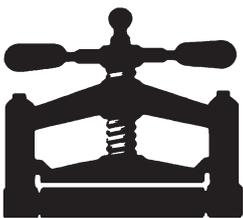


Newsletter



**BUSINESS
ARCHIVES
COUNCIL**

BAC Bursary Award

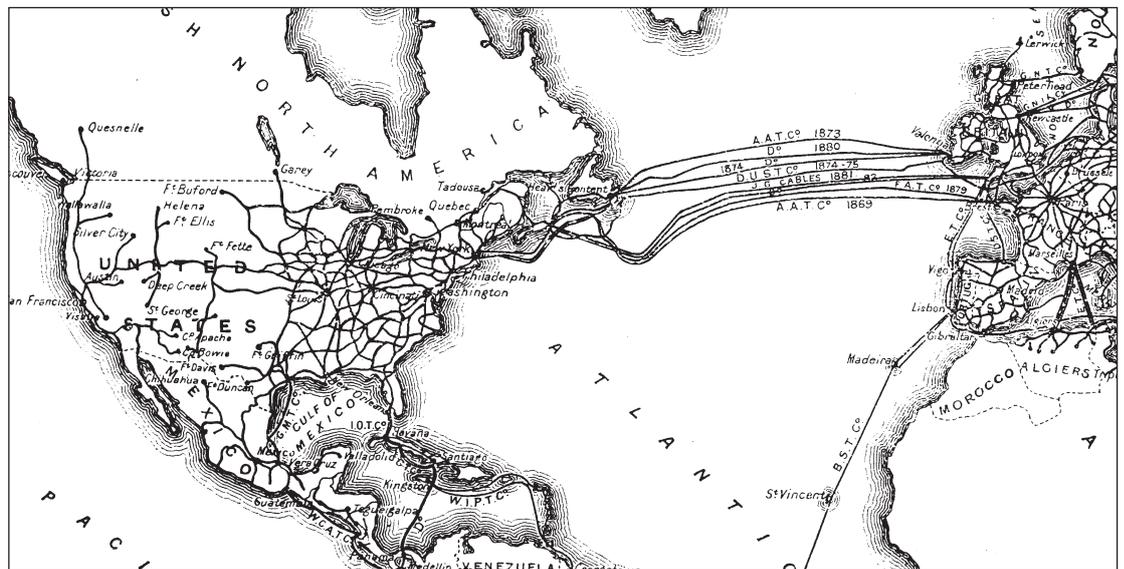
As reported in the last issue of the Newsletter, the winner of the Business Archives Council's Business History Bursary for 2008 is Felipe Tâmega Fernandes, a Brazilian post-graduate student based at the London School of Economics. Felipe's research project is entitled 'Telegraphs & Shipping: Shrinking Economic Distances, 1850s-1914'. He has kindly provided the following outline of the subject.

Telegraphs are usually analysed in conjunction with railways and the literature has somewhat neglected the role of telegraphic communication for the development of steamship navigation. Telegraphs meant that the owners of a cargo ship could communicate with its captain whenever it reached a certain port and shippers could keep track of their shipments. Since steamships were very costly to build and operate, cable communication would then help to promote profitability as ships could be continuously transporting full loads of cargo. Without a cable connection in the port, it would have been difficult for ship owners to maximise their profitability and hence fewer steamships would have touched that port.

It is possible then, that telegraphic communication was at the heart of diminishing transport costs across the Atlantic. First, the project thus aims to examine the impact of the establishment of the Atlantic submarine cable connecting England to Canada and thence to the USA on freight costs. The idea is to see if the cost of sending messages by telegraph along the Atlantic cables can explain the decreasing freight rates charged in the trade between England and the USA by

applying econometric techniques and qualitative evidence. Secondly, the project will also compare the freight trend along routes not covered by the telegraph system (or in which the price of sending telegrams was very high). The project further aims to gather data for communication (data and traffic) between England and very distant places such as Australia and the Brazilian Amazon (for which I have already collected some data). This data could then be used for another paper about the impact of telegraphic disruptions on the price of commodities (and stock shares) quoted in England versus Amazonian or Australian prices/quotes. The idea is to see if disruptions caused temporary divergence of prices between localities.

