New Design and Name for RAC Website

Readers are cordially invited to make a virtual visit to the Rockefeller Archive Center via its new website at http://archive.rockefeller.edu. The website was recently updated and redesigned by a team of Archive Center staff led by Norine Goodnough working in conjunction with a team of Rockefeller University Information Technology staff led by Michael Mallari.

The new website features a Flash presentation that offers an overview of the Center’s mission; descriptions of the Center’s collections; an early, silent public health film Unhooking the Hookworm (1920), produced by the Rockefeller Foundation’s International Health Division; a changing series of “Did You Know?” side-bars that offer little-known facts related to the Center’s collections; and Frequently Asked Questions that, among other topics, direct readers to the papers of related organizations and individuals that are located in other archives. Also available are online copies of RAC print publications, including recent Newsletters and Research Reports from the Rockefeller Archive Center, as well as researchers’ reports that are only available online. New researchers’ reports will be added periodically, as will new exhibits of documents and photographs and links to finding aids and other reference tools.

Database Development and Online Searches

One new feature that will appear on the website in the coming months is a searchable database that will enable scholars to identify folders in the Archive Center’s collections that are relevant to their research. Since early 2002, a team of Archive Center staff, led by archivist Charlotte Sturm, has been working with Rediscovery Software Inc. to develop a folder-level database of the Archive Center’s holdings and to automate particular operations at the Archive Center. Since June 2003, researchers visiting the Archive Center have used the online registration component of the Rediscovery system.

The Charlottesville, Virginia-based Rediscovery Software Inc. has customized its proprietary software to meet the Archive Center’s needs to automate such internal functions as the accession process, collection management, and researcher registration. The online version of the database will enable researchers using the internet to search for the names of particular individuals and organizations in the folder titles and collection descriptions in the finding aids for open collections at the Rockefeller Archive Center. While this enhanced reference tool will allow researchers to conduct their own searches, it will not eliminate the need for onsite researchers to consult with an archivist, since only names listed in folder titles and series or record group descriptions will turn up in online searches. Only RAC staff and onsite researchers will have access to other, more detailed reference tools, such as the voluminous index card catalogs of

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Business History at the RAC

President Calvin Coolidge of the United States once remarked that “the chief business of the American people is business.” A recent history of New York City has suggested that one of its key characteristics over nearly four centuries has been its fascination with money-making. If these observations are valid, it is not surprising that the Rockefeller Archive Center, a repository of records of American institutions based in New York City, should be a valuable resource for business history. Yet two businesses documented at the Center and described in this Newsletter were not businesses in the usual sense.

In this issue of the Newsletter we report on much improved access to the large and complex archives of the International Basic Economy Corporation (IBEC), a business established by Nelson A. Rockefeller (NAR) in 1947. Drawing on his experience as Coordinator of Inter-American Affairs in the Roosevelt administration during World War II, NAR created IBEC to institute new forms of distribution of consumer goods in Latin America, as well as other innovative business practices. NAR viewed IBEC at least as much as an economic development agency as a profit-generating corporation. For nearly four decades, under NAR’s direction and then the leadership of his son, Rodman C. Rockefeller, IBEC established or invested in (and just as readily sold off) an astonishing array of businesses, and expanded its activities beyond Latin America into other developing areas of the world. In effect, the IBEC archives document important aspects of the process of global modernization.

This Newsletter also features a description of the housing interests of John D. Rockefeller, Jr., who wanted to show that middle-income housing could be profitable without being exploitative. His was primarily a social-reformer’s approach, even though he intended that his projects

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Edgar B. Young and Lincoln Center

Edgar B. Young, a staff associate of John D. Rockefeller 3rd (JDR 3rd), played a vital role in the creation and early administration of Lincoln Center for the Performing Arts. The Edgar B. Young Papers, 1952-1980 (28.8 cu. ft.), comprising Record Group 17B of the Rockefeller Family Archives, document Young’s professional career with Lincoln Center and, to a much lesser extent, with the Japan Society. Due to Young’s extensive experience in a wide variety of Lincoln Center positions and activities, these papers address all aspects of the Lincoln Center project, including the origin of Lincoln Center, Inc., the planning, construction and completion of each of the original buildings in the Lincoln Center complex, early administration and operations, constituent relations, fundraising, financial administration, public relations and the adoption of various sponsored programs beyond the original scope of its mandate.

The Edgar B. Young papers are arranged into two series: Series 1: Lincoln Center, Inc., 1952-1980 (27.6 cu. ft.) and Series 2: Japan Society, 1973-1978 (1.2 cu. ft.). The material within each series is further divided into subseries arranged alphabetically by subject.

Edgar B. Young was born April 27, 1908 in Anderson, Indiana. He earned an A.B. from DePauw University (1929) and undertook post-graduate study in economics at the London School of Economics (1931) and the University of Pennsylvania (1930-1933), and in public administration at American University (1934-1935).

Prior to his employment as a Rockefeller family associate, Young held several administrative positions in the United States Employment Service (1934-1939) and the United States Bureau of the Budget (1939-1941). He also served as an Assistant to the Executive Director of the Port of New York Authority (1945-1946). Young began his service to the Rockefeller family as a staff associate of John D. Rockefeller, Jr. (1946-1949). In 1949 he became the first full-time staff associate for JDR 3rd.

Young’s career closely mirrored the interests and activities of JDR 3rd. In the early 1950s, JDR 3rd devoted much of his energy to the promotion of a greater cultural and educational exchange between Asia and western societies, most notably the United States. These activities centered around the revitalization of the Japan Society and the creation of the Asia Society. Young was appointed secretary for the Japan Society in 1952 and the Asia Society upon its founding in 1956.

The Japan Society (Series 2), a private non-profit institution founded in 1907, has developed and sponsored programs in the arts, business, education, and public affairs. These programs often include Japanese art exhibitions, films, performances, a lecture series, public policy research projects, educational fellowships and classes in cultural and language studies for children and adults. The holdings in this series provide only a glimpse of the work of the Japan Society and Edgar Young’s role in the organization. The largest of the subseries is Subseries 1: Administration, which contains a copy of the Japan Society by-laws (1973) and minutes of the Executive Committee meetings (1973-1978).

