

HISTORY OF TECHNOLOGY

SPRING 2003

(Professor Howard)

Prepared by Debra Anderson

AGRICULTURE

Author/Creator: Baumann, Isabel H., 1906- .

Title: Interview [sound recording], 1980.

Summary: Interview conducted in April, 1980, by Dale Treleven of the Historical Society staff with Isabel Baumann, a Dane County, Wis., farm organization activist, with information on her youth near Stoughton, teaching in a rural school near Sun Prairie in the 1920's, the evolution of a modern dairy farm in the '20s and '30s and women's work on a farm in that period, the Pierceville Mothers' Club, the Dane County and state Wisconsin Farm Bureau Federation, and a radio series called the "We Say What We Think Club."

Call Number: Tape 809A

Author/Creator: Brusveen, Howard.

Title: Interview [sound recording], 1981.

Summary: Interview conducted by Kenneth C. Rineer for the Historical Society with Howard Brusveen, a retired New Glarus, Wisconsin, area dairy and hog farmer, concerning small-scale farming and the changes in farming since the 1920's with information on Brusveen's other activities and on the neighborhood.

Call Number: Tape 894A

Author/Creator: Ellefson, Norval, 1906- .

Title: Interview and related papers, 1900-1976.

Summary: Interview, 1975, conducted by Dale Treleven of the Historical Society staff with Ellefson, long-time Dunn County, Wisconsin, farmer and chairman of the board of the Farmers Union Central Exchange, Inc. (CENEX); with information on changes in farming over the previous six decades, on farmers' problems during the 1930's depression, and on the growth of and directions taken by CENEX.

Call Number: Tape 551A

Author/Creator: Segerstrom, Rangnar, 1896- .

Title: Interview with Rangnar and Margaret Segerstrom [sound recording], 1976.

Summary: Interview conducted by Dale Treleven of the Historical Society staff with Rangnar and Margaret Segerstrom, retired Mondovi, Wisconsin, dairy farmers; concerning their farming operation between 1922 and 1958; their activities in the Wisconsin Farmers Union, its youth program, and its Central Exchange; membership in other cooperatives and in the Farmers Holiday Association; efforts promoting rural electrification.

Call Number: Tape 581A

Author/Creator: Wood Family

Title: Papers, 1865-1927.

Summary: Financial records, correspondence, family photographs, and diaries kept by David Wood, and by his sons, James Lincoln Wood and Ralph Winthrop Wood, residents of Trempealeau County, Wis., near Whitehall. The diaries, which span 62 years, are a daily record of farm chores, family events, accounts, weather, and community life in western Wisconsin during the settlement period. Ralph and James began keeping their diaries during childhood, with Ralph continuing his into adulthood. Also included with the collection are two published works concerning the diaries; a Wood family genealogy; and other related material.

Call Number: Eau Claire Mss BQ

INDUSTRIES

Author/Creator: A. J. Lindemann & Hoverson Company

Title: Records, 1888-1981.

Summary: This collection contains records of the A. J. Lindemann & Hoverson Company, a manufacturer of stoves, as well as some personal papers of A. J. Lindemann and his family. The majority of the records date from the mid-1930s through the late 1950s. Earlier items include catalogs from 1888 and 1904. Some of the more interesting items in the collection are the newspaper clippings documenting the company's labor strike which lasted from 1935 to 1937. A number of newspaper clippings and other items also pertain to the company's 1940s wartime production. The collection also includes financial information and materials about the company's organization. The personal papers contain materials pertaining to A. J. Lindemann's estate and also document the 1958 sale of the company.

Call Number: UWM Mss 93

Author/Creator: Federated Trades Council of Milwaukee.

Title: Meeting [sound recording], 1951.

Summary: Recording of a Round Table Discussion by members of the Federated Trades Council, Milwaukee, Wis, on May 23, 1951. The men discuss the demise of early labor unions like the Knights of Labor and the development of new organizations like the American Federation of Labor, the effect of technological innovation, the push for an 8-hour day, the opportunity to organize after the Wagner Act in 1935, the street car strike of 1934, and other topics. The time covered is 1890-1950.

