

'Go Gay with Gaymer's': BAC Cataloguing Grant Award 2011

Richard Wiltshire, Business Archives Council.



Original sketch for Norfolk peasants advertising poster, n.d. [1930s]

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

Again, an impressive number of applications were received by the June deadline representing a variety of business collections and localities in the United Kingdom. The judging panel, on behalf of the Council, has awarded the grant to Norfolk Record Office for cataloguing the archives of The Gaymer Group Ltd of Attleborough, Norfolk, cider and related beverage manufacturers.

Cider making, unlike brewing, is a rare and under-represented industry in known accessible archival collections. With a long history, cider production has been particularly



Gaymer's original premises at Banham, Norfolk, n.d. [c.1900]

extensive since the 1300s in Somerset, Gloucestershire, Herefordshire and Worcestershire, Kent and Sussex, and East Anglia, including Norfolk. In that latter county, William Gaymer followed in the footsteps of his family in farming but soon looked to cider as a commercial proposition. Production began in Banham and was advanced by the introduction of the first hydraulic press in 1870. In 1896 a new factory was built at Attleborough to meet increased trade via the railway network and the firm became the main employer in the local area.

Following incorporation in 1906 as William Gaymer and Son Ltd, William Chapman Gaymer became Managing Director and saw the company receive its first Royal Warrant in 1933, and the reconstruction of the factory following bomb damage during the Second World War. He was a founder member and first president of the National Association of Cider Makers. The company is now part of Matthew Clark plc. Gaymer cider production ceased in Attleborough by 1995 and operations moved to Somerset. The bulk of the Gaymer archive held in the Norfolk Record Office (NRO) was acquired in 1995, after having been rescued on closure of the Attleborough factory in that year by the site manager there.

The collection consists of over two linear metres of administrative, photographic and sales and advertising records dating from 1877 to 1992. These include partnership deeds, private ledgers, articles of association and

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correspondence concerning the formation of the company in 1906, stock lists from 1896 to 1944, a full plant inventory of 1947 created for the then newly rebuilt factory after wartime damage, planting lists and plans of the apple orchards in the late 1930s, employee file cards of the 1920s-60s, and hundreds of photographs of the factory, employees and products from the early twentieth century. The highlight of the archive is the series of six large scrapbooks, of 1920s-1930s sales and advertising literature, bottle labels, price lists and original artwork. These items carry catchphrases such as, 'Gay Ma', 'Gaymer – The Drier Cyder of England', and 'Gay, Gay, Gaymer – the bottled laughter of the Norfolk Peasant'. Concerns about foreign imports and the political scene in Europe in the 1930s led to the use of the catchphrase 'No foreign apples' and the use of patriotic images such as John Bull, the Union flag, and Britannia in their branding.

In addition to the rarity of the collection, the panel was impressed by the way Norfolk Record Office's project would provide a paid internship placement, under supervision, with experience from working with business archives. The panel was also attracted by the careful project planning, match-funding and the fact that the extent and scope of the collection were also felt to be suitably matched to the sum available. The potential for volunteers and links with interested parties, and benefits to the wider community, were also clearly demonstrated. Norfolk Record Office plans to attract volunteers to help identify



Gaymer's bottling room at Attleborough, n.d. [1920s]

the content of the photographs and, with training from conservation staff, to help repackage parts of the archive. In addition, the project includes work with the Norfolk Museums and Archaeology Service, which holds many related artefacts donated by Gaymer's, and with the Attleborough Heritage Group who hold Gaymer's factory equipment and ephemera. It is envisaged that the archive will be promoted particularly through local schools and other users of the repository's Education and Outreach service. Examples of the Gaymer artwork have already been used in a public exhibition on Norfolk food products, and similar events are anticipated.

Norfolk Record Office is due to complete the project by 31 March 2012. An update on the results will be reported next year in the Business Archives Council 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 Business Archives Council is looking forward to help make further business collections more accessible through the grant in the coming years. Information on the 2012 grant will appear in due course on the Business Archives Council website, www.businessarchivescouncil.org.uk/activities/objectives/catgrant/

Any questions should be addressed to Karen Sampson, Honorary Secretary of the Business Archives Council (email: karen.sampson@lloydsbanking.com; telephone: 020 7860 5762).



Draft design for counter-top display, n.d. [1930s]

Photographic archive of the Brewery History Society (BHS01)

Keith Austin, Archive Administration Officer, English Heritage.

Part of the Brewery History Society's archive has now been transferred to the National Monuments Record. The collection contains about 10,000 photographs of public houses and breweries compiled by the BHS, arranged into three series: photographs of pub exteriors (BHS01/01), photographs of pub interiors (BHS01/02), photographs of pub signs (BHS01/03), David Parry photographs and research material relating to breweries (BHS01/04), and magnetic albums of photographs of pub signs (BHS01/05).