Lincoln Center for the Performing Arts is a non-profit institution dedicated to fostering the arts of opera, music, dance, drama, and arts education. Its objective is not only to offer a physical space where the arts are created and performed, but also to promote and facilitate access to the arts for as wide an audience as possible. The Edgar B. Young collection documents Lincoln Center as a project fueled by the work and vision of volunteers and the non-profit sector. It serves as a model of successful urban renewal and collaboration between the private sector and various agencies of all levels of government.

The birth of Lincoln Center for the Performing Arts arose from the needs of two arts organizations, the availability of land, and the vision of one man who brought them together. In 1954, the New York City Committee on Slum Clearance (under the chairmanship of Robert Moses and Mayor Robert Wagner) designated a 17-block area of Manhattan between West 62nd and West 70th Streets for redevelopment. This became the Lincoln Square Urban Renewal Project (with Lincoln Square as the intersection of Broadway and Columbus Avenue). At the same time, two major New York art associations, the Metropolitan Opera Association and the Philharmonic-Symphony Society, were both actively and independently looking for new homes. Both organizations had concluded that building a new home to fit their specifications and acoustic requirements was essential for their performers and the long-term existence and growth of their organizations.

The catalyst for the convergence of the available land and the needs of these two institutions into one interrelated project was Wallace K. Harrison, who had been asked to serve as the design architect for both the new Metropolitan Opera House and the Philharmonic Hall project. Harrison had a long-standing relationship with various New York City government officials as well as the Rockefeller family. Harrison met with JDR 3rd and Young to discuss the dilemma that confronted the Metropolitan Opera and the Philharmonic as well as possible solutions. Young and JDR 3rd were interested in further participation and soon after met with other prominent art administrators, including Lincoln Kirstein, managing director of the Lincoln Center.
New York City Ballet, and William Shuman, president of the Julliard School. On the invitation of Charles Spofford, chairman of the Metropolitan Opera Association’s Executive Committee, JDR 3rd attended informal meetings with many of these same men, leading to the establishment of the Exploratory Committee for a Musical Arts Center with the objective of defining a common mission and building a performing arts center. This committee eventually led to the incorporation of Lincoln Center in 1956 and, after decades of planning and construction, the opening and operation of the nation’s largest performing arts complex.

Young was actively involved in the Lincoln Center project from its origin, participating in many of the early discussions while JDR 3rd served as Chairman of the Exploratory Committee for a Musical Arts Center. After incorporation, Young became Lincoln Center’s secretary (1956-1962) and JDR 3rd became its first president (1956-1961). Rockefeller was succeeded as president by General Maxwell Taylor on January 4, 1961, but Taylor soon resigned to accept a position as military advisor for U.S. President John F. Kennedy. Young served as the acting president of Lincoln Center from June 26 until December 31, 1961, when William Schuman was named the third president of Lincoln Center. Young was subsequently appointed executive vice-president (1962-1965) and chairman of the Building Committee (1961-1971). Young also served as a member of both the Executive and Education Committees at various points throughout his tenure with Lincoln Center.

Lincoln Center Inc. is a loose federation of constituent institutions, each of which retains absolute artistic and financial autonomy. The primary relationship between Lincoln Center, Inc. and its constituents is that of landlord to tenant: Lincoln Center, Inc. owns all of the buildings and common spaces and pledges to act in the common interest of all parties. The material presented in Subseries 1: Administration includes complete sets of the Board of Directors (1956-1978) and Executive Committee (1961-1978) meeting minutes as well as the by-laws and certificate of incorporation for Lincoln Center, Inc.

Creating and maintaining a positive working relationship between Lincoln Center, Inc. and its constituents, as well as among the constituents, is essential to the success and growth of Lincoln Center. Subseries 4: Constituent Relations contains correspondence and documents the negotiations and agreements with all the founding and major constituents as well as the early potential constituents. This subseries also documents the long-standing negotiations with the City Center of Music and Drama, Inc. leading to its constituency in 1965.

The founders of Lincoln Center, Inc. originally envisioned a private-sector fundraising campaign to seek organizational grants and the support of individual donors. Due to the expansion of the project and rising capital costs, however, Lincoln Center also sought funding from the city, state and federal governments, but the private sector remained the source of a majority of the funding, and acquiring such funds remained a top priority. Subseries 7: Fundraising documents the private fundraising campaign. The largest grants came from the Ford Foundation and the Rockefeller Foundation as well as the Avalon Foundation. Monumental personal pledges were received early on from John D. Rockefeller, Jr. and John D. Rockefeller, 3rd; these helped to solidify the ultimate success of the project as well as spur the Lincoln Center Campaign toward greater and more diversified support. Also noteworthy were the gifts from Vivian Beaumont Allen and Alice Tully for the theaters that bear their names.

Subseries 8 contains the Lincoln Center files of Lincoln Kirstein, managing director of the New York City Ballet. Kirstein was an active participant in the Exploratory Committee for a Musical Arts Center and played an important role in the establishment of Lincoln Center and its early policy formulation.
Dear John:

In your letter of November 7th, written at my request, you state that the Board of Directors of Lincoln Center for the Performing Arts, Inc. has reached the conclusion that it should raise a total of 75 million dollars, 55 million of this amount for land and buildings, the balance, broadly speaking, for development. As I understand it, this sum will be needed over the next three or four years and will be raised as required and as may be possible during that period.

I will contribute to Lincoln Center for the Performing Arts, Inc., or such successor organization as has substantially the same purposes as Lincoln Center for the Performing Arts, Inc., securities having a market value on the date of their transfer of approximately five million dollars, the contribution to be paid as needed by the corporation but not later than December 31, 1957. This pledge is conditional upon the corporation signing a contract to acquire title to the real estate in question on or before said date and obtaining evidence satisfactory to my counsel that contributions to Lincoln Center for the Performing Arts, Inc. or its successor organization are deductible for Federal income and gift tax purposes.