There seems to be a vast amount of information on telegraphic communication available in London and in Porthcurno. UCL currently holds the archives of the Western Telegraph Co. whereas data for the Eastern Telegraph Co. can be found in Porthcurno. Some additional data can possibly be found in annual reports to the London Stock Exchange at the Guildhall Library. For freight rates, the departure point will be Douglas North ('Ocean Freight Rates and Economic Development 1750-1913'), Nick Harley 'Steers Afloat the North Atlantic Meat Trade, Liner Predominance and Freight Rates, 1870-1913' and 'Ocean Freight Rates and Productivity, 1740-1913: The Primacy of Mechanical Invention Reaffirmed'), Lew and Cater ('The Telegraph, Co-ordination of Tramp Shipping, and Growth in World Trade'), among others. I will also look at primary sources from shipping journals.



The trans-Atlantic telegraph cable system as shown in *The Stock Exchange Intelligence* (1883)

A.A.T.Co = Anglo American Telegraph Co
B.S.T.Co = Brazil Submarine Telegraph Co
D.U.S.T.Co = Direct United States Telegraph Co

F.A.T.Co = *Companie Française du Télégraphe*
J.G.Cables = Jay Gould Cables

continued from page 1

I estimate the data collection will take eight to ten weeks and I will require another three months for data processing and two months for writing up the papers. The final outcome will be two different papers: a) Impact of telegraphic communication onto freights across the Atlantic and b) Impact of telegraphic disruptions onto price differentials between very distant places.



Felipe Fernandes (right) receiving his award from BAC Chairman, Terry Gourvish.



Members at the annual conference of the Association of Business Historians, held at the University of Birmingham in July 2008. The theme of the conference was 'Business History after Chandler'.

Beyond The Ordinary - Strategies for Sustainable Business Archives Business Archives Council Annual Conference 2008

This year's BAC Conference will be held at the Wellcome Library in London on Wednesday 12th November 2008. It will focus on the various options for owners of collections to consider when looking at the sustainability of their archives in the long term. Traditionally companies have maintained and run archives within the structure of the company, but now some are looking at alternatives to this by considering a move to create trusts, work in partnership, or donate their collections to other bodies such as universities or public sector record offices. Fundraising has also become more of an issue with HLF and other funding bodies being prepared to consider projects which include business archive collections. The BAC Conference will present options which have already been adopted by some archives, with expert information and a series of case studies highlighting these strategies. The Conference will be of

relevance to all business archivists and also those with an interest in the sustainability and access to our heritage collections. The speakers will include Joan Heggie of the British Steel Collection, Teresa Wilmshurst of the Waterways Trust and Richard Taylor of the National Railways Museum. Katey Logan and John Quail will host the afternoon's Question Time panel. All delegates will be offered the opportunity to submit, in advance, a question to the session and further debate will be encouraged!

The BAC Conference will be followed by the presentation of the Wadsworth Prize for Business History, which Unilever is kindly hosting this year.

Booking forms for the Conference are available from the Conference organiser Judy Faraday on 01438 312388 ext 4202; judy_faraday@johnlewis.co.uk, and will shortly be available on the BAC website.

Tales of the Tripe Trade

Mark Hix, writing in *The Independent* last year, bemoaned the demise of tripe in the modern diet. One of the few books to deal with the tripe trade is Marjory Houlihan's 'A Most Excellent Dish: Tales of the Lancashire Tripe Trade'. A very modestly priced book of 48 pages, this treats the subject from a local history perspective. The publisher is Neil Richardson of Ringley, near Manchester.

This book was published in 1988 but the professional historian sometimes overlooks local history sources like this. Other titles of relevance to business history from the same publisher are:

Avro, The Story of Manchester's Aircraft Company by Harry Holmes (1993)

Dukinfield Cotton Mills by Ian Hayes (1993)

Electricity in Manchester by Roy Frost (1993)

The History of the Welcome Brewery, Oldham by Susan F.Hyde (2004)

Preston's Palaces of Pleasure by John Cotterall (1988)

Stalybridge Cotton Mills by Ian Haynes (1990)

With the Manchester Ship Canal Company 1894 to 1945 – the recollections of Warren J.Bruce (1990).

For further details of these publications contact Sue Richardson at wattywalton@btinternet.com

'Cities of Business, the Business of Cities...'

Association of Business Historians Annual Conference 2009

University of Liverpool Management School, 3 & 4 July 2009

Call for Papers

The 2009 ABH conference will focus on the urban nature and context of most modern business activity. Cities such as Liverpool have been both an arena for business, a place in which business services, networks, elites, and particular patterns of urban consumption develop, and a conduit for business activity, linking hinterlands with other regions and with the overseas world through flows of goods, money, people, and ideas.

