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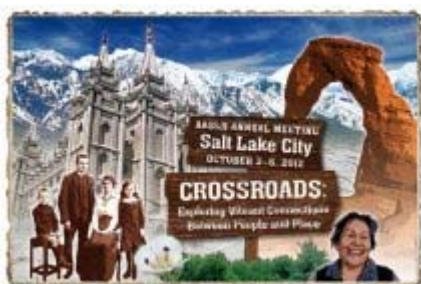
# Corporate History

THE NEWSLETTER FOR THE AASLH CORPORATE HISTORY AFFINITY GROUP

Issue 4, May 2012

About the AASLH  
*Corporate History*  
Affinity Group

## Plan to Join the Corporate History Group at the 2012 AASLH Annual Meeting



It is time to start planning to attend the AASLH Annual Meeting in Salt Lake City, UT, on October 3-6. The preliminary program guide will be released in June, but here is a sneak peek at some exciting happenings especially for the Corporate History Affinity Group.

On Wednesday, October 3, the affinity group will sponsor a tour to the [Marriott Library's Special Collections](#) at the University of Utah to view the archives of the Rocky Mountain Power and the Kennecott Company housed at the facilities. Enjoy a behind-the-scenes view of its holdings, operations, policies, and its interaction with its corporate clients. The tour will be followed by a reception. The group also received special permission for a tour of the [Sundance Institute Archives](#). This tour will give a great glimpse into this nonprofit corporation behind the Sundance Film Festival.

Other events will include a session "Corporations Connecting to Their Communities" and a luncheon with a special speaker.

Make plans now to join us in Salt Lake City!

Corporate History in the News

Please feel free to forward this e-mail to colleagues. For more Corporate History resources, [click here](#).

To sign up to receive future issues of *Corporate History Affinity Group News*, join the AASLH Corporate History Affinity Group. **The Affinity Group is not a membership organization and there is no fee to join.** However, you will need to create a username and password and share your basic contact information. Go to the [Corporate History webpage](#) and click on "Join the Corporate History Affinity Group" link at the top of the page and then on "Don't have a Login? Click here."

For more information about all of AASLH's programs and services, visit <http://aaslh.org/>

### AASLH Membership

Not an AASLH member? [Check out benefits that our members enjoy.](#)

**AASLH** is the ONLY national organization dedicated to the field of state and local history. It is a membership association - A home for institutions and people who work in the field of state and local history. AASLH provides leadership and support for its members who preserve and interpret state and local history in order to make the past more meaningful.

As historians and archivists, we live in a great era. Online, copious amounts of historical information are just a click away. One interesting web-spot for corporate museum specialists is [BrandlandUSA](#), developed by Garland Pollard. The site is geared for the general public and historians to “experience historic brands and learn about business and economic history in the process.” Pollard positions the site as “America’s authority on legacy brands” with news and comment on classic brands and advertising.

Brandland USA has reported on a wide variety of famous historical brands (PanAm, Tab cola), and not so famous ones (Dill's Pipe Cleaners, Mrs. Stewart's Bluing). In one interesting column from 2010, he shares his thoughts on the country's [Top Corporate Museums](#) to visit. He encourages readers to "take a break and enjoy America's industrial legacy."

The listing covers museums coast to coast and includes the [C.R. Smith Museum](#) for American Airlines in Dallas. Many members of the Corporate History Affinity Group were introduced to this aviation museum during the *Operation and Commemoration Models for Corporate Museums* session in Richmond last fall. Tim McElroy, Head of Interpretation and Education at the museum serves on the AASLH Corporate History Affinity Group committee.

Take a look at BrandlandUSA's list—how many have you visited? How about a summer roadtrip?

#### **Pat Grandy**

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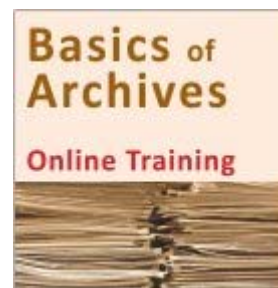
#### **Morgan, Chase, Garbo, and More**

Another interesting conglomeration of corporate history is the archives of J.P. Morgan Chase & Co. as explained in an [article](#) shared by Corporate History Affinity member Tiffany Ming.

The article, by Al Lewis of the MarketWatch from Dow Jones news service, was published in several newspapers late last year. Lewis interviewed Jean Elliott, J.P. Morgan Chase archivist. Elliot describes artifacts owned by a diverse group from Aaron Burr to Greta Garbo to Winston Churchill.

“After more than 1,200 mergers and acquisitions, what is now J.P. Morgan Chase & Co. has amassed more than \$2.2 trillion in assets,” said Al Lewis writes. “It has also taken on countless crates full of knickknacks from the banks it acquired—everything from bowling trophies to the fine china from J.P. Morgan’s yacht,”

“Elliott showed me letters, ledgers, desk sets, hole punchers, coin dispensers, cablegrams, stocks, bonds, loan certificates, typewriters, antique coin banks, currencies, films and recordings,” Lewis continued. “She’s even showcased what looks like a cheerleader’s outfit: A shapely red-white-and-blue uniform—sporting a big white star—that a Texas bank receptionist once had to wear.”



[Check here to watch a slide show of J.P. Morgan's treasures.](#)

We hope you enjoy these cool clicks into the past.

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