As a citizen of New York, I want to give expression to my profound appreciation of the significance to the city and to the nation of the plans your Committee is formulating. What the carrying out of those plans will mean to the cultural interests toward which they are directed can hardly be overestimated.

Confident that all forward-looking citizens will applaud and support your endeavors and with best wishes for their success, I am,

Affectionately,

Father

Mr. John D. Rockefeller, 3rd, President
Lincoln Center for the Performing Arts, Inc.
Room 5600
30 Rockefeller Plaza, New York City 20
The largest portion of the collection documents the planning and construction of each building in the Lincoln Center complex (Subseries 9, 1956-1978), as well as various aspects of the Lincoln Center Urban Renewal Project, including the relocation of original residents, the purchase and demolition of the Kennedy building, the expansion of the Julliard School to encompass the High School of Commerce site and the purchase of neighboring Lincoln Square land by Fordham University for its Law School and Liberal Arts College. The files of the Building Committee and its various subcommittees are also available.

Wallace K. Harrison served as the design architect for the Lincoln Center complex, developing and executing the overall site plan. Planning and construction of each of the Lincoln Center buildings was a separate and contractually independent project with its own custom architectural and engineering specifications, its own design architect and construction firm, and its own budget and completion schedule.

Another vital aspect of the Lincoln Center project is the negotiations and agreements regarding the public funding obtained from the city and state of New York and the federal government. Of particular note is the agreement by Lincoln Center to host the performing arts activities of the New York World’s Fair (1964-1965) and the subsequent state funding obtained for what became the New York State Theater. As a result of this agreement, Lincoln Center was contractually obligated to complete the New York State Theater and its Promenade, as well as several other portions of the complex, for the World’s Fair.

The Young Papers also contain a variety of architectural drawings and a corresponding photograph collection (Special Collection Photographs Series 1073).

New Finding Aids for IBEC Records

As Evan Ward’s essay in the Winter 2004 issue of Research Reports from the Rockefeller Archive Center illustrates, students of postwar economic development in Latin America have begun to make use of the extensive records of the International Basic Economy Corporation (IBEC), a business established by Nelson A. Rockefeller in 1947 to promote commercial modernization in Latin America and other underdeveloped regions. Two new finding aids developed by staff at the Rockefeller Archive Center offer researchers greater access to these records.

I n 2002 archivist Veronica Rossi created a detailed inventory for the ninety-six boxes of IBEC archives. While the IBEC archives have not been formally processed, this new inventory gives researchers a better idea of the nature and organization of the materials. She has arranged the collection into eight series:

1. Miscellaneous.
2. Projects and Proposals.
3. Public Relations and Publicity.
4. Services and Consultants.
5. General Information—Data and Research.
6. Conferences.
7. Associations.
8. IBEC.

In 2004 archivist Beth Jaffe produced a guide that helps researchers make sense of the 250 microfilm rolls and 2550 microfiche cards containing IBEC corporate records. Her inventory for the microfiche consists of an alphabetical list of IBEC-affiliated companies and includes location of the company or division, the department, file code (company and subject number), and the number of cards per subject. The microfilm is organized in three series. The IBEC series (10 reels), organized alphabetically by company name, includes a good deal of material on Incasa Guatemala, Supermarkets Europe Inc., and Supermarkets Italiani. The records in Series J (135 reels) were filmed in a manner that corresponds with the microfiche, but the microfilm does not duplicate material from the microfiche. Each company is listed by name, location, department and file code. Series R (105 reels) is arranged alphabetically by company name and the inventory notes location, department, and subject.

IBEC operated on the premise that a private American business corporation that focused on developing the “basic economies” of developing countries could turn a profit and encourage others, especially nationals in those countries, to establish competitive businesses. During 1947-1955, IBEC established a subsidiary in Venezuela that formed companies in the fishing, wholesale grocery (and later retail supermarkets), and milk industries. IBEC also established five agricultural companies in Brazil and invested modestly in Brazilian manufacturing and investment banking. During 1956-1971, IBEC vastly expanded its activities, entering such fields as mutual funds, housing, coffee, and poultry, and working in thirty-three countries on four continents. By 1972, the subsidiaries and joint ventures were reorganized into five operating groups: food, housing, distribution, industrial, and financial services. The company began a divestiture program in 1973; by 1980, when it merged with Booker McConnell Limited, its primary activities were related to agriculture. The name of the company was changed to Arbor Acres Farm, Inc. in 1985.

The largest and most significant portion of the IBEC collection is Series 8, IBEC (boxes 43 to 96), which documents the internal organization and operations of the company. Arranged alphabetically by company or division of IBEC, this series contains information regarding IBEC and its subsidiaries. The files include documents on finances,
The Rockefeller Foundation’s American Cultural Heritage Program

In late 1970 the officers of the Rockefeller Foundation allocated $300,000 to launch a program of grants to individuals engaged in the study of America’s “cultural heritage.” The following year, they appropriated an additional $500,000 to support similar initiatives on an institutional level. The records of these grant projects are located in Series 270 of Record Group 1.3 in the foundation’s archives, and recently have been processed and are available for research.

Taking shape in a time of political, social, and cultural ferment, the American Cultural Heritage Program broadly aspired to “provide an alternative” to the “cynicism” and “self-doubt” that seemed to characterize Americans’ understanding of their nation and their past. The alternative the officers envisioned was no simple-minded recitation of American myths, but rather a careful and creative reexamination of America’s heritage “in the light of present problems.” Greater self-understanding would lead to greater “awareness among Americans of their historical and cultural interdependence,” a necessary first step to surmounting the problems that divided them. Such a critical reappraisal would also be a worthy contribution to the approaching national bicentennial commemoration.

The Cultural Heritage Program sought out promising younger scholars in the humanities and social sciences and particularly valued creative and interdisciplinary approaches. “Intellectual excellence, broad social commitment, and an imaginative approach” were the criteria that would guide institutional grants. With both the individual and institutional grants, the foundation’s goal was to “make an important contribution to the self-understanding of America’s populace,” and then to help shape the future by disseminating these new views of the past through formal and informal educational programs.

