

**"It is hoped that this project sets a precedent"—  
Oral History of Hawaiian Ranch Is  
Price of Hotel Development**

By Warren S. Nishimoto  
Center for Oral History  
University of Hawaii at Manoa

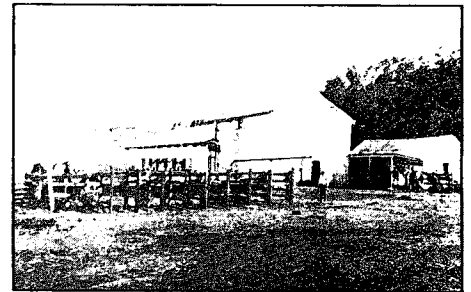
The tiny Hawaiian island of Lanai is the subject of an historical study by the University of Hawaii's Center for Oral History. The project, which combines data acquired through primary written sources, newspaper articles, and oral history interviews, came about when the Maui County Planning Commission, which oversees land use for the county (which includes Lanai) issued a permit to Castle & Cooke, the company which owns the island, to construct a 102-room hotel on the former site of Lanai Ranch. The planning commission approved Castle & Cooke's request for land development and hotel construction only after Castle & Cooke agreed to a number of conditions, among them that all historic, archaeological, and cultural sites be analyzed and protected, and that "in consideration of the rich history of the (ranching) area, a comprehensive oral and written history project shall be initiated as a means to enhance the cultural foundation of the hotel as a living part of the community."

To help meet the latter requirement, Castle & Cooke contracted with our office to a.) research existing written and oral documents, b.) compile a chronology of historical events, c.) prepare for, conduct, transcribe, review, edit, and analyze life history interviews with twenty longtime residents of the ranching community, and d.) publish the transcripts and historical analysis in bound volumes to be distributed to libraries throughout the state of Hawaii for use by researchers, students, and the general public. The project will be funded by both private and state funds, the total cost being shared by both Castle & Cooke and the University of Hawaii.

The Center for Oral History (COH), a unit of the University of Hawaii's Social Science Research Institute, was established in 1976 by the Hawaii State Legislature. Its goals are to research, record, and disseminate interviews with Hawaii's working men and women who otherwise would not have left written memoirs of their lives; produce and encourage the development of books, articles, drama, displays, videotapes, and catalogs based on oral histories; serve as a resource center for oral history materials; and train groups and individuals to conduct research on the history of Hawaii's multi-ethnic people.

Since 1976, COH has recorded and disseminated interviews with over 350 sugar and pineapple plantation workers, cannery workers, longshoremen, storekeepers, farmers, fishermen, homemakers and other working people of the various ethnic groups that make up Hawaii. The Legislature appropriated funds to systematically record these experiences and to make them available to a wide range of groups. Particular emphasis is placed on the histories of communities in transi-

22,500 sheep, 250 cattle, and 150 horses—  
Lanai Ranch about 1910-1920



Stable and wool shed. (Photo: Violet Gay)



The cowboys. (Photos: Hannah Richardson, top, and Violet Gay)



Herding sheep. (Photo: Violet Gay)

(All photos courtesy of Center for Oral History, University of Hawaii at Manoa)

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## On Historical Consulting— “Earn Big Money! Become a Historian,” the matchbook said

By Philip L. Cantelon  
History Associates Incorporated

A yellow matchbook cover is pinned to the board above my desk. “EARN BIG MONEY! BECOME A HISTORIAN,” it promises. In the fine print it advises that the way to the land of milk and honey is through a subscription to the *Radical History Review*. I confess at the outset: I do not subscribe to the *Radical History Review*. Perhaps, that is why I fail to “EARN BIG MONEY!” I do, however, work in a branch of history that conjures up visions of financial sugarplums with or without radical history—historical consulting.

But I must warn you. I am not a sugarplum fairy. I do not know the secret path to the “BIG MONEY” the *Radical History Review* promised. I don’t believe one exists. Nor is historical consulting the panacea for the profession’s problems. But it does show another way.

For two decades our profession has suffered from a glut of graduates and a paucity of positions. Old ideas and ideals about the traditional and pure nature of the profession die. Historians, in spite of their training, do not deal well with change. And the changes that have occurred in the profession over the past decade are shaping, and will continue to shape, its future for the 1990s.

Applied history in the marketplace is one of those crucial changes. If not a magic bullet for the profession’s ills, the growth and success of historical consulting has clearly demonstrated that there can be life in the profession beyond the traditional workplace.

Over the past decade, applied historians have cut a notable niche in the public marketplace and the profession. Consultants and consulting companies have become increasingly numerous and prosperous. They should be proud of their past and prepared to explain the present. Without question, their activities will be vital to the profession’s future.

Perhaps a closer look at historical consulting and the philosophical underpinnings and purposes of a historical services

company can sharpen that definition.

What is a consultant? The wag’s standard definition is a person without a job. Certainly this was true for many who sought to become historical consultants. Consulting was the last refuge of the Unemployed and/or the Untenured. Consultants are also described in terms of doing their work for money, as if there were something sinister about this.

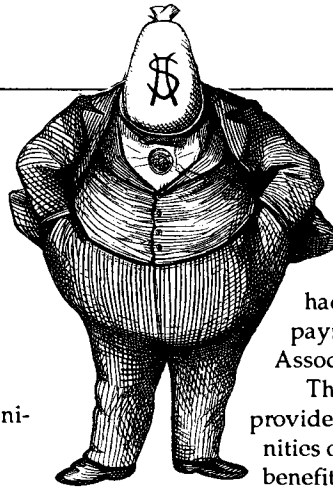
The stereotype masks the more important aspects of providing professional historical services to those who would be ill-served without them. We should promote the idea that professional historians should be researching and writing history, not geographers, journalists, free lance writers, political scientists, public relations specialists, economists, or archaeologists.

A historian is not expected to be a hired gun. A historian should be hired to provide a professional service to the utmost of his or her abilities, just as one hires a lawyer, a doctor, or a teacher. To achieve this status should be the goal of every professional historian.

In an economic sense it is easy to become a free lance historical consultant. The threshold of capitalization is low, if one ignores, as we usually do, the initial investment costs of acquiring an advanced degree (or degrees) in history. All you really need is a telephone and stationary. And a client. The requirements for a company, on the other hand, are considerably different.

The ingredients for success in the historical consulting business are no different from those of any other enterprise. You must develop a strong set of philosophical goals, a sound business plan which includes adequate financing, a legal arrangement that provides for equality and protection among the parties, and a knowledge of the market.

Like any new venture company, History Associates sold stock to investors to raise money to begin business. We drew up articles of incorporation and by laws. We elected a board of directors. With our initial capitalization we rented an office, bought equipment, printed stationary and business



cards, installed a telephone, and hired a historian to manage the company’s business. Over the next couple of years we learned how naive about business we had been. Now there was a payroll to meet. But History Associates has prospered.