The photographs were partly taken by brewery and pub historians using colour film, and by commercial

photographers working for breweries and hotels using mainly black and white film. The photographs were taken between about 1940 and 2006.

The files of photographs occasionally include negatives and postcards and the David Parry collection contains many photocopies, handwritten notes and items of printed ephemera.

Handlists are not available on-line yet. If members are interested in the collection, they should contact our enquiry team at nmrinfo@english-heritage.org.uk

Unlocking the Secrets of the Real 'Mad Men': The JWT (London) Historical Archive

A prestigious grant of £28,000 has been awarded to The History of Advertising Trust (HAT Archive) by the Cataloguing Grants Programme, administered by The National Archives at Kew. This will enable HAT to make accessible to the public one of the most culturally significant advertising collections in the UK, i.e. over 450 client account files created by the J. Walter Thompson London (JWT) advertising agency between the 1920s and 1970s. The Pilgrim Trust, a major funder of the grants programme, said that they are 'delighted to be a contributor to the National Cataloguing Scheme. Countless treasures remain inaccessible or unrecognized because they are not catalogued. It is the ambition of the partners in the National Cataloguing Scheme to change this. The JWT archive, once work on it has been completed, will have much to tell us about the economic and social history of the 20th century'.

Project archivist Eve Read commenced work at the end of March 2011 with the aim of launching an online catalogue via HAT's website in March 2013. Supported by HAT's in-house archive and technical team, this exciting and pioneering project will also facilitate a broader cataloguing programme that will offer the public, as well as the industry, more information, access and engagement with HAT's extensive archive collections. The JWT client account files were donated to HAT by the agency during the 1980s. As a result of this proactive collecting policy, the vision of HAT's founding fathers has been vindicated by the recognition of this national award. Client research files from this period are believed to be extremely rare within the UK advertising industry. The collection includes market research, product development, consumer panel feedback, client correspondence, advertising plans and strategies and reports relating to many social and economic aspects of 20th century British life. Leading academics in the field of advertising and marketing history have already used the



Photo shoot for Lux toilet soap or Pond's cold cream, late 1950s

JWT archives in their research and as a result of the award and HAT's online catalogue development, this unique and fascinating collection will at last be brought to a wider global audience. The collection also clearly, and remarkably, illustrates JWT London's skills in maintaining long and fruitful relationships with its brand clients throughout the 20th century, many of which have continued into the 21st.

Jeremy Bullmore CBE, Head of JWT London's Creative Department 1964-1975 and chairman 1976-1987, currently a director of WPP Group plc and the 2011 winner of the Mackintosh Medal for outstanding services to the advertising industry, says:

'This is terrific news. And unlike most news, it will go on being terrific for ever: that's the real value of an exceptional archive. For HAT to have been awarded this grant for this particular project is cause for real celebration.'

For digital images and more information about HAT's JWT project please contact:

Eve Read at eve@hatads.org.uk or Chloe Veale at chloe@hatads.org.uk

The History of Advertising Trust www.hatads.org.uk



JWT staff at work, late 1950s

Reminder

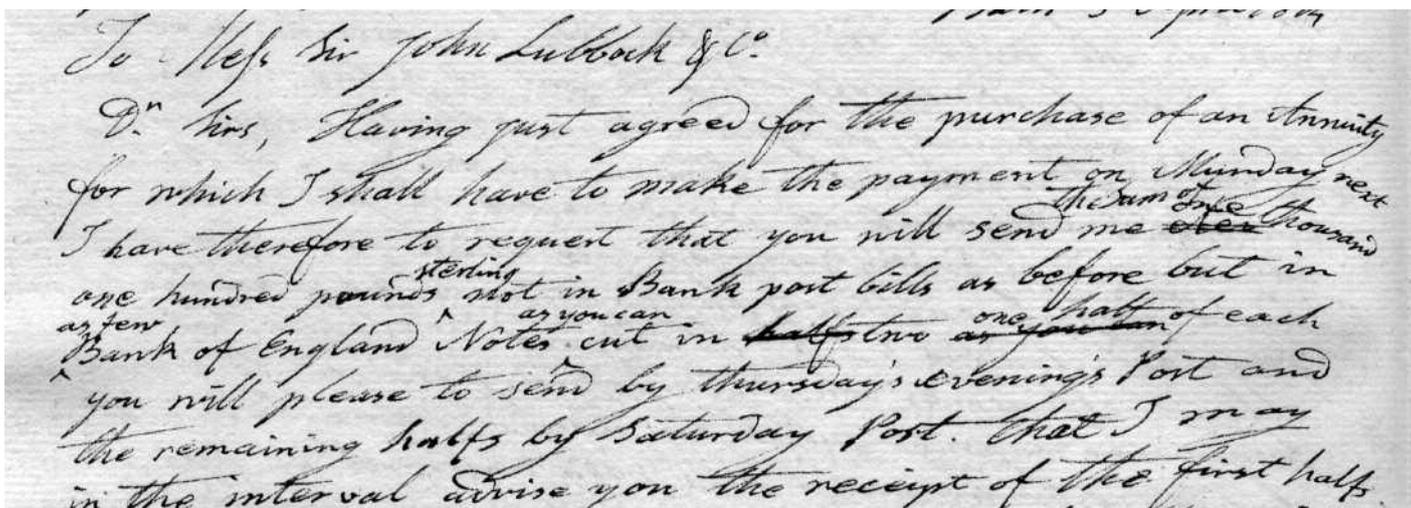
The 2011 BAC AGM and Annual Conference, *Business Archives Sans Frontières*, will be held on Thursday 10th November at Unilever House, Blackfriars, London.