The projects funded vary widely but are notable for the impetus they display to seek out new questions and new ways of answering them. The question of “identities” and the contributions of minorities to the
American nation were primary areas of study. Grantees studied transitions in Alaskan Eskimo life, Emancipation Day celebrations, Chinese workers in Oregon, recent immigrant communities, the role of black religion, and the works of black and women writers. The grants favored projects that sought to apply new disciplines and new techniques to the consideration of American culture. Through oral histories and field research, historians and others used the tools of anthropology to understand their own society. Oral history projects documented labor unrest in the Midwest, southern politicians, and American music, among other topics. On an institutional level, American Cultural Heritage grants launched major centers for the study of Atlantic, Southern, and Appalachian history.

Film, television production, and photographic studies make up another segment of these grants. Projects funded include photographic studies of the American farm, of four Texas counties, of grassroots Christianity, and of blacks in America. Films on folk traditions and television productions on the history of a New England mill town and on the social history of technology in America also received support. The University of Iowa received funding for a program to integrate the study of film and American civilization.

While some projects, like the Atlantic Studies Center at Johns Hopkins University, received major funding and some grants went to well-established scholars and institutions, the foundation’s concern to cast its grants widely is striking. In assessing a grant to collect a history of the Gros Ventre tribe, for example, the foundation officer noted that while they could look for someone with “fancier credentials,” they might also give “direct and substantial encouragement” to this “diligent amateur.” The foundation also was concerned, in redressing the historical record, that the story be told by those who had lived it. The focus on oral history reflects this interest, but the concern was really a broader one to empower minorities to interpret their own heritage. Officers carefully considered a scholar’s rapport with the community under study and gave extra weight to a shared regional or ethnic background. They favored one proposal, for example, because it presented the “possibility of furthering Southern Studies by people from this region, in this region.” Some grants trained individuals in techniques that could then be brought back to the community.

The smallest grant— for $615— allowed a scholar to complete a study of the black poet and novelist Jean Toomer. As the final grant report noted, people were impressed that “of all the RF’s worldwide activities, . . . we could still take time to make such a small grant for such an obscure project.”

While the American Cultural Heritage Program was a limited initiative, it is interesting to see the ways it intersected with and helped shape new initiatives in historical study. It encouraged interdisciplinary and particularly anthropological approaches to historical questions, supported the study of folklore, family history, religion, labor history, women’s studies, community and regional studies, and embraced the application of new media to the presentation of traditional subjects. That these approaches are commonplace in textbooks today attests in some measure to the program’s success. Researchers may also find in these files reflections of present-day concerns with cultural identity, heritage, and meaning.

Mary Ann Quinn
Intern

Recent Acquisitions on Carrel and Lindbergh

The Rockefeller University Archives recently received a collection of papers on Alexis Carrel and Charles A. Lindbergh donated by Theodore I. Malinin, a physician and professor of orthopedics. In 1979, Dr. Malinin published Surgery and Life: The Extraordinary Career of Alexis Carrel, and this collection of papers is a direct result of his interest in Carrel’s Nobel-prize winning career. The Malinin Collection of the Papers of Alexis Carrel and Charles Lindbergh (record group 650-5) documents some important aspects of Carrel’s collaboration with Charles Lindbergh on producing the perfusion pump for sustaining organs. This collection includes biographical material on Alexis Carrel, copies of correspondence and subject files, experimental files and notebooks, and reprints. The key segments of this collection have been processed (7.6 cubic feet) and are accessible to researchers.

A finding aid is available at the Archive Center.

Lee R. Hiltzik
University Archivist

The perfusion pump developed by Carrel and Lindbergh.
The photograph collection of Lewis W. Hackett, a long-time member of the field staff of the Rockefeller Foundation’s International Health Division, has been processed and is now open to researchers. The collection consists of 9 cubic feet of materials arranged in three series: Photographs, Negatives, and Postcards. A finding aid for the collection is available at the Rockefeller Archive Center.

Born in Benecia, California, Lewis W. Hackett (1885-1962) began his career at Harvard University. In 1912 he received an M.D. from Harvard Medical School and in 1913 was the recipient of Harvard’s first Doctor of Public Health degree. The International Health Commission, a newly established division of the Rockefeller Foundation (RF), recruited Hackett for its field staff in April 1914. He spent the next 35 years of his career in 17 countries, investigating disease and promoting public health.

An amateur photographer, Hackett used his camera to document his career and his travels. Beginning in Central America, he photographed nearly every Latin American country from Belize to Argentina. Brazil and Argentina are among the countries from this region that are heavily documented. From the Americas, he was assigned to a post in Eastern Europe, where he spent several years in Albania and the surrounding countries. Many images in this collection reflect the culture of the Albanian people. It is clear from these photographs that Hackett was able to adapt easily and that local people accepted him. Several photographs show Hackett dressed in Albanian costume. While his work was scientific and medical in nature, his hobby seemed to allow him the opportunity to commune with the local people with whom he lived and worked, and the images show that they welcomed him into their lives and their homes. Everyday activities such as working in the fields and the marketplace are represented among these photographs. Hackett traveled throughout Europe. Italy, Spain, Germany, France, Holland, Britain, Ireland, and Scotland are all recorded in his photographs. Beyond the European continent, Hackett spent time in the Middle East, Asia, India, and South East Asia. The Sphinx, the Great Pyramids, and the Taj Mahal are among notable images from these regions.

As he spent his career combating disease, Hackett, with his ever-present camera, documented the stages of smallpox as well as other afflictions encountered. Also included are images of larvae and microscopic organisms collected during field research.

Hackett’s wife, Hazel, often accompanied her husband on his overseas assignments, as is indicated by the holiday and New Year’s cards sent from their various posts and included in the Postcard series. Many postcards contain correspondence between Hackett and his family, friends, and colleagues. While the majority of this collection records Hackett’s travels, he was also attentive of his family life and photographed his home and children in California. Other family members also are represented throughout the collection.