The profession of history must provide better paths to job opportunities offering comparable salaries, benefits, and security for those who chose to work in both conventional and non-traditional settings. Financial equality is critical if we are ever to establish historical consulting as anything more than an adjunct to the profession, as colleges and universities have done with adjunct professors who work for lower pay and few, if any benefits. This goal of professional equality is the responsibility of all historians.

Unfortunately, regardless of what we or other consulting historians have accomplished in the past, we remain strangers in our own profession. A cloud of suspicion still swirls around consulting historians, limiting financial advances as well as opportunities for professional recognition and growth.

The lesson is clear: if the attitudes toward historical consulting haven’t become as sophisticated as the nature of our business, we must work harder toward effecting change. We must switch tactics. Perhaps the time has come to organize historical consultants into a professional association to promote our economic and intellectual interests as does the National Coordinating Committee for the Promotion of History. We might also examine the possibilities of certification as has the Society of American Archivists and the Institute of Certified Records Managers. We might build on the ethics guidelines drawn up by the Society for History in the Federal Government, the Society of American Archivists, and the National Council on Public History and begin discussions on the establishment of standards for historical scholarship. Some of my colleagues may be uneasy with these suggestions, but without some positive action on our part, the chances of those who hope to “EARN BIG MONEY!, BECOME A HISTORIAN” will be sadly diminished. ■

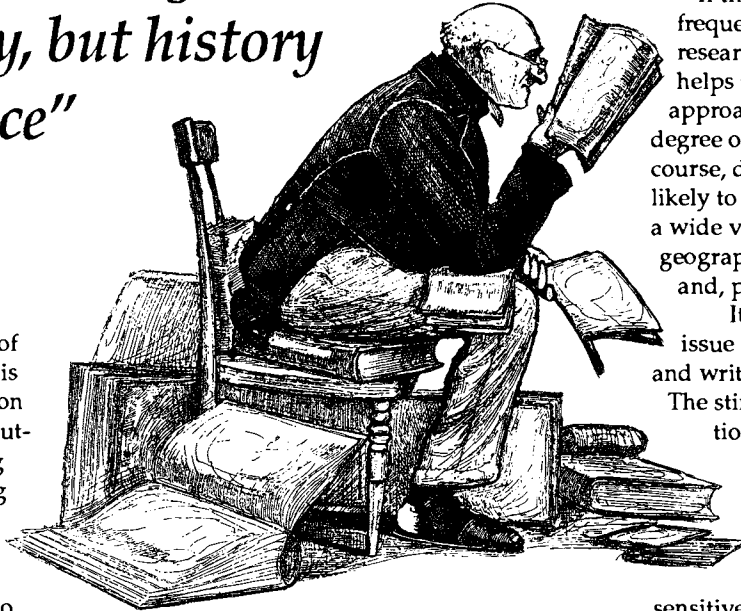
*(A much longer version of this article was presented as a paper at the American Historical Association meeting in December 1988. This abridgement was prepared by the editor.)*

## On Historical Consulting— “This is history, but history with a difference”

By D. Lorne McWatters  
HMS Associates

At this stage in the evolution of the public history “movement,” it is no longer novel to raise the question of whether or not those working outside academia are really practicing history. However, as the following discussion will illustrate, managing a history consulting business presents historians with an entirely different context within which to practice their profession. To establish and operate a business brings the historian fully into the world of partnerships and corporations, finance capital, taxation, insurance, benefits, and other requirements of any modern business. Moreover, unlike academic or civil servant historians who might engage in consulting to supplement their salaries, most consultants operating within a separate business must rely on their firm for their sole livelihood. This, of course, introduces an element of risk and uncertainty.

As one trained to be an academic, I developed a set of expectations about being a historian: to conduct research on topics of interest to me, to examine evidence as objectively as possible, to write results in a scholarly and reflective manner, to teach students at different levels of education, and to be supported by and criticized by colleagues. During my graduate training in the 1970s, the term “public his-



tory” was never mentioned.

Becoming an entrepreneurial historian, a businessman, has required a good deal of adaptation. One major adjustment has been the discontinuity sometimes apparent in research. I am not speaking here only of the time taken away from research by management for HMS Associates, but also of the lack of continuity in the subject areas of scholarship. Stated bluntly, conducting scholarly research as a business sometimes requires moving from project to project quite rapidly. There is often little time for the kind of reflection a researcher might prefer, and little opportunity to develop and therefore publish results.

Another adaptation for the entrepreneurial historian is working with insufficient funding. It is, for example, a constant thorn in the side of public history that historians suffer from inequitable funding compared to archaeological contractors. Of course, research on exclusively historical projects can also be similarly restricted by lack of money when clients do not have a complete grasp of the difficulties involved in certain types of scholarship.

Related to such financial limitations is the all-important fact that historians in public history must be prepared to undertake research on topics not of their choosing. While it is possible to exaggerate the freedom academics have in selecting their projects, there can be no doubt that, because topics are in effect chosen for them, entrepreneurial historians sometimes conduct research supported by minimal documentation or, alternatively, discover they lack the financing and time necessary to col-

lect poorly-organized documentation.

If the entrepreneurial historian is to be frequently, even commonly, employed in research projects not of his choosing, it helps to have a well-rounded and flexible approach to the study of history. While a degree of specialization is possible and, of course, desirable, a consulting historian is likely to be expected to conduct research on a wide variety of topics and in different geographical regions of the United States and, perhaps, abroad.

It is not my intention in raising this issue to paint a bleak picture of research and writing within the business context.

The stimulating variety of work mentioned can be one of the rewards.

Another is the opportunity to take a more “applied” approach to one’s scholarly endeavors by “doing history with your boots on.”

Most public historians are sensitive to direct or implied criticism that somehow our work is less scholarly or less important, or simply less, in some manner, than the research of academics. This is an issue that will not be resolved until it is recognized that client-oriented research is different from university or civil service based scholarship because we operate under different constraints and expectations. I have found, for example, that I have been called upon to utilize a wider range of research skills, to exercise greater discipline, and to proceed more efficiently in my work. That some research projects will be less productive than others does not mean that historians in the business context do not produce quality scholarship.

Finally, the entrepreneurial historian must also deal with the issue of ethics, since questions about both the form and content of research will inevitably arise. All scholars bring a set of personal expectations to any project, perhaps the most important of which is the absolute necessity of being unbiased. My own experience has been extremely varied. On the one hand, I have been in situations where even a Marxist interpretation would not have been noticed. On the other hand, I have also been criticized for reflecting too harshly on the previous research of another scholar, since the client feared they would be embarrassed by the fact that they had paid for this inadequate research. My personal approach to the issue of ethics is to assume an “objective” attitude toward my work, to keep in mind the purpose of my scholarly training, and to be prepared to discuss, openly, any

See p. 9

### Consultants Directory Is Best Seller for NCPH

The NCPH *Directory of Historical Consultants* is already selling very well—by far the best, in fact, of any NCPH publication to date.

