

1990

# San Francisco Bay Area corporate history : a selected annotated bibliography

Madeline K. Homan  
*San Jose State University*

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**San Francisco Bay Area corporate history: A selected annotated bibliography**

**Homan, Madeline K., M.L.S.**

**San Jose State University, 1990**

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Ann Arbor, MI 48106



**SAN FRANCISCO BAY AREA CORPORATE HISTORY:  
A SELECTED ANNOTATED BIBLIOGRAPHY**

**A Thesis**

**Presented to**

**The Faculty of the Division of Library and  
Information Science**

**San Jose State University**

**In Partial Fulfillment**

**of the Requirements for the Degree**

**Master of Library Science**

**by**

**Madeline K. Homan**

**December, 1990**

APPROVED FOR THE DIVISION OF  
LIBRARY AND INFORMATION SCIENCE

*William Fisher*

Dr. William Fisher

*James Healey*

Dr. James Healey

*Ted Hinckley*

Dr. Ted Hinckley

APPROVED FOR THE UNIVERSITY

*Serena H. Stanford*

## ABSTRACT

### SAN FRANCISCO BAY AREA CORPORATE HISTORY: A SELECTED ANNOTATED BIBLIOGRAPHY

By Madeline K. Homan

The bibliography addresses the topic of corporate histories--their value to historical research, scholarship, and library service. It examines, in particular, the histories of the largest corporations headquartered in California's San Francisco Bay Area. The origins of the study of business history and the major centers for scholarship are described as background for the thesis that the study of business history is important to understanding modern, industrialized culture.

Research on the subject reveals that, while business plays an important role in American history, comparatively little formal research has been done on the history of major corporations. Most of the material compiled here is in the form of pamphlets, newsletters, and other similar documents. Business history is an underdeveloped field deserving further attention from librarians, historians, scholars, and businessmen.



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**SAN FRANCISCO BAY AREA CORPORATE HISTORY  
A Selected Annotated Bibliography**

"It is through the study of history that the future comes alive." Applied Materials Japan  
A Journey of Many Steps.

The purpose of the annotated bibliography is to identify, describe, and compile the corporate histories of the largest San Francisco Bay Area public and private companies. The criteria for selection are companies currently in business with over \$500 million in annual sales, and with corporate headquarters located in the San Francisco Bay Area.

There are three main goals in the compilation of the bibliography: 1) to provide a reference source for factual, historical information about the largest San Francisco Bay Area corporations; 2) to stimulate further study in the field of business history; and 3) to encourage librarians to reach out to the business community by developing special business history collections.

The annotated bibliography of the published and unpublished histories of San Francisco Bay Area companies could not have been possible without the willingness of the individual company's to share information. The citations have been selective and limited to material available either

through contact with the companies or through San Francisco Bay Area libraries.

### The Value of Business History

The business world exercises a pervasive influence on all aspects of American life. The corporate world affects us as a society--as consumers, investors, employees, students, or scholars. The extensive effect of business enterprise, its place within the context of modern culture, indicates that the study of business history is an important area for scholarly research. Consequently, libraries, as repositories of information and scholarship, have an important function to make business information available in a variety of forms. One of those ways, often neglected in favor of business financial data, is a business history library collection.

The origins of the study of business history began at Harvard University Graduate School of Business Administration. N.S.B. Gras became Harvard's first professor of business history in 1927 and defined business history as a specialized subject. (Galambos 1967, 1) He served as editor of the Harvard Studies in Business History, a journal which later became the Business History Review, a publication presenting scholarly articles in the field. (Galambos 1967, 1)

Professor Gras' research consisted of case studies of companies or biographies of businessmen. (Galambos 1967, 2) The emphasis on case studies at Harvard Business School has influenced the curriculum of graduate business schools, and the field of business, throughout the United States for the past 60 years. In addition, it was "Gras and other pioneers in the field who first succeeded in convincing businessmen that they should open their records for scholarly research." (Galambos 1967, 2)

However, business history, while getting off to a strong start at Harvard in the 1920's, has not matured and grown as it was predicted. In 1948, Henrietta Larson, another pioneer in American business history, published Guide to Business History, a dated but still useful guide. As a separate field of academic research, business history was then 20 years old, and with optimism, Larson stated that "there is a marked and growing interest in the history of business among scholars and businessmen". (Larson 1948, 3) Unfortunately, that statement was proven incorrect because in the 40 years following the publication of Larson's 1,181-page Guide to Business History, there has been no subsequent comprehensive bibliography on business history.