Lewis W. Hackett served the RF’s International Health Division from April 1914 through December 1949. He died April 28, 1962 at the age of 77. In addition to this collection of personal photographs, the Archive Center holds Hackett’s personal papers (20 cubic feet), consisting of correspondence, diaries, speeches, manuscripts, and reports, as well as the documentation of his work within the Rockefeller Foundation Archives.

Julie Viggiano
Project Archivist

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An otherwise unidentified photograph of Lewis Hackett in the field.

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New Design and Name for RAC Website
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In addition to coordinating the customization of the database, Ms. Sturm also has worked closely with Electronic Scriptorium, Ltd., the Leesburg, Virginia-based company hired in the spring of 2002 to convert many of the RAC’s paper finding aids for open collections into electronic format for the Rediscovery system. Thanks largely to Ms. Sturm’s hard work, the RAC is realizing its long-standing dream of having a unified database that facilitates both reference and collection management functions.
The 1964 World’s Fair

On April 22, 1964, President Lyndon B. Johnson officially opened the New York World’s Fair, which ran until October 18, 1965. Located on approximately the same site as the 1939 World’s Fair, this second Fair had as its theme “Man’s Achievements on a Shrinking Globe in an Expanding Universe.” The distinctive and highly recognized Unisphere was created as the Fair’s official symbol (see p. 20).

More than 40 nations and 55 corporations hosted exhibits during the World’s Fair, which drew a record attendance just short of 52 million visitors and was one of the most successful of such events. The total investment of $1 billion came completely from private funding, and the Fair produced a net profit of $1.5 million that was paid to New York City for educational purposes.

Forty years later, the 1964 World’s Fair is well documented in several collections at the Rockefeller Archive Center, namely the Nelson A. Rockefeller Papers, the John D. Rockefeller 3rd Papers, and the Malcolm Wilson Papers. While he served as Lieutenant Governor of New York, Malcolm Wilson also served as chair of the New York State Commission on the World’s Fair.

Archival Notes

Director’s Comments

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would make money. He was stimulated to action by the knowledge that many owners of city housing, in particular, were speculators and absentee landlords who had little or no interest in the renters. Instead, Rockefeller wanted to demonstrate a model of landlord-tenant relationships in which income was only one measure of success.

Only a portion of the records at the Archive Center exhibit the mixture of idealism and profitability illustrated by these examples, but they are among the most intriguing of the business records at the Center. Overall, business-related collections now open begin with John D. Rockefeller’s well-known enterprises of the latter 1800s, continue through the creation of Rockefeller Center as one of the premier commercial addresses on the globe, and end with IBEC’s dissolution in the mid-1980s. Although the primary focus of the Archive Center’s collections is philanthropy, extensive resources here illuminate much of American – and global – business history.

Darwin H. Stapleton
Executive Director

At the 1962 groundbreaking for the 1964 World’s Fair are, from left to right, architect Philip Johnson, Gov. Nelson A. Rockefeller, Lt. Gov. Malcolm Wilson, and Robert Moses viewing the design of the New York State Pavilion.

From the Malcolm Wilson Collection

The Hall of Science was one of many inspired designs at the 1964 World’s Fair in New York.

From the Nelson A. Rockefeller Papers

Archival Notes

Director’s Comments

(continued from page 2)
Housing Developments for Reform and Profit

Researchers in the past have been drawn to certain aspects of the Rockefeller Archive Center’s collections related to housing – namely, the homes and estates of members of the Rockefeller family. But the RAC's collections contain significant documentation of the development of housing in the U.S. and other countries that illustrate how reformers tried to show businessmen that doing good in housing could be profitable. The Russell Sage Foundation underwrote the development of Forest Hills Gardens in Queens and John D. Rockefeller, Jr. worked with the innovative architect Andrew J. Thomas on various projects in New York and Cleveland. Similar efforts continued abroad after the war, as Nelson A. Rockefeller's International Basic Economy Corporation (IBEC) developed cost-effective building methods in an attempt to solve the housing problems in Latin America and the Middle East.

Designed in 1909 by Frederick Law Olmsted, Jr. and Grosvenor Atterbury, Forest Hills Gardens was “an experiment in applying the new ‘science’ of city planning to a suburban setting,” according to Susan Klaus in A Modern Arcadia: Frederick Law Olmsted Jr. and the Plan for Forest Hills Gardens (2002). The Russell Sage Foundation's support for this progressive experiment in residential planning is documented in six boxes in the archives. The foundation also became a partner in the work of the City Housing Corporation, an effort begun in 1924 by businessmen and housing reformers in New York to build model homes and communities. John D. Rockefeller, Jr. also invested in this effort, and both the Rockefeller Family Archives and the Russell Sage Foundation Archives contain material on the development of Sunnyside Gardens on Long Island and Radburn, New Jersey.

In the 1920s, John D. Rockefeller, Jr. worked with the architect Andrew J. Thomas on eight developments. His interest in housing reform led to a number of experimental developments intended for low-income residents. As his friend, advisor, and biographer Raymond B. Fosdick noted, JDR Jr. hoped that his experiments in this field would prove that businessmen could provide adequate housing “that would earn an investment income of something in the neighborhood of five or six per cent.” Best known among JDR Jr.’s housing experiments is the 536-unit Paul Laurence Dunbar Apartments built for the African-American community in Harlem on 149th and 150th streets at Seventh and Eighth Avenues. JDR Jr. also established a bank for local residents and the resident manager, Roscoe Conkling Bruce, developed a number of social welfare programs in the apartments so that the endeavor seemed more like an up-lifting social settlement than the for-profit business that Rockefeller insisted it was. The Rockefeller-Thomas collaboration also produced the Van Tassel Apartments in North Tarrytown (now Sleepy Hollow), New York (see the 1997 RAC Newsletter, available online), and what his real estate advisor Charles O. Heydt described as “lower priced apartments” near two Rockefeller institutions: the Standard Oil plant in Bayonne, New Jersey, and the Rockefeller Institute for Medical Research in Manhattan on York Avenue between 65th and 66th streets.