Call Number: Tape 29A

Author/Creator: Island Woolen Company

Title: Records, 1863-1952.

Summary: Financial records, production records, and correspondence of a firm founded in 1863 and dissolved in 1949. Manufacturer of low to medium grade wool for a national market, the mid-size firm was operated by James A. McFetridge and Henry Rich in the 19th century and by Edward P. and William H. McFetridge in the 20th. Some personal materials are included also. The records provide information on fabric design, production processes and techniques, administration of the mill, day-to-day operations, labor issues, physical plant development, sales and marketing methods, and financial status. More specifically the collection provides information on business conditions in the Panic of 1873, World War I and World War II government production, the company baseball team in the 1920s, attempted market expansion to South Africa in the 1940s, and production of suiting fabric, blankets, and automobile fabric.

Call Number: Mss 38

Author/Creator: James Manufacturing Company

Title: Records, 1906-1964.

Summary: Records of the James Manufacturing Co., a manufacturer of livestock handling equipment, incubators, ventilating systems, and other products to improve productivity and sanitary conditions in agriculture. The collection consists primarily of printed newsletters, catalogs, and fliers documenting the firm's advertising and promotional efforts. Included are photographs, drawings and blueprints, and details on an advertising campaign on Jamesway equipment used by Admiral Richard Byrd in Antarctica in 1934. Headquartered in Fort Atkinson, Wisconsin, the firm was founded in 1905 and known as the Kent Manufacturing Company until about 1912. William D. James, for whom the company was subsequently named, joined the firm in 1906 and controlled it until his death in 1948. In 1958 it was purchased by Rockwood and Company and in 1965 it became a division of the Butler Manufacturing Company of Kansas City, Missouri.

Call Number: Whitewater Mss AW

Author/Creator: Murdoch, James Blair

Title: Photographs, 1925-1963.

Summary: Sixty-three images taken by Milwaukee, Wisconsin photographer James Murdoch, most dating from the 1930s. Eighteen photos are of gas stations in Michigan and Wisconsin owned by the Wadham Oil Company. Sixteen of the photos are exterior shots of residences commissioned by the Holland Furnace Company for using their product. The remaining images document a variety of Milwaukee-area companies. The images are indexed by Murdoch's original serial numbers and description.

Call Number: UWM Mss 131

Author/Creator: Phoenix Hosiery Company

Title: Records, 1897-1996.

Summary: Records, mostly dating from the 1950s, of the Phoenix Hosiery Company, which was located in Milwaukee. The collection includes advertising and promotional materials; annual reports; director's reports and board of director's minutes; photographs, mainly documenting hosiery production; an anniversary booklet containing historical information about the Milwaukee Branch of the American Federation of Hosiery Works; and a publicity scrapbook, largely consisting of newspaper clippings. The collection also contains a detailed history of the company (compiled in 1996) which includes information about the company's finances, management, marketing, competition, production, and labor relations. Also found in the collection are hosiery boxes and nylon canisters, as well as hosiery color samples, and a number of other advertising/promotional items. Information about the sale of the company to the Kayser-Roth Corporation in 1959 is also included.

Call Number: UWM Mss 131

Author/Creator: Prime Manufacturing Company

Title: Records, 1933-1947.

Summary: Records of the Prime Manufacturing Company, Milwaukee, Wisconsin, a company involved in the manufacture of railroad supplies and the Prime Electric Fence Controller (originally known as the Gengler Electric Fence). The records document the electric fence division of the company, primarily from 1934 to 1942. They mainly consist of advertising and sales promotional literature such as catalogs, circulars, bulletins, newsletters, a ready-reference encyclopedia, and a merchandising program. Advertising layouts are also included. The incoming correspondence, primarily from 1935-1939, deals with consumer reaction to the product. Sales records include sales literature for dealers, price lists, and consumer surveys. Informational files on electric fences, their safety and use for various animals, and an Underwriters' Laboratory study of the Prime Fence Controller complete the collection.

