; conference takes place October 2008

The results and papers of this colloquium will be published by ICCA soon after the event. More information can be found on www.bankinghistory.de.

Conference Reminder

Initiatives and Innovation: Business Archives Today and Tomorrow, 13th November

Places remain for this year's BAC Conference. The full programme and booking form are available on www.businessarchivescouncil.com. The day will bring together archivists, historians and community archives to examine new initiatives being undertaken by those involved in the sector in 2007 and will begin with a keynote speech by Dr Richard Coopey on using archives in the music business. Our hosts at Barclays will cover the development of the Barclays archive and issues current within the business today and David Rayment will describe the innovative rescue of the archives of the Institute of Actuaries.

A new initiative with growing relevance to those in the archive sector, the Designation Scheme, will be covered by MLA and Kate Murphy will speak about her research into the women managers at the BBC in the first half of the 20th century. The afternoon session will concentrate on one of the fastest growing movements within the sector,

Community Archives, with Cheryl Bailey presenting a paper on the Midlands based HLF funded project "Documenting the Workshop of the World" and Steve Capes will describe the very successful Cambridge Community Archive Network. The day will close with an opportunity for delegates to discuss the initiatives presented with a panel of the speakers and members of the BAC executive. Delegates



©Museum in Docklands

The Wadsworth Prize reception will take place at Museum in Docklands.

are then invited to attend the presentation of the prestigious Wadsworth Prize at a reception hosted by the BAC at the Sainsbury's archive centre in the Museum in Docklands.

In Brief

Genealogy for Librarians and Archivists, 5 November 2007, 10:30 – 17:00, cost £25.00, Society of Genealogists, events@sog.org.uk

A Place in the Sun: fire insurance records for local and family history, 7 November 2007, 9.30 – 17:00, Guildhall Manuscripts Section, Sharon.Tuff@cityoflondon.gov.uk. An introduction to fire insurance records as a source of information on London householders and traders in the early 19th century, of interest to family, social and business historians.

Bread or Blood Riots, 24 November 2007, Suffolk Record Office, Bury St Edmonds, Judith.Stephenson@libher.suffolkcc.gov.uk. The impact of economic depression following the end of the Napoleonic wars.

Catalogue Awareness Day, 30 November 2007, 10:00 – 16:00, The National Archives, a free event. One-day conference around TNA's record catalogue, a good chance to find out about current projects and developments at TNA. Book online www.nationalarchives.gov.uk/events/catalogue-awareness-day.htm.

Online Information 2007, 4-6 December 2007, Olympia Grand Hall, London. An opportunity to keep up to date with latest industry developments in the role of information professionals. Register in advance for free entry www.online-information.co.uk.

Annual Accounts

The BAC Annual Accounts 2007 are included in this mailing.

Advertising Opportunities

There are advertising opportunities in all three of the Council's regular publications. Costs are:

	Full page	Half page	Quarter page	Single sheet inserts
Business Archives, Principles and Practice	£150	£100		
Business Archives, Sources and History	£150	£100		
Newsletter		£150	£100	£150

The editor of this newsletter is Jane Waller. The next issue will appear in Winter 2007. Prospective copy should be sent to Jane Waller at ING Bank NV, 60 London Wall, London EC2M 5TQ; jane.waller@uk.ing.com.

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Printed by Paterson Printing Ltd, 21 Chapman Way, Tunbridge Wells, Kent TN2 3EP.

Tel: 01892 511212; Fax 01892 519566; www.patersons.com