The value of business history to the field of history and society is not diminished by its slow growth and development. Two of the reasons given for the limited

scholarly research and publication are first, mistrust by the business community and second, skepticism among academicians. However, more recently, businessmen have helped this situation by opening up archives to researchers and giving a freer hand to historians. (McDowall 1985, 5)

Corporations often fear that negative publicity affecting sales or investment may result from free disclosure of past historical events. Furthermore, "Very few corporations have any historical sense, so there is seldom a person charged with recording the circumstances and time of significant episodes." (Hubben 1986, 80)

Alternately, historians often question ethics involving research in business history. The methods of research, funding sources, and research restrictions are examples of these ethical concerns. (Ryant 1986, 31) There are questions as to what corporate records a firm makes available and who within the firm will be interviewed. The basic problem, however, involves the fear that funding may dictate control. (Ryant 1986, 33) The challenge for historians is to recognize that potential problems exist and to minimize these difficulties by accepting as few restraints as possible from corporate clients. The issue of historical truth versus the requirements and goals of organizations is an important one and relates directly to the long-term value of business history as a field of scholarship.

An exceptional and valuable contribution to the field of business history scholarship was made in the 1960's by Alfred D. Chandler Jr., who is considered the foremost authority on the development of the modern corporation. As Professor of History at Harvard University, he wrote eight books, and dozens of articles on business history. Chandler's first major work was Strategy and Structure (Chandler 1962), a detailed study of how four major companies developed: Du Pont, General Motors, Standard Oil, and Sears. In 1978, Chandler won both the Bancroft and Pulitzer prizes for history with his book The Visible Hand: The Managerial Revolution in American Business. (Smith 1986, 25)

In addition to scholarship, the value of business history is indicated by several important business history centers and an established business history association: the National Museum of American History, the Hagley Museum and Library, and The Newcomen Society. First, the archival materials housed at the National Museum of American History include 142 collections of Business History. There are manuscripts of firm records, papers of company executives, and other business history documents. Also at the National Museum is the N. W. Ayer Advertising proofsheets and Warshaw Collection of Business Americana, the latter consisting of cards, posters, and catalogs. (Crew 1986, 474)

Second, the Hagley Museum and Library in Wilmington, Delaware is a major center for the study of business history. Its collections hold the records of more than 1,000 U.S. business firms. It began as the private collection of Pierre S. du Pont and was later merged with the holdings of the Hagley Museum. The Museum has entered into a joint graduate program in the history of industrial America with the University of Delaware. (Nash 1986, 104-120)

A third important scholarly development in the field is The Newcomen Society of the United States, a nonprofit membership corporation chartered in 1961. It is an association promoting business history, as distinguished from political history. The Newcomen Society objectives focus on the following disciplines: "Industry, Transportation, Communication, the Utilities, Mining, Agriculture, Banking, Finance, Economics, Insurance, Education, Invention and the Law--these and correlated historical fields." (Atkinson 1985, 25) The U.S. Society is affiliated with The Newcomen Society for the Study of the History of Engineering and Technology of England.

The Newcomen Society of The United States is headquartered in Exton, Pennsylvania near Philadelphia. Located there is The Thomas Newcomen Memorial Library and Museum in Steam Technology and Industrial History, a

reference collection open to the public for research.

(Atkinson 1985, 25) Meetings are held throughout the United States and Canada at which Newcomen Addresses are presented by leaders in their respective field of business. These addresses, dealing with the history of individual corporate organizations, are published by the Society in pamphlets. Guy F. Atkinson Company of California and the Clorox Company are two examples of Newcomen histories and are included in this bibliography of San Francisco Bay Area corporations.

Business has played an important role in American history and business history deserves more attention than it is currently receiving, particularly on the American west coast. Although, there has been important literature on the development of Western industries and individual businesses, more research needs to be done. (Harmon 1986, 112) Business Entrepreneurs in the West edited by Ted C. Hinckley is a commendable publication in Western business history and good place to begin research. Of special interest is the valuable annotated bibliography compiled by Robert B. Harman (Harman 1986, 112), and the notable entrepreneurs described, such as Henry J. Kaiser, Frederick Weyerhaeuser, and Ray Kroc.