Call Number: Mil Mss 109

Author/Creator: Reedsburg Woolen Mill

Title: Records, 1877-1967.

Summary: Papers of a mill which did its own designing, carding, spinning, weaving, and dyeing, and sold most of its cloth to ready-to-wear manufacturers such as Sears and Montgomery Ward. Correspondence is with the Appleton Woolen Mills, the Reedsburg Mill's owner from 1902-1954, regarding daily operations; with W.A. Landry Co., the mill's sales agent; and with others, regarding designs, finances, and marketing. The collection also includes payrolls, personnel records, general ledgers, journals, purchase journals, sales invoices, inventories, and other financial records; fabric specifications; and wool and fabric samples.

Call Number: Mss 281

Author/Creator: Uniroyal, inc. (Eau Claire, Wis.)

Title: Records, 1917-1990.

Summary: Records of a rubber tire manufacturing plant in Eau Claire, Wis. documenting the plant's general operations and expansion from its founding in 1917 as the Gillette Safety Tire Company, to its reincarnation as an ammunition factory during World War II, to the plant closing in 1991. The bulk of the records consist of labor contract negotiation and grievance case files, minutes, memoranda, correspondence, reports, photographs, blueprints, and films. The collection documents collective bargaining and labor relations with Local 19 of the United Rubber Workers of America, tire production, reconversion of the plant from ordnance to synthetic rubber production, and modernization after World War II. Certain basic documentation of the Eau Claire plant's operation is missing; there are no annual reports, personnel files, advertising, or sales department records in the collection.

Call Number: Eau Claire Mss CB

Author/Creator: West Bend Company

Title: Records, 1911-1989

Summary: Records of a West Bend, Wisconsin, manufacturing firm best known for its production of aluminum cookware. Included are minutes; annual and other reports; financial records; union agreements; property, patent, and other legal records; materials on government production contracts; promotional materials; extensive product literature; other company publications; files on the Aluminum Wares Association; and films showing production processes, physical plant development, employees, sales techniques, and products. The records provide information on West Bend development of cookware, small appliances, outboard motors, military supplies, and other products; sex roles in advertising; marketing strategies; wartime conversion of industry; an employee home ownership program; and other topics.

Call Number: Mil Mss 121

INVENTIONS

Author/Creator: Bobroff, Bornett L.

Title: Papers, 1904-1946.

Summary: Papers of a Milwaukee, Wis., inventor of legislative voting machines, hospital call signals, and turn signals for automobiles, including correspondence and patents concerning these and other inventions, testimony in a voting machine patent dispute, documents on the Teleoptic Company which Bobroff headed, and biographical and miscellaneous materials.

Call Number: Mss 110

Author/Creator: Dane County Telephone Company (Wis.)

Title: Correspondence and a photograph, 1896-1900, 1908.

Summary: Chronological correspondence, 1896-1900, of the officers of a successful independent telephone company formed in 1895 by Philip L. Spooner, B. B. Clarke and Samuel A. Harper; concerning company operations, opposition to the Wisconsin Telephone Company, and organization of a state association of independent telephone companies. The photograph shows company female telephone operators at work, Oct. 8, 1908.

Call Number: Mss 199

Author/Creator: Edwards, Nathaniel Marsh, 1837-1908.

Title: Papers, 1862-1907.

Summary: Papers of Nathaniel M. Edwards of Appleton, Wisconsin, a captain in the Tenth Army Corps of the Union Army who had a significant role in the construction of the Swamp Angel, a system that allowed a cannon to be fired from the swamps during the Siege of Charleston; including papers of inventor General Edward W. Serrell, maps, a blueprint of the Swamp Angel, newspaper clippings, military records, and photographs.

Call Number: M91-142

Author/Creator: Farber, Edward Rolke.

Title: Papers, 1914-1981.