Rockefeller and Thomas also built the Thomas Garden Apartments at 840 Mott Avenue (later the Grand Concourse) in the Bronx, which was promoted as a development “Where Capital and Labor have Cooperated to Enable Working Men and Women to Obtain Attractive Apartments at Moderate Cost.” This motto reflected the origins of the project. In early 1925 labor leaders had approached Thomas about helping them develop a project with apartments that would be affordable for wage-earners. Charles O. Heydt saw this as an opportunity for a demonstration project that would have both social and political consequences. Heydt was growing concerned about the emerging effort “to bring about State aid for housing projects on a large scale in the form of subsidies, exemption from taxation, direct loans, and even
construction by the State. We think all such efforts economically unsound,” Heydt wrote to Rockefeller on May 11, 1925, “and likely to do a great deal of harm to the workingman himself.” He saw in the Mott Avenue proposal for “apartments to be sold on a co-operative basis to workingmen” the opportunity for a demonstration program that would “attract attention and possibly point the way to a different solution of the problem.” The 24 boxes of material in the Housing Interests series in the Record Group 2 of the Rockefeller Family Archives document the origins and development of a number of housing projects such as these. In his biography of JDR Jr., Fosdick argues that while the depression meant financial failure for many of JDR Jr.’s housing developments, the structures that were built popularized Thomas’s novel design for the garden apartment and in the process prompted legislative reform that made it more feasible to build low-rent housing.

Reform was not always the motive behind Rockefeller-supported housing developments. Sometimes there was simply money to be made. No one has as of yet undertaken a thorough review of John D. Rockefeller’s real estate holdings in Cleveland, yet material in his papers and in the Real Estate Interests series in Record Group 2 of the family archives document how two important housing developments in Cleveland’s eastern suburbs arose on Rockefeller property: the Euclid Golf allotment developed by home builder B.R. Deming in Cleveland Heights in the 1910s and 1920s, and John D. Rockefeller, Jr.’s development of the Forest Hill homes on the family’s former estate in the 1920s and 1930s. (On Forest Hill, see the 1996 RAC Newsletter).

Profit and reform came together in the housing developments undertaken by Nelson A. Rockefeller’s for-profit International Basic Economy Corporation (IBEC). Housing was one of the economic sectors that he hoped his business would stimulate in Latin America. As Wayne G. Broehl, Jr. points out in his study, The International Basic Economy Corporation (1968), IBEC’s housing efforts began after Wallace Harrison adapted the methods of modern road building to housing construction, using steel forms for pouring concrete and employing mass-production techniques at the job site. The innovative “IBEC Method,” successfully tested in Norfolk, Virginia in 1948, was used in San Juan, Puerto Rico in 1954 and within the year six homes a day were being built at the Las Lomas development. By November 1964, IBEC had built 10,000 homes in Puerto Rico and also had built homes in Iraq, Iran, Peru and Chile. Broehl presents an overview of the early years of IBEC’s work in housing, but recent efforts to make the IBEC records more accessible (see pp. 6-7) will enable researchers to explore this story more completely.
Grants to Support Research in the Paul Ehrlich Collection

Through a generous gift, the Rockefeller Archive Center has available funds to support short-term research in the Paul Ehrlich Collection. Applicants from the U.S. and Canada may request up to $2,500. Because of the additional cost of travel, scholars coming from outside the United States and Canada may apply for up to $3,000.

These grants are designed to promote and support research in the Paul Ehrlich Collection, the largest and most important body of original and facsimile materials documenting the life and scientific-medical research program of Nobel Laureate Paul Ehrlich (1854-1915). While the bulk of the collection is in German, certain documents also are available in English translations.

Researchers from any discipline whose work requires research in the Ehrlich Collection are encouraged to apply. Prospective applicants are urged to contact the Executive Director of the Archive Center with an initial description of the proposed research so that Archive Center staff can help determine the extent of related materials.

Applicants must complete the application form and arrange for two persons familiar with the candidate’s scholarship to mail letters of recommendation directly to the Rockefeller Archive Center. There is no deadline: applications are accepted at any time.

Inquiries about the program and requests for applications should be addressed to Darwin H. Stapleton, Executive Director, Rockefeller Archive Center, 15 Dayton Avenue, Sleepy Hollow, New York 10591-1598; fax (914) 631-6017; e-mail archive@rockefeller.edu. Application forms and guides to the Center’s collections are accessible from the Center’s home page at http://archive.rockefeller.edu. Applications must be submitted by regular mail.

Scholar-in-Residence Program

In 2005 the Rockefeller Archive Center will continue its Scholar-in-Residence Program to offer researchers the opportunity for an extended period of concentrated research in the collections housed at the Archive Center in Sleepy Hollow, New York.

The Scholar-in-Residence Program is designed to foster, promote, and support research in the historical collections at the Rockefeller Archive Center, which include the records of the Rockefeller family, The Rockefeller University, the Rockefeller Foundation, the Rockefeller Brothers Fund, and other organizations and individuals. Strengths of the Center’s collections include agriculture, the arts, African-American history, education, international relations and economic development, labor, medicine, philanthropy, politics, population, religion, science, the social sciences, social welfare, and women’s history. Collection descriptions and additional information are available at http://archive.rockefeller.edu/

The Resident Scholar is provided opportunities for extensive research at the Archive Center, participates in the intellectual life of the Center, which includes scholarly conferences, and is asked to submit a report on research conducted at the Center and to provide the Center with a copy of any publication resulting from research conducted during the residency. Each Resident Scholar receives a stipend of $5,000 per month for between two and nine consecutive months of study and research at the Archive Center.

Researchers from any discipline who are engaged in studies that require an extended period of research in the collections at the Center are encouraged to apply. Prior research experience at the Archive Center is strongly recommended. Along with the application form, applicants must (1) submit a statement detailing the candidate’s research interests and discussing the value of the Archive Center’s holdings in investigating those interests, (2) provide a curriculum vita, and (3) must arrange to have three persons familiar with the candidate’s research scholarship mail letters of recommendation directly to the Rockefeller Archive Center.