Free copies of the *Directory* are being sent to over 200 government agencies likely to hire historical consultants, and as outlined in the last newsletter, advertising brochures for the *Directory* are being sent to 1,500 other potential employers.

# COUNCIL UPDATE

## From the Chair— NCPH Business: Board Meeting, 1991 Conference, New Programs

By Barbara J. Howe  
West Virginia University  
NCPH Chair

The NCPH board of directors held a very successful meeting in Washington, DC, October 1-2. We reviewed the changes we would like to see in our contract with the University of California Press, and it was sent off to the press for their review. The negotiations have since been completed to everyone's satisfaction. We also adopted by-law changes that will reduce the size of the board of directors and mandate finance and membership committees. Stan Hordes will chair the finance committee and Ted Karamanski the membership committee.

We agreed to hold the 1991 meeting in Toledo with the University of Toledo as our host. Gary Ness of the Ohio Historical Society and Harold Skramsted of the Greenfield Village and Henry Ford Museum have agreed to cooperate on this effort.

Several major program initiatives are underway. We have resubmitted a grant application to the National Endowment for the Humanities to develop a directory of corporate archives. If funded, this project will be done in cooperation with Arizona State University.

Ted Karamanski is drawing up plans for a one-week cultural resources management institute on industrial landscapes. This will be held in Chicago in June, and further details are available elsewhere in this newsletter. We encourage you to attend this workshop and to urge your friends who may be interested to attend.

To follow up on Arnita Jones' speech at our Denver meeting, we set up an accreditation committee to examine the possibilities of accrediting public history programs and public historians. Arnita has agreed to chair this committee; she will be working with Andy Achenbaum, Jim Huhta, Ray Merritt, and Jim William as committee members. If you have any sug-

gestions on this issue, please contact Arnita at (502) 896-8186.

Don Ritchie of the Senate Historical Office has agreed to chair a committee to develop plans to collect oral histories from prominent historians who have been involved in public history projects over the years. Wayne Anderson, Cullom Davis, and Charles Morrissey have agreed to serve on this committee. If you have suggestions about who should be interviewed, please contact Don at (202)224-6816.

Our *Directory of Historical Consultants* is selling well. Ordering information is available elsewhere in this newsletter. I received my copy the day I was finishing this column and wondering how to find a phone number for someone — I opened the directory, and there it was! Congratulations to Connie Schulz and Philip C. Cockrell on a job very well done.

On a more philosophical note, the study of history seems to be getting a great deal of press these days. Lynne V. Cheney's September 1988 report on the *Humanities in America* has been widely quoted and is very positive about the role of public history-type institutions ("parallel programming") in teaching the humanities. Indeed, Cheney claims that "the remarkable blossoming of the humanities in the public sphere is one of the least noted, though most important, cultural developments of the last few decades."

Also, the November 1988 issue of *The Atlantic Monthly* has an article by Paul Gagnon titled "Why Study History?" Anna Nelson and Don Ritchie, both NCPH members, wrote long essays for the "Point of View" page of the *Chronicle of Higher Education* this fall, Nelson's on the problem of access to government records (28 September 1988) and Ritchie's on the importance of oral history in understanding the federal government (2 November 1988).

Perhaps most important, *Glamour* magazine this fall reported on a survey of occupations published in *The Jobs Rated Almanac* (Pharos Books). It found that historians are among those having the best paying jobs with the least stress, citing a salary of \$41,093. Unfortunately, we are also cited as being among those with the most formal education and the worst job opportunities. ■

*Terri Schorzman of the Smithsonian Institution was misidentified in the fall issue's committee list. She is a member of the Awards Committee.*

*Several new committees and their members are listed in the Chair's column elsewhere on this page.*

## Committee Notes— "History Goes Public" Going To Videotape

By Philip V. Scarpino  
Indiana University/Purdue University,  
Indianapolis  
Chair, Curriculum and Training Committee

The Curriculum and Training Committee is presently engaged in producing a videotape that will replace the successful, but limited, slide-tape "History Goes Public." The new production will offer an overview of public history for classroom use and for presentation to interested public organizations.

Present plans call for portraying public historians as part of a larger community of professional historians by emphasizing the range of things that historians do, the variety of places where historians practice their craft, and the diversity of audiences with which historians work.

Members of the committee are currently drafting a treatment and preparing a budget. The finished production will be available on videotape for either rental or purchase.

In order to stretch our budget and expand participation, the committee has decided to solicit slides and videotape footage from members of the National Council on Public History. We are inviting our colleagues to submit up to ten of their high-quality slides that illustrate the themes noted above. We are also asking museums, archives, and other organizations with videotape presentations or training films to submit up to a ten-minute clip showing historians at work or engaging a public audience.

Slides, videotape, and film footage should be sent to Gerald Herman, Department of History, 249 Meserve Hall, Northeastern University, Boston, MA 02115.

NCPH cannot offer compensation for these materials, but all contributions used will be credited in the new production. Please insure that complete citations are included with the submission.

The Curriculum and Training Committee will be holding an open meeting at the annual convention in St. Louis to report on and to discuss this project. All members of NCPH are invited to attend this meeting, which will be Thursday, April 6, 1989, 1:30-4:00 p.m. ■

## French Insights to Be Presented at Conference

By Philip V. Scarpino  
Indiana University/Purdue University,  
Indianapolis

The public history movement has a significant international dimension, a point that will be illustrated in a session at the convention in St. Louis entitled "Business and Public History: A French Perspective." The three presenters, Felix Torres, Martine Muller, and Patrice Markiewicz are all members of the French public history consulting firm Public Histoire.

Torres, Director of Public Histoire, will present a paper entitled "From History to Memory: The Search for Identity of French Enterprises." Muller will be discussing her recent research into the history of Agence Nationale pour l'Emploi (ANPE). Among other things, Dr. Muller will talk about the use of the past by present policymakers in ANPE.