As is traditional, the organisers also welcome papers on any topic related to business history, even where it does not focus on the conference theme, and on any time period or country. Proposals are welcome for either individual papers or entire sessions (each normally of one and a half hours). Each paper proposal should include a short (one page) abstract, a list of 3 to 5 keywords and a brief CV. Proposals for sessions should also include a cover letter containing a Session title and a brief description of or

rationale for the proposed session. Further details: www.busman.qmw.ac.uk/abh/Conference_2009/2009_Conference_proposal.pdf

If you have any questions, please contact either of the local organizers, Rory Miller and Andrew Popp, at abh2009@liv.ac.uk.

The deadline for submission is 31 December 2008

Please send proposals electronically to abh2009@liv.ac.uk or by mail to

Andrew Popp, Rory Miller & Stephanie Decker
University of Liverpool Management School
Chatham Street
Liverpool
L69 7ZH

European Business History Association 2009 Conference

Bocconi University, Milan, Italy

The 13th meeting of the European Business History Association and the 55th meeting of the Business History Conference (BHC) will be a joint conference, hosted by Bocconi University in Milan, Italy. The call for papers has now been posted.

The theme for the 2009 conference is 'Fashions: Business Practices in Historical Perspective.' The deadline for proposals, including full sessions or abstracts of individual papers, is 29 September 2008. Please direct queries to the BHC Secretary Roger Horowitz, at rh@udel.edu.

Further details: www.ebha.org

The Conference On Historical Analysis & Research In Marketing (CHARM)

In 2009 CHARM travels to England, where the esteemed historian Lord Acton once said 'It is by solidity of criticism more than by the plenitude of erudition, that the study of history strengthens, and straightens, and extends the mind' (1895).

Papers on all aspects of marketing history and the history of marketing thought in all geographic areas and all time frames are welcome at this friendly and collegial gathering. Methodological, pedagogical, and historiographic submissions are also invited. All paper submissions will be double blind reviewed and a proceedings volume will be published. Full papers (25 page maximum) or extended abstracts may be submitted. Authors may choose to publish either full papers or extended abstracts in the proceedings. To provide reviewers with sufficient information extended abstracts should be: 1,200-1,500 words in length and include the research purpose, source material or data, and sample references.

The deadline for submission is 1 December 2008

Outstanding full papers may be invited for publication in the Journal of Historical Research in Marketing or for submission to a special issue of the Journal of Macromarketing. Full papers are also eligible to be considered for: the Stanley C. Hollander Best Paper Award (best overall paper) and the David D. Monieson Best Student Paper Award (best paper by a graduate student). The David D. Monieson Best Student Paper Award eligibility requires that the paper be authored solely by a graduate student(s) and that student authorship be noted on the cover page upon submission.

For additional information about the Conference contact:

Program Chair:

William W. Keep
Professor of Marketing
Quinnipiac University
Hamden, CT USA
william.keep@quinnipiac.edu

Arrangements Chair:

Mark Tadajewski
Lecturer in Critical Marketing
University of Leicester
Leicester, England
Mt66@leicester.ac.uk

The General Electric Company

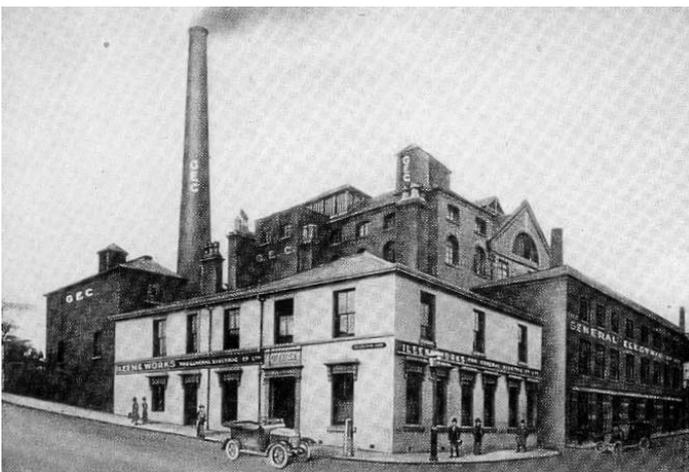
Bob Cutts, a retired lecturer living in Bristol, is a man with a mission. He is currently hard at work constructing a web site to display as much information as possible about the activities of the former GEC and its associated companies. This is no small task as the list of businesses that were involved, in one way or another, is extremely lengthy. The foundation for GEC was the German merchant Gustav Binswanger (later Byng) who began selling mechanical engineering supplies, then switched to electrical goods. With the arrival of Hugo Hirst (originally spelt Hirsch) a chain of events began which saw a rapid rise in the fortunes of a business that might otherwise have developed into only a minor player in the electrical industry.