Applications for the program are due by November 30. The Resident Scholars are announced at the end of March and residencies may begin in April. Inquiries about the program and requests for applications should be addressed to Darwin H. Stapleton, Executive Director, Rockefeller Archive Center.
Fellowship for a Visiting Archivist from the Developing World

For 2005, the Rockefeller Archive Center invites applications for a Visiting Archivist Fellowship for a professional archivist from the developing world, which is defined as including South and Central America, including Mexico; the Caribbean; Africa; south and central Asia; China; Korea; Taiwan; the Philippines; Indonesia; and the Pacific Ocean states. The successful candidate will be in residence at the Archive Center for up to one month for the purposes of enhancing professional development and extending knowledge of the Center’s collections. Applications must be postmarked by January 31, 2005.

Candidates

Applicants must be, or recently have been, employed as archivists, and demonstrably able (1) to improve their archival skills through a residency at the Center, and (2) to contribute to a better understanding of the Center’s documentation of the applicant’s nation or region. The successful applicant will have a B.A. or equivalent, professional archival training, and 2-5 years experience as an archivist. He/she should be seeking to expand his/her experience in order to develop new services or technologies in his/her home institution. The candidate must have a strong command of spoken and written English, and must provide evidence to that effect. Application materials will be mailed to prospective applicants on request.

Responsibilities

At the Archive Center, the visiting archivist will first observe the Center’s operations and participate in the Center’s activities. The visiting archivist will then undertake an archival project planned in consultation with the Center’s executive director and staff. In accord with the visiting archivist’s professional goals, Center staff also will arrange for the visiting archivist to tour other archival facilities. The visiting archivist will prepare a brief written result of his/her project at the Archive Center, possibly for publication on the Center’s web site or in its Newsletter.

Stipend and Expenses

The visiting archivist will receive a $5000 stipend for a four-week residency, reduced proportionately if the residency is for a shorter period. The residency must be for at least two weeks. The visiting archivist’s stipend is intended to cover the costs of housing, food and local transportation.

Inquiries about this program and requests for application materials should be addressed to Darwin H. Stapleton, Executive Director, Rockefeller Archive Center, 15 Dayton Avenue, Sleepy Hollow, NY 10591 U.S.A.

Information about the Rockefeller Archive Center and its collections is located on its web site: http://archive.rockefeller.edu/
The Rockefeller Archive Center received eighty applications for research grants for its 2004 program. In March, fifty-one scholars were awarded stipends to conduct research in the Center’s collections. Forty-one scholars received general Grants-in-Aid; four scholars received targeted grants to do research in the History of New States after Colonialism; and six scholars received fellowships to conduct research in the collections in the Center’s Scholar-in-Residence program. All grant recipients, their institutions and research topics follow.

**General Grants-in-Aid**

**Arthur Allen**  
Independent Researcher:  
“Best Shots: The Inflammatory History of Vaccination in America.”

**Warwick Anderson**  
Robert Turell Professor of Medical History and Population Health and Chair, Department of Medical History and Bioethics, University of Wisconsin.  

**Kersten Biehn**  
Ph.D. Candidate, Department of History, Rice University.  

**Gordon L. Brady**  
Professor, Wayne D. Angell Distinguished Chair in Economics, Ottawa University, Kansas.  
“The Rockefeller Foundation’s Funding of the Cowles Commission for Research in Economics (1945-1960).”

**Justin Coffey**  
Adjunct Professor, Department of History, DePaul University.  
“Biography of Spiro Agnew.”

**Ranjit Dighe**  
Associate Professor, Department of Economics, State University of New York, Oswego.  
“Business Support for Prohibition and Its Repeal.”

**Zeljko Dugac**  
Senior Research Assistant, Division for the History of Medicine, Croatian Academy of Sciences and Arts, Croatia.  
“The Rockefeller Foundation and Public Health in Croatia, Kingdom of Serbs, Croats and Slovenians, Kingdom of Yugoslavia, 1918-1924.”

**David Engerman**  
Assistant Professor, Department of History, Brandeis University.  
“Know Your Enemy: American Sovietology and the Making of the Cold War.”

**Heather Carlin Fabrikant**  
Master’s Candidate, International History and Politics, Graduate Institute of International Studies, Geneva, Switzerland.  
“The Birth of International Relations: Wilson, Rockefeller and the ‘Spirit of Geneva.’”

**Jin Peng**  
Associate Professor, Department of Art and Design, College of Design, Iowa State University.  
“The Re-invention of the National Style in Contemporary Chinese Architecture.”

**Ruben Flores**  
Ph.D. Candidate, Department of History, University of California, Berkeley.  
“The Despised Races of Man: Culture and Rural Reform in Comparative Perspective.”

**Cary Fraser**  
Associate Professor, African and African American Studies and History, Penn State University.  

**Katerina Gardikas**  
Assistant Professor, Department of History, University of Athens.  
“History of Malaria in Modern Greece in the 19th and 20th Centuries.”

**Saran Ghatak**  
Ph.D. Candidate, Department of Sociology, New York University.  
“Charity and Control: Philanthropic Foundations and Epidemiology of Deviance, 1910-1940.”

**Emily Hauptmann**  
Associate Professor, Department of Political Science, Western Michigan University.  

**Cosette Henritze**  
Editor-at-large, Chronicle-News, Trinidad, Colorado.  
“Timeline: History in a Broad Perspective.”

**Elizabeth Herbin**  
Assistant Professor, Science, Technology, and Society Department, Rochester Institute of Technology.  

**Christine Keiner**  
Assistant Professor, Sociology, New York University.  
“Charity and Control: Philanthropic Foundations and Epidemiology of Deviance.”