In regard to scholarship on the history of Western corporations, the results of this corporate history research indicates that inadequate scholarly attention has been paid



to the remarkable companies founded in the San Francisco Bay Area. Some exceptions, as the bibliography displays, are Apple Computer, Bank of America, Levi Strauss, and Wells Fargo. Business histories of many other colorful companies founded in Northern California--during California's Gold Rush and, 100 years later, in Silicon Valley-- have great value and should be produced.

In addition to providing society with needed historical information, the true value of the study of business history is often to the companies themselves. By reviewing the past, business patterns can be seen, and that analysis can have a positive impact on current and future business strategy. For example, Wells Fargo Bank, one of the companies listed in this bibliography, developed a corporate history department staffed by 11 professionals. (Anderson 1981, 24) In-house education, recruiting, marketing, litigation support, and public relations are among the many benefits Wells Fargo gains from employing historians to record and analyze corporate events.

While business history remains an underdeveloped field, awaiting further scholarship and maturation, there have been some encouraging developments. For example, the release of Volumes I and II of the multi-volume International Directory of Company Histories by St. James Press is an indication of renewed interest in business history. Correspondingly,

telephone surveys, personal interviews, and bibliographic research, revealed an awakening of corporations to the value of history. Over a dozen companies in this bibliography stated that they were planning to have formal histories produced. The future for this underdeveloped field looks brighter with both business and society benefiting.

#### The Merit of Business History Collections to Libraries

Business librarians, library school faculty, and historians were consulted before developing the annotated bibliography of the history of San Francisco companies. Each reference served to confirm the value a business history resource would have to librarians, investors, job seekers, business history researchers, business school faculty and students, and those interested in California economic development. Investors need access to information unavailable in brokerage reports, job seekers need to be better prepared for interviews, students and researchers need to obtain unpublished and elusive material. A library special collection of business history materials, can fulfill those needs. Therefore, the particular focus of this research will be the value of business history to librarians. As repositories of information reflecting societies needs, libraries have a responsibility to respond to the increased interest in the business world. It is

hoped that the compilation of this corporate history bibliography will be an encouragement for libraries to collect, organize, and disseminate their own local business history information.

Librarians--public, academic, school, and special--have an important role to play in the utilization of business history information. The thesis of this research is that libraries can and should make contact with the major business firms within their community to develop special collections in business history. Community outreach is achieved, the library users benefit, and the library itself gains. Local business history collections can augment and enhance the public and academic reference services.

Assessing community needs is a critical part of establishing a worthwhile business history special collection. The library should try to fill a void in reference service by collecting books, pamphlets, and newsletters about local companies within the immediate area served by the library. (Carvalho III 1988, 109) From researching companies for this bibliography, it was learned that historical information, for even the larger local companies, is often not available from traditional library reference sources and indexes.

A predominant part of a business history collection will not be business history books, but rather a greater

number of the materials will be in newsletter or pamphlet form, often commemorating an anniversary with valuable historical pictures and information. Collecting information on the largest San Francisco Bay Area companies for this bibliography confirmed that. 50 years ago, Henrietta M. Larson in her Guide to Business History, also found that the largest amount of materials in her business history bibliography were in pamphlet format. (Larson 1948, 20) Consequently, building a local history business collection requires a basic understanding of managing a vertical file, often the least understood source of library information.

A vertical file, while providing valuable enhancement to library reference services, requires special handling and organization. Unfortunately, graduate schools of library science and textbooks usually avoid the subject as much as possible. (Freedman 1985, 41) The value of a business history collection is worth the extra effort of a vertical file because the staff time is balanced with the low cost of acquisition. The contact with corporations for this bibliography resulted in a complete collection of books, pamphlets, and newsletters provided free of charge.

A vertical file, required for most business history materials, requires special attention to acquisition standards, retention policies, circulation and copying privileges, and regulations regarding the use of rare or

fragile material. (Carvalho 1988, 111) (Thomas 1986, 43) Of particular interest to any library are problems of space, requiring the development of weeding criteria standards. Business history presents a major dilemma for acquisition and retention policies because, while currency is a critical factor for most business information, (Fisher 1985, 30) it is not so for historical research. Older materials on corporations can have great value to a business history collection.