Markiewicz is a Ph.D. student at the University of Paris at Nanterre and the Director of Development for Public Histoire. Markiewicz recently returned to France after a year at Indiana University/

See p. 9

### TPH Seeks Reviewers For Archives Section

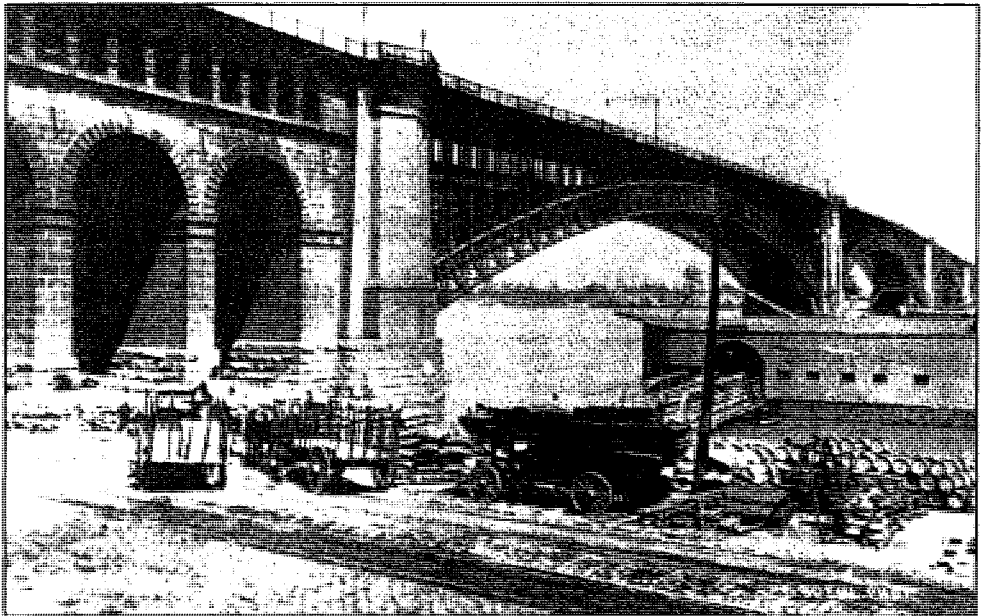
*The Public Historian* is interested in expanding its review section to cover archives. The editors' aim is to use an "archives review" section to inform readers about the holdings of various collections that they might be likely to use in the course of their public history work, and to evaluate the archives' completeness, the accessibility of the documents, etc.

The editors welcome readers' suggestions as to how this new section can best serve their needs. Specific information such as which archives should be reviewed and suggested criteria for their evaluation would be appreciated. We would also like to receive the resumes of readers who would be willing to serve as archives reviewers.

Please write to: The Editors, *The Public Historian*, Department of History, University of California, Santa Barbara, CA 93106. ■

NCPH/OAH —April 6-9, 1989

## St. Louis Meeting Is Almost Here, With Sessions, Workshops, Tours....



*St. Louis' Eads Bridge, photographed by Emil Boehl about 1880, is the subject of one of the tours sponsored by NCPH at the joint annual meeting with the OAH in St. Louis, April 6-9. (Photo: Missouri Historical Society, negative Street Scenes 553.)*

By Patricia Mooney-Melvin  
University of Arkansas at Little Rock

### Conference Overview

The 1989 annual meeting promises to be an exciting one. Sessions highlight the different areas of interest to public historians. In keeping with the various war anniversaries targeted by NCPH and the Organization of American Historians in the 1989 Call for Papers, four sessions will examine the many facets of America's war efforts. Three sessions will focus on history and public policy. Museums and cultural resource management will be featured in both NCPH and OAH sessions.

Other topics under review at the conference will include art and historical consciousness, taking history into the community, and public history education. Three French public historians will join us in St. Louis and offer those attending the conference a French perspective on the relationship between business and public history.

NCPH will sponsor five workshops focusing on exhibits, archives, local records and local history, litigation research, and media production. All those interested in public history can rendezvous at the NCPH

luncheon for good conversation and food and to share information about issues of concern to public historians. And, the local arrangements committee has put together six tours designed to lure all those attending the conference to explore the world outside of the Adam's Mark Hotel.

### Registration Information

NCPH hopes that all of you will be able to attend the 1989 annual meeting in St. Louis and help make this one of our best annual conventions. Conference programs and information were sent out at the end of January.

Because this is a joint meeting with the Organization of American Historians, how you register is very important. *Be sure to indicate on your preregistration or registration form that you are a member of NCPH. If you do not, the OAH will receive the entire registration fee.* The only way NCPH can cover convention expenses is to receive its share of the preregistration/registration proceeds. NCPH appreciates your cooperation.

See p. 9

# CULTURAL RESOURCES MANAGEMENT

## *The Issue of Legitimacy— History's Claims in the CRM Process*

By **Kenneth N. Owens**  
California State University, Sacramento

Historians in CRM practice are experienced complainers. We gripe to one another about the inadequate work done by inept, untrained amateurs and by amateurish, equally untrained professionals from other fields who come invading the domains of Clio. We protest to colleagues the preemption of CRM administration by bureaucrats with an unlimited ignorance of historical concerns. We tell each other our tales of woe about cloddish, developer-owned officials who have been willing to write off historical sites without proper study or sufficient mitigation. At many public historians' gatherings, members of the CRM clan can be identified by a readiness to gather and grumble together about the myriad evils that beset us.

These exercises in commiseration achieve a certain ceremonial bonding effect. Often repeated, they also reflect a professional reality that offers distinctive, substantial causes for complaint. Historians in CRM have labored under a peculiar disability in having to establish the legitimacy of our practice over and over again, alike to other historians, to CRM administrators in government agencies, to paying clients, and to fellow practitioners with different disciplinary training and research orientation.

Because professional public historians have, by and large, arrived on the scene rather recently in the development of CRM studies, we now pay the price for the many years that members of the history profession appeared content to ignore this type of work. Frequently we find it necessary to advocate and vigorously promote the effectiveness of historical study as a CRM specialty alongside archeology, ethnology, and other social science disciplines. We find it necessary to campaign for history's professional equity in the CRM process.

But many of us are unpracticed in this role. Like most historians, we have been nurtured within academic settings that are comfortably defined by departmental boundaries, getting our training in lectures and seminars where the validity of historical study was assumed at the outset, where the importance of historical concerns was



*Montgomery Street, San Francisco.*

never questioned. University training has typically left us ill-prepared to be advocates for our discipline.

With no instruction in advocacy, CRM historians must learn on the job, as a required professional skill, to make history's case. We must learn to develop the arguments and demonstrate the skills that validate our discipline's partnership in CRM studies. We need to educate first our colleagues in history, then our peers and potential CRM clients, with a brief, clear, and vigorous statement of history's proper role in this multidisciplinary field.

The case for history in CRM rests on intellectual, technical, and practical economic grounds. Intellectually, no other discipline can boast such a full arsenal of appropriate interpretive concepts or such talented thinkers as history's trained, well-read practitioners. Technically, historians' research skills, knowledge of sources, and critical handling of evidence allows us to investigate sites, reconstruct the past, and assess significance based on many different types of data sources.

Historical understanding, we should be prepared to assert, tends to convey a wider, deeper, and yet more exact sense of context than is displayed by allied disciplines—wider in area, deeper in time, and more exact in the treatment of particular detail. It

is exactly this sense of context that is required to determine whether or not a specific site or property has historic significance within the meaning of the pertinent federal laws and regulations. In particular, this sense of context is emphasized by the recently issued Secretary of Interior's guidelines for preservation planning, a landmark document for CRM historians.

History has one further claim that needs to be frequently expounded in the CRM marketplace. Historical research and analysis is a relatively cost-efficient means to improve CRM studies. Compared to its sister disciplines, history recurrently delivers far more data for the dollar. Good advance historical research will often make field site surveys more productive and give direction to ethnological interviews. Subsequent to field work, detailed documentary research may elucidate the meaning of artifacts and clarify the relationships between sites, site features, and the actual historical processes of occupancy.