Summary: Papers of Farber, a prize-winning Milwaukee Journal photographer and inventor of the first portable flash unit (called the "strobflash") used by news photographers. The papers mainly concern his development of the strobflash, which the Journal began using in 1942, and his company, Strobe Research, Inc. There is also information about Aladdin Neon Signs, Inc., an earlier company founded by Farber; Farber's childhood and personal life; and material concerning his mother, artist Elfie Farber. The collection includes biographical information, a baptism record and baby books, clippings, advertising, patents and other technical drawings and specifications, letters from Elfie to Edward during his World War II service, and posters advertising the strobflash and a 1981 exhibition of Farber's photographs.

Call Number: M84-232

Author/Creator: Hanks, Marshall W., 1875-1952.

Title: Papers, 1898-1939.

Summary: Papers, mainly 1898-1904, of an electrical engineer and inventor, primarily concerning his work for the George Westinghouse Company on the development of the Nernst Lamp, an early incandescent street light soon replaced by further technology. Included are papers on the history and development of the lamp; correspondence with George Westinghouse and fellow employees and associates; advertising material; experimental data, charts, and reports; theses; photographs of lab interiors; patents; and some World War I engineering reports concerning his work on standardization and specifications for the U.S. Navy Aircraft Division. An example of the Nernst lamp and parts is available in the SHSW Museum.

Call Number: Mss 754

Author/Creator: Hoard, Halbert L., 1861-1933.

Title: Papers, 1872-1933.

Summary: Papers of a Fort Atkinson, Wisconsin, newspaper editor-publisher, inventor, and composer. As editor of the Jefferson County Union, Hoard carried on a correspondence covering a wide range of topics. As an inventor Hoard devised an improved steering gear for sleds (1908) and a curative posture chair (1913). Letters and documents concerning these and other experimental devices are included.

Call Number: Wis Mss QK

Author/Creator: Kinnickinnic Telephone Company (Saint Croix County, Wis.)

Title: Minute books, 1904-1966.

Summary: Minute books of a local telephone company organized in the Town of Kinnickinnic, St. Croix County, Wis., in 1904, to connect with the Pierce County Telephone Company; dissolved November 23, 1965.

Call Number: River Falls SC 48

MASS COMMUNICATIONS

Author/Creator: A.C. Nielsen Company.

Title: Reports, 1943-1957.

Summary: Reports of a prominent market research firm (1923-) best known for its ratings of network radio and television programs. The collection consists primarily of Nielsen Radio Indexes, 1943-1957, and Nielsen Television Indexes, 1951-1953, which summarize and analyze Nielsen's biweekly reports and include several types of audience measurements. In addition, there are miscellaneous reports on CBS sustaining programs, 1943; D-Day listening, 1944; and the purchasing habits of television viewers, 1957.

Call Number: U.S. Mss 173AF

Author/Creator: Baker, Walter R. G., 1892-1960.

Title: Papers, 1951-1956.

Summary: Speeches and articles primarily concerning educational television and the technological development of color broadcasting by a vice-president and general manager of the electronic division of General Electric, who was also chairman of the National Television System Committee and president of the Radio-Electronics-Television Manufacturers Association.

Call Number: U.S. Mss 5AF

Author/Creator: Butterfield, Charles E., 1892-1958.

Title: Papers, 1931-1957.

Summary: Papers of an AP radio and television editor, consisting of clippings and teletype copies of articles pertaining to media development, some biographical material, and correspondence. Also present are a 1938 research report on television by V. K. Zworykin of RCA; and Looking at Tomorrow, a script for an experimental program about television presented to the AP by NBC in 1939.

Call Number: U.S. Mss 6AF

Author/Creator: Chisolm, Brad.

Title: Papers, 1940-1947.

Summary: Papers concerning the development of color television including photocopies of speeches, pamphlets, newsclippings and articles, correspondence, petitions before the FCC, and press releases collected from the libraries of CBS and NBC.

Call Number: M87-503

Author/Creator: Hanson, Malcolm P., 1894-1942.

Title: Papers, 1906-1947.