The public relations value of business history collection cannot be underrated when establishing collection policies. The preparation and dissemination of a collection description, company and pioneer profiles, press releases to local newspapers, guest lectures, and special exhibits of collection material are examples of library promotions that can stimulate public interest in the collection and in the library.

Local business history collection development has another important advantage--additional library funding through grants. For example, the Orange Public Library in California received two grants for a total of over \$90,000 to carry on the development of Orange's local history collection. The funds were awarded by the California State Library and Library Service and Construction Act to be used to employ a project manager, cataloger, and clerk to

organize, catalog, and preserve materials. (Orange 1989, 26) Other examples of fundraising proposals are requests for grants from professional/industry associations or corporations to initiate local business history library collections.

On a broader scale, new special collection development is considered a valuable source of assistance to further the progress of the social sciences and behavioral sciences.

(Wilson 1980, 4) History, in particular business history, can benefit from Patrick Wilson's view that "the collection of current information has to be done continuously."

(Wilson 1980, 14) Creative special collection development, such as local business history material, can respond to the problem of published material quickly going stale. A library organized with innovative special collections can be a response to our societies rapidly changing information needs.

One of the purposes of compiling this bibliography was to show that a special collection of historical business materials has both intrinsic and extrinsic value, and that it can be gathered with minimal costs and maximum benefits. Hopefully, scholars and practitioners can find value, and community/corporate outreach can be accomplished. Companies are flattered and cooperative when information about their company is requested from a local library. A business

history special collection offers an important component to a library's references services and public relations, and provides a sense of unique accomplishment.

#### Methodology and Statistical Summary

The method used in this compilation was, first, to prepare a preliminary list of 50 of the largest (by sales revenues) public and private companies located in the San Francisco Bay Area. A final list of 45 companies resulted after the initial verification of the corporate headquarters' location. Five companies were found to be no longer headquartered in the San Francisco Bay Area because of mergers or acquisitions. Second, all possible print and online database indexing and abstracting sources were used to determine published material written about the history of the 45 companies. And, third, a review of the literature was made to determine if previous bibliographies had been compiled. The findings indicated that there have been no comprehensive business history bibliographies published in the last 50 years. And, finally, each company was contacted directly by telephone and surveyed for available published and unpublished historical material. In some case, visits were made to corporate libraries and archive collections.

The following is a list of the companies surveyed:

1. Adia Services Inc.
2. Advanced Micro Devices Inc.
3. Amdahl Corp.
4. American Building Maintenance
5. American President Cos.
6. Ampex Corp.
7. Apple Computer Inc.
8. Applied Materials Inc.
9. Atkinson, (Guy F.) Co.
10. Bankamerica Corp.
11. Bechtel Group Inc.
12. Businessland Inc.
13. Chevron Corp.
14. Clorox Co.
15. Computerland Corp.
16. Consolidated Freightways Inc.
17. Crowley Maritime Corp.
18. Del Monte Foods
19. DHL Worldwide Express
20. Fireman's Fund Insurance
21. Gap Inc.
22. Golden West Financial Corp.
23. Hewlett-Packard Co.
24. Intel Corp.
25. Levi Strauss & Co.
26. Longs Drug Stores Inc.
27. LSI Logic Corp.
28. McKesson Corp.
29. National Semiconductor Corp.
30. Oracle Corp.
31. Pacific Gas & Electric Co.
32. Pacific Telesis Group
33. Potlatch Corp.
34. Raychem Corp.
35. Ross Stores Inc.
36. Safeway Stores Inc.
37. Schwab (Charles) Corp.
38. Seagate Technology
39. Sun Microsystems, Inc.
40. Syntex Corp.
41. Tandem Computers Inc.
42. Transamerica Corp.
43. Tri Valley Growers
44. Varian Associates Inc.
45. Wells Fargo & Co.



Firms surveyed for corporate histories were limited to public and private companies with \$500 million or more in sales revenues (in 1989), and with corporate headquarters in San Francisco Bay Area. The Bay Area geographical limitation includes the city and county of San Francisco and the five surrounding counties: Alameda, Contra Costa, Marin, San Mateo, and Santa Clara.