While anthropologists specialize in culture and architects specialize in the built environment, historians specialize in time—in the fully-dimensional study through time of human societies and all that impinges upon particular societies within specific environmental settings. The site-specific investigations that are the subject matter of CRM projects require that due place be given to all these specialties.

Comfortable in grumbling to one another and preaching to the choir, CRM historians need to carry their message to a broader audience. As advocates and promoters, we have a contribution to make in reemphasizing the importance of our discipline to the broad public interest that is served by the CRM process. ■

**Please include me on the mailing list of historians interested in Cultural Resource Management matters.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Professional position: \_\_\_\_\_

**Mail to:** Kenneth Owens, Director,  
Capital Campus Public History Program,  
History Department, California  
State University, Sacramento, CA  
95819-2694.

## Videohistory Adds Dynamic Documentation at Smithsonian

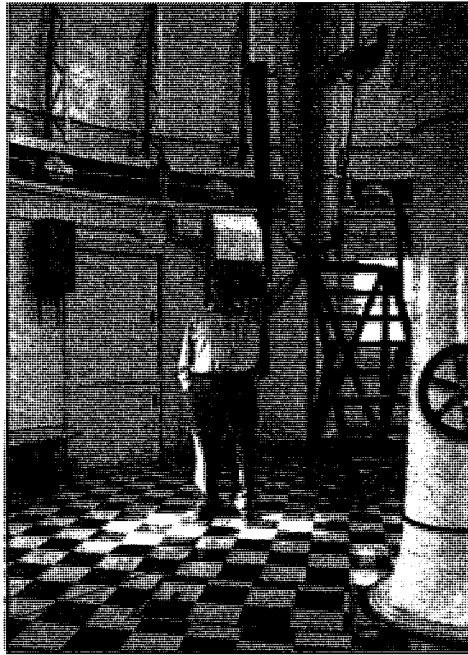
By Terri A. Schorzman  
Smithsonian Videohistory Program

The Smithsonian Videohistory Program was created in early 1986 to document the history of science and technology. At that time the Alfred P. Sloan Foundation awarded the Institution a four-year grant to experiment with "videohistory." The program's first two years have resulted in a wide collection of interviews with people who have worked in all levels of twentieth century American science. Subjects include the history of the Manhattan Project, the development of computers, the collection of fossil specimens, and the methods of classical astronomical observation.

Smithsonian historians use video to supplement on-going research for the same reasons other public historians might: They want to expand research efforts beyond traditional word modes, such as manuscripts and oral history, to include visual information that illustrates working environments, processes, use of artifacts, personalities, partnerships, and group dynamics. Video documentation at the Smithsonian has, as a result, provided a lively visual element to the historian's research, and has added a new dimension to traditional data available for historical analysis.

The program encourages participating historians to create documentation useful for the widest possible future application, although it has supported the production of footage for upcoming exhibits.

Videohistory Program footage has, generally, helped round out the collection of data in the history of science and technology by adding a dynamic visual component. Historians determined what historical data could be captured visually by careful research and analysis of the subject area, by conducting inventories of supporting documentation and artifacts, and by thorough surveys of potential taping locations. When shooting video interviews, they continued to focus on elements important for the visual record. Some uncovered the dynamics of a group of scientists who had shared an experience, while others found significance in the unique interaction between an inventor or scientist and the artifact he created or ana-



*Dr. Charles Worley demonstrates the operation of a U.S. Naval Observatory dome for the Smithsonian Videohistory Program. (Photo: Smithsonian Videohistory Program)*

lyzed. Many found that the interiors of a lab or the process behind a piece of machinery added critical data to the historical record. One historian noted that the interviewer must be interested in the "information content of the environment, of objects, and how [scientific] processes are conducted."

Videohistory is unscripted but structured, and has proven to be an evolutionary process—probing, enlightening and vital—in the collection of historical documentation. Quick takes, rehearsed scripts and conversations, and "sound bites," are discouraged. Issues are pursued at the intellectual, visual, and tactile levels. It is, indeed, different than taping for the evening news.

The services of a professional video producer have been necessary to achieve such quality documentation. The Smithsonian Videohistory Program has found that producers who work in partnership with the historian, rather than those who act autonomously, are most sensitive to the videohistory process and are most flexible in expanding the use of video technology.

The program has also been successful with producers who are trained in the liberal arts rather than those with media experience only. Consequently, the program seeks producers who demonstrate an understanding of archival and documentary collecting; their knowledge of visual documentation and process surpasses that of the historian. Their contributions have been significant.

The unscripted nature of the video interview really challenges the skills of technical personnel. The expertise and versatility of camera and audio technicians is therefore critical to a successful project. As a result, the program looks for a fully professional crew which is capable of quick and creative camera work and broadcast-quality sound reproduction. Both requirements are vital to fully-useful documentation: If inexperienced or inattentive crews are used, the resulting video might be a flat, impersonal, and inaudible look at human creativity, scholarship, and accomplishment.

To insure that video documentation becomes more than "talking heads," the interviewer must ask questions that capture visual information. Such questions are usually concrete, focused, and simple. A Smithsonian historian noted that simply placing an object in a scientist's hand did not result in historically important information. She noted that questions focusing on objects, environments, processes, or functions must be developed in advance. Abstract ideas, theories, or analyses should be left to an audiotaped interview.

In sum, historians (and public historians in particular) who share an interest in exploring supplemental forms of visual documentation might well consider video. But those contemplating videohistory should realize that it is expensive, requires much planning, and demands careful execution. Most importantly, one should determine whether an appropriate need exists before implementing a video project. Public historians who want to use video as a documentary tool need to think seriously about the types of information desired. With careful planning and thoughtful production techniques, the public historian may be surprised to find the process rewarding... and the results worth the effort and cost.

If you are interested in guidelines for starting a video project, or would like more information about videohistory, please contact the Smithsonian Videohistory Program, Arts and Industries Building, Room 2135, Washington, DC 20560. ■

# BULLETIN

Edited by MaryAnn T. Campbell  
Northeastern University

## •JOB ADVERTISEMENTS

**Executive Director—The Ramsey County Historical Society** (St. Paul, Minn.) is seeking an Executive Director with proven management experience, fundraising ability, and strong communications skills. Responsibilities include supervising personnel, financial operations, program development, fundraising, publications, community relations. History degree preferred. Salary open. EOE. Send letter and resume to Search Committee, Ramsey County Historical Society, 323 Landmark Center, 75 West 5th St., St. Paul, MN 55102.

(For job-advertising rates, contact Public History News at 617-437-2677.)

## •OPPORTUNITIES

**The Bureau of Reclamation** plans to hire a GS-11 historian in Denver. For information contact: Brit Allen Storey, Senior Historian, Attn: D-5521, Bureau of Reclamation, P.O. Box 25007, Denver, CO 80225-0007; (303) 236-9026.