Summary: Papers of a pioneer radio engineer who was instrumental in the development of station WHA, Madison, Wisconsin. Included are correspondence, technical papers, speeches, newspaper clippings, and a memorial volume written by his mother.

Call Number: Wis Mss RI

Author/Creator: National Association of Broadcasters.

Title: Records, 1938-1982.

Summary: Records of an organization of radio and television broadcasters in the United States (1922-). Although most NAB activities concern the establishment of broadcasting codes and support of the industry in matters relating to government regulation, the bulk of the collection pertains to the association's research function. Broadcast Measurement Bureau records pertain to two studies of radio audiences co-sponsored by the NAB, the American Association of Advertising Agencies, and the Association of National Advertisers. This series includes correspondence, minutes, promotional material and other publications. Also present are research data for both reports and the final report of the second study. Two National Opinion Research Center studies commissioned by NAB on public attitudes toward radio in the 1940's contain correspondence, minutes, and draft reports. Television Allocations Study Organization materials document a two-year study of the technical aspects of channel allocation. Included are research data, minutes of meetings, reports to the FCC, and correspondence.

Call Number: U.S. Mss 156AF

Author/Creator: Radio Executives Club of New York.

Title: Records, 1944-1951.

Summary: Proceedings of the club's television seminars (1944, 1947, 1948, and 1949) -- the first important series of meetings to prepare the broadcasting industry for the post-war development of the medium. Discussed are the potentials of the medium in programming, technical development, advertising, and education. The collection also includes papers concerning the role of television as a medium of mass communication and its relationship to the other advertising media presented at the Media Group Meeting of the American Association of Advertising Agencies, 1951.

Call Number: U.S. Mss 58AF

Author/Creator: Television Bureau of Advertising.

Title: Records, 1954-1993.

Summary: Records of the Television Bureau of Advertising (TvB), founded in 1954 by several members of the National Association of Broadcasters as an "independent, autonomous, all-industry advertising bureau." Their central mission was "to forcefully promote the use of television as an advertising medium." The 650 members of the TvB are drawn from all segments of the broadcasting industry, including television stations, networks, station sales representatives, and advertising agencies. The collection includes meeting minutes, board books, and working files, 1954-1987; news releases, 1956-1983.

Call Number: M93-139

Author/Creator: Television Information Office.

Title: Records, 1959-1988.

Summary: Records of the TIO, a public relations office and information clearinghouse established by the Television Board of Directors of the National Association of Broadcasters in March 1959 following the well-publicized Congressional hearings concerning rigged television quiz shows. In addition to refuting the notion that TV was damaging American society, the TIO provided members with information on industry trends, viewing habits, and new technologies. The collection (which is organized chronologically) includes press releases, press/information kits, scripts to broadcast editorials and to PSAs, speeches by TIO executive directors Louis Hausman and Roy Danish, circular memoranda sent to station managers, magazine and newspaper reprints, Roper surveys, educational materials aimed at teachers such as the "Teachers Guides to Television," and several of the office's publications including InformaTION, FACTS, Quick Takes, and TV Sets-In-Use.

Call Number: Mss 281

TRANSPORTATION

Author/Creator: Besserdich, William A.

Title: Reminiscences, 1956.

Summary: Recorded interview, 1956, and reminiscences of Besserdich of Clintonville, Wisconsin, discussing the development of the automobile four wheel drive, ca. 1906-1911.

Call Number: File 1956 January 14

Author/Creator: Carhart, John Wesley, 1834-1914.

Title: Papers, 1912-1977.

Summary: Scrapbook, 1912-1964, of newsclippings concerning the 1873 invention of a steam-operated automobile by Carhart, a minister, doctor, and inventor in Racine and Oshkosh, Wisconsin and later in San Antonio, Texas, who has been called the "father of the automobile." Some clippings concern other events in his and his descendants' lives.

Call Number: M79-470; Oshkosh Micro 16

Author/Creator: Greb, W. C.