Companies were selected from the San Francisco Chronicle's annual "Chronicle 100" survey. According to business librarians in the area, the San Francisco Chronicle is the most complete guide to Northern California's leading public and privately held companies. The newspaper annually ranks Northern California companies several ways, including profitability, growth, sales, number of employees, stock market results, and the 15 largest private companies. From these major rankings of the Chronicle, the "Sales 100" and the "Largest Private Companies in Northern California" were used to determine the top companies with sales exceeding \$500 million annually. (San Francisco Chronicle, D4,D10, April 16, 1990)

The names, addresses, phone numbers, and a brief description of the companies was compiled. The companies were then surveyed for the type of historical information available from their corporate headquarters. From a telephone survey, personnel were contacted from various

corporate departments - public relations, corporate relations, and investor relations. With the larger and more established companies, archivists, and librarians were telephoned regarding the existence of bibliographies. Online and print business and American history reference sources were consulted for all companies listed. The result was a compilation of both published and unpublished sources of historical data. Books, pamphlets, and bibliographies were requested at the time of the telephone survey for inclusion in the annotated bibliography. Materials from 45 companies were received and evaluated. As the bibliography indicates, there are relatively few published books on the corporate history of individual San Francisco Bay Area companies. However, American President Lines, Apple Computer, Bank of America, Chevron, Consolidated Freightways, Del Monte, and Wells Fargo Bank are the prime examples of larger companies with corporate histories in book form. However, the greater amount of information compiled here is in the form of journal articles and unpublished pamphlets or reports.

In addition to published books, journal articles, and unpublished pamphlets, there are many internal company newsletters listed, often special issues commemorating an anniversary of the company's founding. Where little or no published information could be found corporate backgrounder

reports and excerpts from annual reports are included to provide an insight to the company's history.

After reviewing the over 120 collected items--a total of 86 books, pamphlets, backgrounders, and newsletters were selected to represent the histories of the largest San Francisco area companies. The bibliography was compiled and classified by company name. The citations are accompanied by explanatory annotations which give a brief overview of the company's historical beginnings, corporate events, founders' names, and some idea of either the content or value of the items.

This annotated bibliography of the histories of San Francisco Bay Area companies is intended to acquaint the reader to the general study of business history and, in particular, the unique aspects of the history of individual corporations. The study is introductory, and hopefully it will encourage further research on the history of the major corporations that have profoundly affected the San Francisco Bay Area economy.

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**An Annotated Bibliography of Corporate Histories**  
**San Francisco Bay Area Public and Private Companies with**  
**over \$500 Million in Sales (1989)**

ADIA SERVICES INC.

Permanent and temporary  
 personnel services

64 Willow Place  
 Menlo Park, CA 94025  
 (415) 324-0696

Adia Services, Inc. Corporate Backgrounder. 1990.  
 (Unpublished) Adia Services, Inc., Menlo Park, Calif.

Backgrounder provides a historical overview of Adia, a major supplier of temporary and full-time personnel. The company was founded in Lausanne, Switzerland in 1957. Since entering the U.S. market in 1972 the publicly-held company has grown to 575 offices with headquarters now in Menlo Park, California.

ADVANCED MICRO DEVICES INC.

Integrated circuits

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 P.O. Box 3453  
 Sunnyvale, CA 94088  
 (408) 732-2400

"The Making of an American Champion, 1969-1984." Advanced Insights 8, no. 4 (May 1984):2-20. (AMD Newsletter)

The fifteenth anniversary issue of the AMD newsletter relates the evolution of Advanced Micro Devices from a small semiconductor start-up in 1969 to a major multi-national corporation, one of the five largest U.S. based manufacturers of integrated circuits. In 1984 AMD was listed in the top 15 of "The 100 Best Companies to Work for in America".

Rogers, Everett M. and Judith K. Larsen. "Jerry Sanders: Impresario of Silicon Valley." In Silicon Valley Fever, 50-52. New York: Basic Books, 1986.

Advanced Micro Devices was formed by Walter J. (Jerry) Sanders in 1969, along with seven other former employees of Fairchild Semiconductor. Initially AMD sold semiconductor chips as a second source for other companies. The success of the company is attributed to the creative marketing strategies developed by Jerry Sanders.

AMDAHL CORP.Mainframe computers and  
data storage systems1250 East Argues Avenue  
Sunnyvale, CA 94088  
(408) 746-6000

"The Collection" Computer Museum Report 14 (1985): 7-15.