**Sean Hsiang-lin Lei**  
Assistant Professor, Department of History, National Tsing-Hua University, Taiwan.  

**Sonia Lozano Alpuche**  
Ph.D. Candidate, Ecole d’Hautes Etudes en Sciences Sociales de Paris, France.  
“Science, Professionalization and Institutionalization, Mexico, 1879-1940s.”

**Maura Mackowski**  
Independent Researcher.  

**Heather McCrea**  
Associate Professor, Department of History, California State University, Fullerton.  
“Diseased Relations: Epidemics, Public Health and State Building in Yucatan, Mexico, 1847-1929.”
Charlene Mires  
Associate Professor, Department of History, Villanova University.  
“Capitals of the World: Urban Identity, Boosterism, and Utopian City Planning after World War II.”

Barry Muchnick  
Ph.D. Candidate, Joint Degree, Department of History and School of Forestry and Environmental Studies, Yale University.  
“Museum on the Hoof: Wilderness, Conservation, and Democracy in the Jackson Hole Wildlife Park.”

Heather Munro Prescott  
Professor, Department of History, Central Connecticut State University.  
“Student Bodies: The History of College and University Health.”

Antonio Pedro  
Professor and Chair, Department of History, Pontificia Catholic University of São Paulo, Brazil.  
“The Art of Seduction: Nelson Rockefeller and Cultural Relations with Brazil in the Cold War.”

Hernan Pruden  
Ph.D. Candidate, Department of History, State University of New York, Stony Brook.  

Emilio Quevedo Velez  
Associate Professor, Centre for the History of Medicine, National University of Colombia.  
“The Construction of the Concept of Jungle Yellow Fever and its Impact in the Struggle Against Yellow Fever in Colombia, 1907-1948.”

Amy Spellacy  
Ph.D. Candidate, Department of English, The University of Iowa.  
“Neighbors North and South: Reading the Inter-American Discourse of the Good Neighbor Policy, 1928-1948.”

Amy Staples  
Associate Professor, Department of History, Middle Tennessee State University.  

Tracy Steffes  
Ph.D. Candidate, Department of History, University of Chicago.  
“The Creation of the American Education System, 1890-1940.”

Jeffrey Straub  
Ph.D. Candidate, South Baptist Theological Seminary.  
“The Rise of Theological Liberalism in the Northern Baptist Life, 1870-1920.”

Jeremi Suri  
Assistant Professor, Department of History, University of Wisconsin.  
“Henry Kissinger and the American Century.”

Heather Thompson  
Associate Professor, Department of History, University of North Carolina, Charlotte.  
“Attica: Race, Rebellion, and the Rise of Law and Order America.”

H. Paul Thompson, Jr.  
Ph.D. Candidate, Department of History, Emory University.  
“Blacks, Alcohol, and Temperance: Atlanta, 1865-1920.”

Jeannine Uribe  
Ph.D. Candidate, Department of Nursing, University of Pennsylvania.  

Karine Walther  
Ph.D. Candidate, Department of History, Columbia University.  

Margaret Wilder  
Associate Professor, Social Foundations of Education, University of Georgia.  
“Resisting Invisibility: Fort Valley State University’s Progress in the Education of Black Teachers.”

Donald Wright  
Assistant Professor, Department of History, Brock University, Ontario, Canada.  
“Donald Creighton: A Life in History.”

Sharon Orig  
Assistant Professor, Humanities and Literature Departments, University of Asia, Philippines.  
“Texts and Contexts of the Filipino Diaspora and the Pacific.”

Bradley Simpson  
Assistant Professor, Department of History, Idaho State University.  

Residencies, Scholar-in-Residence Program

Elena Aronova  
Research Fellow, Science Studies Department, Institute for the History of Science and Technology, Moscow.  
“Transformation of the Biomedical Sciences in the Second Half of the 20th Century: ‘Molecularization’ of Immunology in the U.S.A.”

Eric Boyle  
Ph.D. Candidate, History of Science, Technology, and Medicine, University of California, Santa Barbara.  
“Beyond Mirage and Magic Bullets: Redefining the Boundaries of Medical Therapy in Modern America.”

William Buxton  
Professor, Department of Communication Studies, Concordia University, Montreal, Canada.  
“Rockefeller Support for Radio, 1933-1945: Research, Production, and Mediation.”

Shizue Hinokawa  
Professor, Faculty of Commerce, Takushoku University, Japan.  
“The History of Cyclotron Development in the 1930s.”

Karin Matchett  
Postdoctoral Associate and Lecturer, Department of History, Yale University.  
“History of Agricultural Science and Corn Improvement in Mexico.”

Kirsten Osther  
Assistant Professor, Department of English, Rice University.  
“Contagion and the Nation: Surveillance Imaging and the Practice of Public Health.”

Targeted Grants

Hillary Bracken  
Program Manager, International Programs Division, Population Council.  
“Courtyards, Clinics and Camps: Maternal Healthcare Reform in 20th-Century North India.”

Mangesh Kulkarni  
Senior Lecturer, Department of Political Science, SNDT University, Mumbai, India.  
“The Rockefeller Foundation’s Support to Social Science Research in Post-Colonial India.”

Grant Programs
**Articles**


Oort, Sverdlovo and Annette B. Ramirez de Arellano. “Frida Kahlo: Retrato de la artista como esposa empresaria” [“Frida Kahlo: Portrait of the Artist as Corporate Wife”]. Desacatos 11 (Spring 2003), pp. 120-130.


Recent Publications

Parnes, Ohad. “‘Trouble from within’: Allergy, Autoimmunity, and Pathology in the First Half of the Twentieth Century.” Studies in History and Philosophy of Biological and Biomedical Sciences 34 (2003), pp. 425-454.


The House of Good Taste was among the attractions at the 1964 New York World’s Fair.


**Recent Publications**

**Books and Dissertations**


This view of the 1964 World’s Fair from one of the towers at the New York State Pavilion prominently shows the 12-story-high Unisphere in the foreground, surrounded by a large pool and fountains. The Singer Bowl Arena appears just behind the top of the Unisphere. From the program for the Public Ceremonies for the Dedication of Flushing Meadows-Corona Park, June 3, 1967.