Title: Wisconsin on wheels, a motor vehicle history of the badger state, ca. 1948.

Summary: An account by W. C. Greb and sponsored by the Wisconsin Centennial Automotive Committee; including information on the 88 different makes of vehicles which were produced in Wisconsin and histories of the 6 companies making complete vehicles in 1948. There are also photographs documenting the vehicles.

Call Number: SC 1239

Author/Creator: Kaysen, James P.

Title: Papers, 1930-1979.

Summary: Papers of civil engineer and Wisconsin railroad historian James P. Kaysen consisting of his extensive research files and map collection documenting the history of Wisconsin's railroads. Included are research files organized by county and by subject; signal location plans for the Chicago, Milwaukee, St. Paul & Pacific Railroad Company; correspondence with other researchers; and county maps and U.S. Geological Survey quadrangle sheets annotated with railroad information compiled by Kaysen. Also part of the collection is Kaysen's senior thesis concerning trackage in Madison; a copy of his book "A Statistical History of Wisconsin Railroads, 1847-1936"; and photographs of railroad tunnels throughout the state and of railroad bridges over the Wisconsin, Kickapoo, and Mississippi rivers.

Call Number: M95-226

Author/Creator: Kissel Kar Company

Title: Records, 1905-1935, 1961.

Summary: Correspondence and business records (1905-1935) of the Hartford, Wisconsin automobile manufacturer, the company's various branch agencies, and the Kissel family. Also present is a manuscript copy of a company history written in 1961. Included are loan applications, financial papers, and correspondence on patents.

Call Number: Mil Mss BQ

Author/Creator: Kissel, William Louis, 1881-1972.

Title: Scrapbook [microform], ca. 1904-1959.

Summary: Scrapbook of clippings, articles, and photographs relating to the development of the custom-built Kissel Kar, 1904-1930, by Louis P. Kissel and sons William and George in Hartford, Wisconsin; including a description of the Los Angeles to Phoenix races, 1908-1911, and the Kar's history as an antique.

Call Number: Milwaukee Micro 8

Author/Creator: Milwaukee Electric Railway and Transport Company

Title: Records, 1877-1977

Summary: Records of the Milwaukee Electric Railway and Transport Company and its subsidiaries and predecessors, documenting the technological evolution of the Milwaukee traction industry, and legal financial development of the railway company. A large portion of the collection dates between 1920 and 1940 when the company undertook its most ambitious modernization and expansion programs, and experienced its most severe hardships. The collection documents the rolling stock department's concerns with railway equipment, accidents, labor, and construction programs. It includes corporate histories, correspondence, financial data, minutes, and reports. Numerous blueprints detail interurban routes and new equipment for installation in trolley cars and buses. Also included are cartographic records (ca. 1898-1963) consisting of charts, maps, and plans of buildings, construction projects, equipment, and operations. The records contain little information pertaining to labor relations.

Call Number: Mil Mss 86

WOMEN

Author/Creator: Lavin, Anna M.

Title: Diaries, 1944-1951.

Summary: Diaries kept by Anna M. Lavin of Oregon, Wis. which give a glimpse of life in a rural Wisconsin community from 1944 to 1951. Entries detail her daily activities which center around homemaking, particularly food preparation and cleaning, but also describe the weather, comings and goings of other family members, social activities with friends, and short trips to destinations such as Milwaukee and Madison.

Call Number: Mss 864

Author/Creator: Wisconsin Extension Homemakers Council.

Title: The impact of her spirit oral history project, 1983-1989.

Summary: An oral history project undertaken by members of the Wisconsin Extension Homemakers Council as a celebration of the organization's 50th anniversary, focusing on the life stories of Wisconsin homemakers and on the influence of the WEHC in their lives. Included are tape-recorded interviews, transcripts, a published guide to the project, a copy of "Taste Wisconsin History" (a cookbook derived from the project), photographs, a copy of a slide/tape show with accompanying script, publicity materials, and discussion guide, and a script for a play based on the oral histories.

Call Number: Green Bay Mss 123