The article describes the acquisitions of the Computer Museum in Boston, Massachusetts from June 15, 1984 to August 31, 1985, including the earliest Amdahl mainframe computer, designed by Gene Amdahl in 1975.

Rogers, Everett M. "Gene Amdahl: Recycled Entrepreneur." In Silicon Valley Fever, 53-54. New York: Basic Books, 1986.

The story of Gene Amdahl and how he began his career at IBM in the 1960's as a computer designer. Amdahl started his own firm in 1970 and began designing IBM plug-compatible equipment. He shipped his first mainframe computer in 1975 and within four years had sales of \$300 million. By 1979 he had resigned from Amdahl Corporation and, with his original entrepreneurial spirit, has started several more computer firms in Silicon Valley.

AMERICAN BUILDING MAINTENANCE  
INDUSTRIES

Janitorial services

50 Fremont Street  
San Francisco, CA 94105  
(415) 746-6000

"75 Years of American Building Maintenance Industries." Management Insights (1985): 1-12. (ABM Newsletter)

In 1909 the contract janitorial service was founded by Morris Rosenberg with an investment of \$4.50 in a bucket, sponge, mop, and a broom. The business started with calling on small shops on Fillmore Street in San Francisco and later contracting with downtown businesses. The first major customer was the St. Francis Hotel. Historical photographs are included, documenting the growth of the nation's largest building services company.

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Oakland, CA 94612  
(415) 272-8000

American President Lines. American President Lines Fact Book. Oakland, Calif.: American President Lines, 1987.

"From Paddle Wheelers to Diesel Giants" describes the section in the Fact Book devoted to the history of American President Lines. APL is the oldest continuously operated steamship company in the United States, incorporated in 1848 to carry mail from Panama to the Oregon Territory. In 1867 the company started the first regular trans-Pacific steamship service to Japan and China. During World War II the entire APL fleet saw active service.

Niven, John. The American President Lines and Its Forebears, 1848-1984. Newark: University of Delaware Press, 1987.

A century and a half of American President Lines' history is well documented by John Niven, a professor of history at the Claremont Graduate School. The 327 page book begins with the Pacific Mail Steamship Company (APL's predecessor), which ran the first shipping line between Panama and California in 1849. During the research fifty oral histories were recorded providing an invaluable archive of maritime history on the West Coast.

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"Ampex Archives Buried Alive!" Amplifier 10, no. 3 (Fall 1989): 7. (Ampex Corporation Newsletter)

Ampex history, including the history of early magnetic tape technology, is safe inside a tight-security vault buried within an old Southern Pacific Railroad tunnel in California's Santa Cruz Mountains. The vault is earth-quake, bomb, and fire-proof, protected by three-ton doors and steel reinforced concrete walls. Records dating back to the company's founding in the 1960's include working papers, engineering drawings, and technology patents.



Ampex Corporation Backgrounder. February 1990.  
(Unpublished) Corporate Communications, Ampex  
Corporations, Redwood City, Calif.

Ampex was founded in San Carlos, California in 1944 by Alexander M. Poniatoff, an electrical engineer born in Russia. He named the company using his initials and "ex" from excellence. The first products were airborne radar motors and generators for the U.S. Navy during World War II. With financial backing from entertainer Big Crosby, Ampex pioneered the development of audio tape recording in the United States.

Rosenbloom, Richard S. and Michael A. Cusumano.  
"Technological Pioneering and Competitive Advantage:  
the Birth of the VCR Industry." California Management  
Review 29, n4 (Summer 1987): 51-76.

The development and manufacturing of videocassette recorders for the mass consumer market is described as the birth of a major industry. Ampex was one of six firms that were pioneers in the development of home video recording technology. In 1956 Ampex introduced the world's first commercial video tape recorder.

APPLE COMPUTER INC.

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(408) 996-1010

Rogers, Everett M. and Judith K. Larsen. "The Apple Story."  
In Silicon Valley Fever: Growth of High-Technology  
Culture, 3-14. New York: Basic Books, 1986.

The birth and evolution of the microcomputer is described, beginning with Steve Jobs and Steve Wozniak producing the first Apple in their garage in 1976. Early collaboration in designing a computer circuit board led to the Apple I from which the founders launched their own company and, subsequently, the microcomputer industry.

Rose, Frank. West of Eden: The End of Innocence at Apple  
Computer. New York: Viking, 1989.