Sharon Quinn-Robinson

As we went to press, the Council heard the sad news of the death of Sharon Quinn-Robinson on 12 September, at the age of 68, after a long illness. Sharon was the Office Manager between 1991 and 2002, when she was a vital member of the Council's management team and a good friend to the Council's members. A fuller appreciation will appear in **Business Archives** later this year. The Trustees, on behalf of all past and present members of the Council, send their deepest condolences to John Orbell and to Sharon's family and friends.

The Langton Family and Business Papers in the Bath Record Office

Rosemary Boyns, Assistant Archivist, Bath Record Office.



To Messrs. Sir John Lubbock & Co.
G^d Sirs, Having just agreed for the purchase of an annuity
for which I shall have to make the payment on Monday next
I have therefore to request that you will send me ^{The sum of one thousand} ~~one~~ thousand
one hundred pounds ^{sterling} not in Bank post bills as before but in
^{as few} Bank of England Notes ^{as you can} cut in ~~half~~ ^{one half} of each
you will please to send by Thursday's evening's Post and
the remaining halves by Saturday Post. That I may
in the interval advise you the receipt of the first half.

Part of a letter from Miguel Theobald Langton, in Bath, to his bankers in London, asking them to send him £1,100 in banknotes, cut in half and sent separately by post, 1814

Bath Record Office has recently completed cataloguing a small but very significant collection of business records with the help of a grant from the National Cataloguing Grant Fund. The records relate to the Langton family, landowners who moved from Ireland to Cadiz, Spain, in the early eighteenth century. Here they became wealthy and successful merchants, were recognised as Spanish nobles (which gave them rights and exemptions which were extremely useful in their trading activities), and married into the Spanish and French nobility.

However, in 1809, with the Emperor Napoleon of France invading Spain, most of the family fled from Cadiz and took refuge in Bath. The head of the family, Miguel, remained in Spain, but in July 1810, before he could join the others in Bath, he died in Cadiz. Miguel's son, Miguel Theobald, spent the next seven years attempting to realise the family's business and land assets in Spain and Ireland

and to share out the proceeds according to his father's will. In doing this, he wrote a huge number of letters and amassed a large collection of legal and accounting papers. These letters and papers were acquired by the Bath Record Office in 2008. Written in English, Spanish and French, they contain information on a wide range of topics, many of interest to business and accounting historians. The catalogue of the collection can be found at <http://www1.somerset.gov.uk/DServe/DServe.exe?dsqApp=Archive&dsqDb=Catalog&dsqCmd=Search.tcl> (put 0770 in the RefNo field in the search form).

In addition, all of the letters have been transcribed by a Record Office volunteer, and the transcriptions can all be found, together with information on the family and the collection, on the Bath Record Office website at http://www.batharchives.co.uk/explore_the_archives/langton_family_papers.aspx.

Meet the Archivists

The BAC is once again organising a Meet the Archivists workshop for students. The workshop aims to explore ways in which new research students can identify and use business records in a surprising variety of different research fields. Participants will be able to explore the vast and varied materials available at many of the UK's business archives. The day will commence with an archives skills workshop run by eminent academic historians, followed by

a buffet lunch where participants will be able to meet the archivists. This year's event, to be held in late November or early December, will be hosted by The Rothschild Archive. More information is available on the BAC website or at meetthearchivists.org.uk. To sign up, students should contact Michele Blagg at Michele.Blagg@kcl.ac.uk. Archives interested in participating should contact Moira Lovegrove at moira_lovegrove@yahoo.co.uk

The editor of this newsletter is Alan Gall. The next issue will appear in Winter 2011. Prospective copy should be sent to Alan Gall, Tel: 0161 745 7029 (daytime) 01706 344429 (evening) Fax: 0161 745 9649 email: alangall@hotmail.com
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