**The Council for International Exchange of Scholars** (CIES) has announced that a number of 1989-90 Fulbright Grants remain available to U.S. faculty in American history. For information: CIES, Eleven Dupont Circle NW, Suite 300, Washington, DC 20036; (202) 939-5401. Indicate country of interest.

**Old Sturbridge Village** announces its first annual research fellowship. Application deadline: *July 1, 1989*. Contact: Dr. John Worrell, Director of Research, Old Sturbridge Village, 1 Old Sturbridge Village Rd., Sturbridge, MA 01566; (508) 347-3362, ext. 302.

**The Historic American Buildings Survey/Historic American Engineering Record** (HABS/HAER) is hiring graduate students and other professionals in history during the summer of 1989. For more info: Summer Program Admin., HABS/HAER Div. (429), National Park Service, Washington, DC 20013-7127; (202) 343-9625.

**The Athenaeum of Philadelphia** announces the availability of grants for advanced research in early American architecture and building technology prior to 1860. Applications will be accepted until *May 31, 1990*. For specific guidelines:

Chairman, Peterson Fellowship Committee, The Athenaeum of Philadelphia, East Washington Square, Philadelphia, PA 19106-3794.

**The Hagley Program** in the History of Industrial America announces fellowships for graduate study beginning in the fall of 1989. For an application or additional information: Assoc. Coord., Hagley Graduate Program, Dept. of History, University of Delaware, Newark, DE 19716; (302) 451-2371

**The National Endowment for the Humanities** invites applications for projects to increase the availability of important research collections in all fields of the humanities. Application deadline: *September 1, 1989*. Contact: Access, Rm. 318, Div. of Research Programs, NEH, 1100 Pennsylvania Ave., Washington, DC 20506.

**The Newberry Library** announces fellowships in the humanities for 1989-1990. Deadlines vary by program. Contact: Committee on Awards, The Newberry Library, 60 W. Walton St., Chicago, IL 60610.

**The Forest History Society** has established the John M. Collier Award for Forest History Journalism. For more information: Forest History Society, 701 Vickers Avenue, Durham, NC 27701.

## •MEETINGS AND CALLS FOR PAPERS

**The Society for the History of Technology** (SHOT) Program Committee seeks papers and session proposals for their annual meeting *October 12-15, 1989*. Deadline: *April 1, 1989*. Preliminary inquiries to: Thomas J. Misa, Dept. of Humanities, Illinois Institute of Technology, Chicago, IL 60616; (312)567-3465.

**The American Urban History Association** will hold its annual luncheon on *April 8, 1989*. For additional information: Blaine A. Brownell, College of Social and Behavioral Sciences, University of Alabama at Birmingham, Birmingham, AL 35294; (205) 934-5643; or Mark H. Rose, The Program in Science, Technology, and Society, Michigan Technological University, Houghton, MI 49931; (906) 487-2115.

**Old Sturbridge Village and New England Museum Association Museum Archives** will hold its annual conference *April 14-15, 1989*. For information: Theresa Rini Percy, Director of Research Library, Old Sturbridge Village, 1 Old Sturbridge Village Rd., Sturbridge, MA 01566; (508) 347-3362.

**The Chemung County Historical Society** will sponsor a symposium entitled "A Heritage Uncovered: The Black Experience in New York State" *April 20-22, 1989*, in Elmira, NY. Contact: Chemung County

Historical Society, 415 East Water St., Elmira, NY 14901; (607) 734-4167.

**The Society for History in the Federal Government** will hold its annual meeting *April 25, 1989*, in Washington, DC. For more information: Laurel Radow, Senior Policy Analyst, American Public Transit Association, 1201 New York Avenue, N.W., Washington, DC 20005; (202) 898-4105.

**The 12th Annual Conference on Black History in Pennsylvania** will be held *May 5-6, 1989*, in Altoona, PA. For further information: Kristin S. Bailey, Assoc. Historian, Pennsylvania Historical and Museum Commission, Box 1026, Harrisburg, PA 17108-1026; (717) 783-5376.

**The North American Labor History Conference** will be held *October 19-21, 1989*, at Wayne State University, Detroit. Proposals welcome. Deadline: *June 1, 1989*. Contact: Philip P. Mason, Director, Walter P. Ruether Library, Wayne State University, 5401 Cass, Detroit, MI 48202; (313) 577-4024.

**The American Society for Ethnohistory** will hold its annual meeting in Chicago, IL. Papers, organized sessions, special events, and speakers welcome. Deadline: *June 1, 1989*. Contact: Frederick E. Hoxie/Jay Miller, D'Arcy McNickle Center for the History of the American Indian, The Newberry Library, 60 W. Walton St., Chicago, IL 60610.

## •EDUCATION AND TRAINING

**The National Endowment for the Humanities** will sponsor a summer seminar for college teachers *June 12-August 4, 1989*, at Yeshiva University. Deadline *March 1, 1989*. For further information write: Prof. Louis H. Feldman, Annenberg Research Institute, 420 Walnut St., Philadelphia, PA 19106.

**The Advisory Council on Historic Preservation** will offer 14 training sessions in 13 cities during 1989. Write: GSA Training Center, P.O. Box 15608, Arlington, VA 22215, Attn: Peggy Sheelor.

**Old Sturbridge Village** will hold its first annual Summer Field School in Architectural History from *June 26-August 11, 1989*. For further information: Myron O. Stachiw or Nora Pat Small, Research Dept., Old Sturbridge Village, 1 Old Sturbridge Village Rd., Sturbridge, MA 01566; (508) 347-3362.

**The University of Wisconsin-LaCrosse** now offers a Public History Program. For more info: Dorothy Zeisler-Vralsted, Asst. Professor, History, University of Wisconsin-La Crosse, 1725 State St., La Crosse, WI 54601.



# BULLETIN

The University of Hawaii offers a graduate certificate program in historic preservation. For more information: Department of American Studies, 1890 East-West Rd., University of Hawaii, Honolulu, HI 96822; (808) 948-8570.

## •NOTES

The National Center for the Study of History has career charts on Business & History, Careers in Information Management, and Careers for Graduates in History. For more information and price list contact: National Center for the Study of History, R.R. #1, Box 678, Cornish, ME 04020.

History Associates, Inc. has been awarded contracts to research and write an illustrated narrative for Baltimore College of Dental Surgery.

The American Historical Association and the Society for History in the Federal Government have published a comprehensive guide to the federal government's historical activities and programs. Copies: \$6 each from AHA, 400 A Street SE, Washington, DC 20003.

## •TRANSITIONS

Pat Harahan, a member of the NCPH Board of Directors, has been selected as the historian for the Defense Department's newly-formed On-Site Inspection Agency. Dr. Harahan was formerly with the Office of Air Force History.