An historical description of the early years of Apple Computer and its evolution from a start-up company run out of a garage into a Fortune 500 corporation. The early years is contrasted to later corporate turmoil that characterized the company that created the personal computer.

Sculley, John. Odyssey: Pepsi to Apple...a Journey of Adventure, Ideas, and the Future. New York: Harper & Row, 1987.

The president of Apple Computer, John Sculley, chronicles his decision to leave PepsiCo for the "gold-rush atmosphere of the high-tech, high risk life" at Apple. Provides valuable insight into Sculley's innovative planning, marketing decisions, and his ability to survive the 1986 break up with Apple's co-founder Steve Jobs.

Wozniak, Stephen. "The Making of an Engineer and a Computer." Computer Museum Report 17 (1986): 3-8.

Steve Wozniak, the inventor of the original Apple microcomputer, discusses how he and his partner Steve Jobs built the Apple I computer, the original personal computer.

APPLIED MATERIALS INC.

Manufacturing equipment  
for semiconductors

3050 Bowers Avenue  
Santa Clara, CA 95054  
(408) 727-5555

Applied Materials Japan: A Journey of Many Steps, 1979-1989.  
(Unpublished) Special Collections, Applied Materials, Inc., Corporate Communications, Santa Clara, Calif.

A well documented publication celebrates the ten year anniversary of Applied Materials' wholly-owned subsidiary in Japan. Included are a chronology, charts, and photographs of the founders of the company and the Japanese facilities.

Applied Materials, Inc.: Background Information. May 1990.  
(Unpublished) Special Collections, Applied Materials, Inc. Corporate Communications, Santa Clara, Calif.

In Section II, "Corporate History", Applied Materials is described as a leading producer of wafer fabrication systems. The company was founded in 1967 and the first products were chemical vapor deposition systems for use in various stages of semiconductor wafer fabrications. Subsequent mergers and joint ventures in the U.S., Japan, and Europe are described, resulting in Applied Materials becoming a global semiconductor-manufacturing company.

Sedgwick, John. "The Life and Times of a Fast-Growth CEO." Business Month 135, no. 5 (1990).

Describes James Morgan, and his role as the chief executive officer of Applied Materials since 1978. The company was on the verge of collapse when Morgan became chairman, but by expanding business internationally he turned the company around.

ATKINSON (GUY F.) CO.

Worldwide construction services

10 West Orange Avenue  
South San Francisco  
(415) 876-1000

Atkinson, Ray. Guy F. Atkinson Company of California: A Free Enterprise Success Story. Newcomen Publication Number 1266. New York: Princeton University Press, 1986.

A Newcomen Society publication that was originally an address delivered at the 1985 Northern California meeting of the business history organization. Describes the 150 years of engineering and construction such as the Waldo tunnel and the Feather River Project in California. Photographs of the founder and early highway construction projects enhance the text.

Soast, Allen. ENR 22, no. 5 (August 4, 1988): 52-54.

Relates the story of the largest turnkey hydroelectric project being built in the Sierra Nevada mountains. The project is headed by Guy F. Atkinson with a joint venture with Harrison Western Corporation. The undertaking involves the building of four dams, nearly 13 miles of tunnels, and a two powerhouses.

BANKAMERICA CORP.

One of the world's largest banks

P.O. Box 3700  
San Francisco, CA 94137  
(415) 622-3456

Antognini, Richard. "The Role of A. P. Giannini in the 1934 California Gubernatorial Election." Southern California Quarterly 57, no. 1 (1975): 53-86.

An analysis of A. P. Giannini's shift from traditional support of the Republican Party to endorsement of the Franklin Roosevelt candidacy in 1932. Later Giannini switched back to California's Republican gubernatorial candidate, Frank Merriam.

"BankAmerica Corporation." In International Directory of Company Histories, Vol.I, ed. Thomas Derdak, 226-228. Chicago: St. James Press, 1988.

The Bank of America was founded in 1904 as the Bank of Italy by Amadeo Peter Giannini. He developed a policy of lending money to the average citizen, an unheard of practice in the early 1900's. The familiar history is amplified by such stories as the rescue of \$80,000 in cash before the new bank burned in the 1906 earthquake, and then reopening before any other bank.

Bergsman, Steve. "BankAmerica: Shake, Rattle and on a Roll." Bankers Monthly 107, no. 2 (February 1990): 14-18.