Documents recently acquired from the old GEC telephone works at Coventry provided Bob with a surprise. Amongst them was a contract for automatic telephone exchanges in Nigeria, signed by Bob's father in 1953. His father was then assistant Company Secretary at GEC's Magnet House, in London.

Also of interest is Benjamin Newgass, the financier who held a large proportion of GEC shares until the Baring Crisis forced him to sell them back. He was a founder of the Imperial & Foreign Investment & Agency Corporation Ltd. Gerald Newgass, Benjamin's son by his second marriage, registered a patent for 'a perpetual heat engine' when he was only 16 years old and is reputed to have corresponded with Albert Einstein.

Two of GEC's major acquisitions were Associated Electrical Industries and English Electric, which incorporated such famous names as Metropolitan Vickers, Hotpoint and Marconi.

Anyone wishing to contribute to the project please contact Bob Cutts at bob@winton.me.uk



GEC's Ileene Works at Birmingham (Picture from 'The War Work of the GEC', The General Electric Co Ltd c.1921)

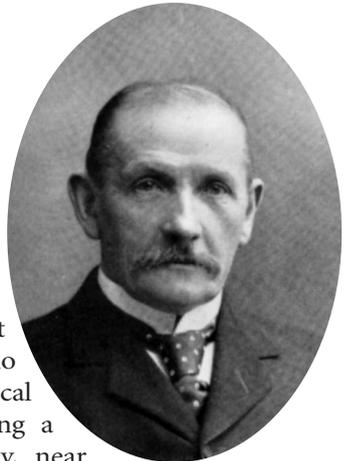
Who Done It?

For those who like their business history spiced with murder and mayhem, 'Formula for Murder – The ICI Mystery' might be a book that appeals. A long-running dispute between Lever Brothers and the alkali makers Brunner, Mond & Co culminated in a million-pound payout to Levers, and the resignation of Roscoe Brunner from chairmanship of the company in 1926. On the face of it Roscoe Brunner had every reason to look forward to continuing with his life as usual. His demotion in the firm had been covered up with talk of 'resignation due to ill-health', he had plenty of money, and his daughter had recently married into royalty. Yet he chose to shoot his wife and then himself. Against the background of the company mergers that formed Imperial Chemical Industries, author Robert Bevan re-examines the evidence to propose an answer to the question: how and why did Roscoe and Ethel Brunner meet their deaths?

This is not a new book (originally published in 2003 and reprinted in 2006) but may have escaped general notice. The publisher is C.C. Publishing of Chester.

www.cc-publishing.co.uk

Mr. Monsted, Margarine Magnate



In the collection of the Tameside Local Studies and Archive Centre is a superbly illustrated book published by Otto Monsted Ltd in about 1914. Monsted was a Dane who went into partnership with local man John Broomer, operating a margarine factory at Godley, near Hyde. Broomer sold his share of the business shortly after but may well deserve the credit for having established the first margarine works in Britain. Under Monsted, the enterprise thrived and the demand for his product was so great that another factory, at Southall, London, opened in 1894. The Southall works expanded to become the world's largest margarine factory before the First World War. Otto Monsted Ltd became a subsidiary of the Maypole Dairy Company Ltd, owners of a large chain of grocery shops.

If any members know of material relating to the Godley factory, or to Otto Monsted in general, please get in touch with Sue Martin at archives@tameside.gov.uk

Otto Monsted. (Picture from 'Progress – The Romance of a British Industry', c1914)

Thanks to Christine Leslie for the ABH, EBHA and CHARM news items.

The editor of this newsletter is Alan Gall. The next issue will appear in Winter 2008. Prospective copy should be sent to Alan Gall, Tel: 0161 745 7029 (daytime) 01706 344429 (evening) Fax: 0161 745 9649 email: alangall@hotmail.com
Post: c/o SDA Electronics Ltd, Unit 30, Willan Industrial Estate, Eccles New Road, Salford M50 2GR.

The Hon Secretary of the BAC is Karen Sampson, Group Archivist, Lloyds TSB Group Archives, 5th Floor, Princess House, 1 Suffolk Lane, London EC4R 0AX (Tel: +44 (0) 207 489 3945); Karen.Sampson@LloydsTSB.co.uk.

© 2008 Business Archives Council

Printed by Patersons, 21 Chapman Way, Tunbridge Wells, Kent TN2 3EF. Tel: 01892 511212 Fax: 01892 519566 www.patersons.com