Wayne D. Rasmussen has been awarded the Degree of Doctor of Humane Letters by the University of Montana for his many contributions to agricultural history. Dr. Rasmussen was for many years the historian of the Department of Agriculture, and he is a member of the NCPH Board of Directors.

Brit Allan Storey is the new Senior Historian of the Bureau of Reclamation. He will be in charge of developing an internal history program for the Bureau and assisting the Bureau's regions in their use of history for cultural resources management. Dr. Storey was at the Advisory Council on Historic Preservation for fourteen years and is Secretary of NCPH.

Heather Huyck, a member of the editorial board of *The Public Historian*, recently delivered the Richard G. Hewlett Address to the Society for History in the Federal Government. Dr. Huyck is a professional staff member of the Subcommittee on National Parks and Public Lands of the House Committee on Interior and Insular Affairs. ■

## Air Force Develops Air History Reading Course

By Pat Harahan  
Office of Air Force History

Recently the Air Force History Program developed a new two-week reading course on the history of military air forces in the twentieth century. Fifteen Air Force public historians participated in the first seminar, held at the Air University at Maxwell Air Force Base in Montgomery, Alabama.

The history of military air forces was examined along three conceptual lines. First, a comparative dimension, next, a careful evaluation of periodization and finally, the readings, which set the history of military air forces into the larger context of this century.

Each student received thirteen books, plus an additional six as recommended readings. Another 25 histories were placed on reserve in the library. Guest lecturers were invited to meet with the students to set the readings into a wider conceptual and bibliographic perspective. ■

### —This is History

relevant concerns with our clients.

In concluding, I hope that I have been able to outline some of the adaptations and rewards of being an entrepreneurial historian. Caught somewhere between the ivory tower and the corporate board room, this kind of historian might best be described as a hybrid, fitting neatly into neither world, yet feeling familiar with both. Clearly, those who have become involved or are planning to pursue such a career will be faced with new opportunities as well as unanticipated limitations. For my part, I have found my role as a scholar/businessman exciting and fascinating but, because of my own expectations, sometimes unnerving. It has required adjustment, the development of new skills, and an appreciation for the variety of activities possible for an historian. This is history, but history with a difference. ■

*(This article was excerpted by the author from a paper he gave at the American Historical Association meeting in December 1988.)*

### —St. Louis Meeting

## Workshop Information

This year NCPH will sponsor five workshops. Workshop cost, times, and enrollment limitations are listed below. Registration forms can be obtained from the NCPH Executive Secretariat; one will be included in the OAH/NCPH conference program.

Send in your registration forms early. You do not want to miss out on these exciting opportunities. All workshop registrations *must* be received by *March 17, 1989*.

For more information contact Patricia Mooney-Melvin, Department of History, University of Arkansas at Little Rock, Little Rock, AR.

### Legal and Litigation Support:

Wednesday, April 5, 9:00 a.m. - 4:00 p.m.  
Fee: \$125 NCPH members/\$150 non-members. Minimum enrollment of 12 required.

### Exhibitions from Start to Finish:

Thursday, April 6, 9:30 a.m. - 3:30 p.m. Fee: \$75. Enrollment limited to 25.

**Automated Description and Information Retrieval in Archives:** Thursday, April 6, 1:00 - 4:00 p.m. Fee: \$50. Enrollment limited to 20.

### Local History, Sources, and Audi-

**ences:** Friday, April 7, 9:30 a.m. - 4:30 p.m. Fee: \$75. Enrollment limited to 25.

**The Do's and Don'ts of Presenting History on Video, Film, and Slides:** Friday, April 7, 9:30 a.m. - 3:30 p.m. Fee: \$75.

The workshop fee does not include preregistration for the OAH/NCPH convention nor does it include lodging on Tuesday or Wednesday night at the Adam's Mark. Participants may register at the hotel's convention rates for the extra night(s). All workshop registrants will receive a detailed schedule of workshop activities prior to the annual meeting. ■

### —French Insights

Purdue University, Indianapolis, where he conducted a survey of American public historians who do corporate history. His paper, "A French Perspective on American Business History as Practiced by Public Historians," will present the results of his survey.

The chair of the session will be Wesley Johnson, Director, Family and Community History Center, Brigham Young University, and the commentator will be George David Smith, President of the Winthrop Group. ■

# WASHINGTON UPDATE



By Page Putnam Miller  
Director, National Coordinating  
Committee for the  
Promotion of History

## *Office of Personnel Management Revises Qualification Standard for Historians*

Last spring the Office of Personnel Management circulated for comment a draft statement on qualification standards for entry level positions for 95 professional occupations including historian. The NCC coordinated responses from the historical associations and from federal historians. Many of these suggestions have been incorporated, and the final draft is a marked improvement. In recent years there have been several attempts by historians to get OPM to revise the qualifications for the entry level, GS-5 positions. Thus historians welcomed this opportunity to modify the twenty-year-old qualification standards, which many considered to be inconsistent with professional practices. The overall goal of OPM in these revisions is to establish a common pattern of education and experience for the 95 professions. In summarizing the proposed changes, OPM noted that the historian position had been changed to make it consistent with other professional occupations.

## *National Archives To Involve Users in Planning for Archives II*

Planning is proceeding on the much needed new archival research facility, Archives II. Located in College Park, Maryland, adjacent to the University of Maryland, Archives II will house more than 1.5 million cubic feet of archival records and will be able to accommodate 150 researchers a day. In responding to the request for the involvement of users in the planning, Don W. Wilson, the U.S. Archivist, stated: "I want Archives II to be a people-oriented facility. For that reason, the counsel of our users is pivotal." The first of a series of meetings between users and those working on the architectural design will take place soon. The design of Archives II will be completed early in 1990, and construction is scheduled to be completed in the fall of 1993.

## *Humanities Council Membership Incomplete*

Before adjourning, the Senate confirmed two nominees to the National Humanities Council, which advises the NEH Chair on grants and policy matters. The two new members of the Council are Hillel Fradkin, who holds a Ph.D. in Near Eastern Languages and Literature and is vice president for the programs of the Lynde and Harry Bradley Foundation in Wisconsin, and Donald Kagan, professor of history and classics at Yale University. The Senate Committee on Labor and Human Resources took no action on the nominations of Gary McDowell, a historian and former NEH employee who is currently a fellow at the Wilson Center, and Jean Smoot, a member of the comparative literature faculty at North Carolina State University. Since time expired on these two nominations with the adjournment of the 100th Congress, the new administration will have the opportunity to select nominees to fill four existing vacancies on the NEH Council. Until replacements are confirmed, four members whose term expired in January, 1988, will continue to serve on the National Humanities Council.

## *Challenges Posed by Federal Use of Electronic Records Addressed*

In October the Office of Technology Assessment (OTA), a research arm of the U.S. Congress, completed a major study on federal information policy and issued a 333-page report entitled "Informing the Nation: Federal Information Dissemination in an Electronic Age." The expansion of technological advances has opened up many new and potentially cost-effective ways to disseminate federal government information, but the OTA report makes clear that the advent of electronic dissemination has generated serious conflicts over how to provide public access to government information. Existing laws and institutional relationships generally predate the electronic era. Previous distinctions between reports, publications, databases, and records have been replaced by a "seamless web" of information activities. Despite dramatic increases in the use of electronic records by federal agencies, the U.S. Government Printing Office and the Depository Library Program are still geared primarily to paper or microfiche formats and are thus disseminating an increasingly smaller percentage

of federal information. Another area needing clarification is the handling of Freedom of Information requests for information in computer records. For example, the Freedom of Information Act does not require agencies to create new records in fulfilling requests. But with electronic information, some degree of reprogramming, which could be interpreted as record creation, may be necessary to obtain access to electronic information. This and many other complicating problems are carefully examined in considerable depth. The OTA concludes that congressional action is urgently needed to resolve federal information dissemination issues but offers no overall plan for achieving this. However, discussions of alternative options and Congressional and agency responsibilities will prove most useful in clarifying the issues and moving federal information policy into the electronic age. Copies of the report are available for \$14.00 from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402-9325, stock number 052-003-01130-1. ■



The National  
Council on Public  
History promotes the

application of historical scholarship outside the university in government, business, historical societies, preservation organizations, archives, libraries, professional associations, and public interest groups.

For details, contact NCPH Chair Barbara Howe, History Department, West Virginia University, Morgantown, WV 26506; (304) 293-2421, or Vice-chair Ted Karamanski, History Department, Loyola University, Chicago, IL 60626; (312) 508-2684.

For membership information, contact Executive Secretary Wayne Anderson, History Department, 403 Richards Hall, Northeastern University, Boston, MA 02115; (617) 437-2677.

For change of address, write UC Press, 2120 Berkeley Way, Berkeley, CA 94720.

Copy for *Public History News* should be sent to Wayne Anderson, Editor, History Department, 403 Richards Hall, Northeastern University, Boston, MA 02115. The deadline for the Spring 1989 issue is March 1.

# Preserving and Interpreting the Industrial Landscape:

*A Workshop for Preservation Professionals*



**Sponsored by the National Council on Public History**

in cooperation with the Society for Industrial Archeology

**June 23-30, 1989, Chicago, Illinois**

Industrial history has become an increasingly important concern for cultural resource professionals. Thirty-eight national parks and numerous state facilities are already involved in interpreting technological and industrial history to the public. In the wake of Lowell National Historical Park, industrial heritage initiatives all across the country are being linked to economic development and tourism projects. The assessment, interpretation, and management of industrial sites, however, poses unique problems for the historian.

The workshop is designed to help the preservation professional deal with the challenges of factories, processing plants, mines, transportation systems, and the communities related to them. Through lectures, discussions, and site visits, the workshop will address the following problems:

- How are significant industrial sites and landscapes documented?
- How is significance assessed?
- What does the recent historiography of industrialization offer the site interpreter?
- What are the appropriate uses for industrial structures and landscapes?
- How can industrial history be brought to life for the public?
- How can history be used to locate and assess the hazardous waste risks at an industrial history site?

**Location and costs:** Loyola University's Lakeshore Campus. Registration: \$250. Double occupancy dormitory rooms and meal plan for the week: \$280. Single rooms: on request. Site visits will include: Illinois & Michigan Canal National Heritage Corridor, Pullman, Museum of Science and Industry, and other Chicago area industrial sites.

**Faculty:** *Emory L. Kemp*, West Virginia University (President, Society for Industrial Archeology); *Beth Grosvenor Boland*, National Register of Historic Places; *Craig Colten*, Illinois State Museum; *Susan Hirsch*, Loyola University and the Pullman Project, Newberry Library; *Gerald Adelman*, Open Lands Project; *Roberta Deering*, Upper Illinois Valley Association; and *Terri Sinnott*, Museum of Science and Industry.

**For registration or information:** Contact Theodore J. Karamanski, History Department, Loyola University, Chicago, IL 60626, phone (312) 508-2221

tion—communities undergoing rapid social and environmental change because of the islands' transition from an agricultural society with sugar and pineapple as the base to an international, tourist-based society.

The modern history of Lanai Ranch begins in the 1870s, when the ranch was started as part of a Mormon settlement. By 1910, the ranch consisted of 22,500 sheep, 250 cattle, and 150 horses. The ranch gradually declined after the Hawaiian Pineapple Company purchased Lanai in 1922 for the purpose of cultivating pineapples. Castle & Cooke, Lanai's sole landowner after acquiring Hawaiian Pineapple Company in 1961, continues to grow pineapples there, but also seeks to transform Lanai into a tourist destination, a move which will bring about drastic social and environmental changes to the tiny, close-knit community comprised mainly of native Hawaiians, who were employed by the ranch, and immigrants from Japan and the Philippines, recruited to labor on the pineapple fields.

Individuals and community groups on Lanai are being asked to provide expertise as well as names of possible interviewees. Untaped preliminary interviews will first be conducted with 25 to 30 present and former Lanai residents who have in-depth knowledge of the ranch. Twenty individuals will then be selected for taping on the

basis of clarity of memory, ability to articulate experiences, and willingness to participate in the project. Each interview session will be transcribed, and each transcript checked for historical accuracy, edited, and final-typed.

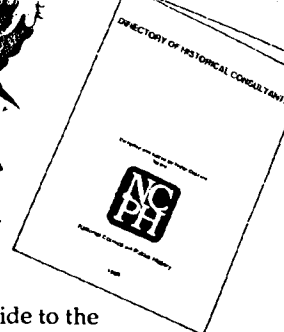
The interviews will cover such topics as reasons for coming to the ranch area, physical description of the ranch, childhood and community activities, knowledge of and feelings toward ranching and other work, archaeological sites of the area, ethnic and family customs, the role of the church and other institutions, the 1922 takeover of Lanai by Hawaiian Pineapple Company, the decline and subsequent closure of ranch operations, hotel construction and tourism development.

A report accompanying the bound transcripts will interpret the historical significance of the interviews by placing them within the broader context of the history of Lanai and of the state of Hawaii.

When completed, this project will represent COH's first direct participation in cultural resources management. Information gathered from the research and oral interviews will be utilized by company, county, and state officials, as well as researchers, students, and the general community to help interpret Lanai's history.

It is hoped that this project sets a precedent and that in the future government will require land developers to fund similar historical studies for the benefit of Hawaii's future generations. ■

### ANNOUNCING...



#### •Directory of Historical Consultants

A detailed guide to the specialties, qualifications, and past experience of over 40 historical consulting firms and independent consultants. Members: \$8.00; Non-members: \$9.50

To order: Send check or money order to:  
**National Council on Public History**  
Department of History  
403 Richards Hall  
Northeastern University  
Boston, MA 02115

#### •Directory of Historical Consultants

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