Discusses A. W. Clausen and his first tenure as chief executive officer at BankAmerica, from 1970 to 1981, and his return to the troubled bank a few years later. Relates his dramatic efforts to reduce costs and turn the bank around, e.g., the 25,000 staff reduction and the sale of the bank's buildings in San Francisco and Los Angeles.

Clark, Dwight L. "The Gianninis - Men of the Renaissance." California Historical Society Quarterly 49, no. 3 and no. 4 (1970): 251-269 and 337-351.

A. P. Giannini and his younger brother, Attilio Henry Giannini are described regarding their personality and methods of work. The Bank of America's operation during the depression is discussed along with A. P.'s endorsement of the Roosevelt administration.

Fink, Paul. A Great Banker: A. P. Giannini, Founder of the Bank of America. Bank of America, San Francisco, California, 1978.

A biography of Amedeo Peitro Giannini, founder of the Bank of America. The son of an Italian immigrant is described as having interests beyond banking, such as establishing a foundation for agricultural research at Berkeley.

Giovinco, Joseph. "Democracy in Banking: the Bank of Italy and California's Italians." California Historical Society Quarterly 47 no. 3 (1968): 195-218.

Details the founding of the Bank of Italy in 1904 in San Francisco are included. The article analyzes the democratic basis on which the bank was founded and A. P. Giannini's relationship with California's Italians.

Hiveley, William. "The Italian Connection and the Bank of America's First Billion." The Journal of the West 23, no. 2 (1984): 56-64.

A description of how the founder of Bank of America, A. P. Giannini, began his banking empire. With the initial focus on the Italian community in San Francisco and later expansion into branch banking, the bank grew in the first 35 years to \$1.1 billion in capital.

James, Marquis and Bessie James. Biography of a Bank: the Story of Bank of America N.T. & S.A. New York: Harper, 1954.

Bank of America's official corporate history according to Marilyn B. Ghausi, Corporate Archivist. Describes the founding and growth of the Bank of America as Bank of Italy by A. P. Giannini in 1904 through the death of the founder in 1949 and the brief three-year succession of his son, Lawrence Mario Giannini.

Paterson, Thomas G. "Historians, Businessmen, and Research." Business Horizons 14, no. 4 (August 1971): 31.

Declares that the majority of companies lack interest in historical records, research, and the work of historians. The Bank of America is cited as a notable exception with a policy depositing records in archives and cooperating with scholars.

Wilson, O. G. "Bank of America's Archival Program." American Archivist 29, no. 1 (1966): 43-48.

In commemoration of the centennial of the State of California in 1950, Bank of America developed an archival program. The archives cover ownership, capital structure, administration, services and overall operation of the bank.

BECHTEL GROUP INC.

50 Beale Street  
San Francisco, CA 94105  
(415) 768-1234

Engineering  
and construction firm

"Bechtel Group, Inc." In International Directory of Company Histories, Vol. 1, Chicago: St. James Press, 1988.

Bechtel is described as the largest U.S. construction and engineering firm. This private and predominantly family-controlled company began in 1899 when Warren A. Bechtel graded railbed with a mule team for frontier train lines. The company was incorporated in 1925.

The Bechtel Organization. April 1990. (Unpublished) Bechtel Group, Inc. Public Relations, San Francisco, Calif.

Bechtel, an engineering and construction organization headquartered in San Francisco, began in the Oklahoma territory 92 years ago. Throughout its history, Bechtel has handled diverse construction projects in more than 100 countries with current projects including the Eurotunnel between France and England.

Burgower, Barbara. "Over the Hill and Back Again." Business Month 136 no. 1 (July 1990): 34-37.

Describes the mid-1980's when Bechtel engaged in aggressive downsizing leading to layoffs and early retirements. Five years later Bechtel, and other construction companies find there is a lack of experienced managers.

Grogan, Tim. "Middle East Crisis Hits Home." ENR 225, no. 7 (August 16, 1990): 10-11.

Explains the impact of the Middle East crisis in Iraq on international contractors working the Persian Gulf. The Bechtel Group, Inc. is mentioned as being particularly affected with concern for the safety of their employees in the area.

McCartney, L. Friends in High Places, the Bechtel Story - the Most Secret Corporation and How It Engineered the World. New York: Simon & Schuster, 1988.

An unauthorized historical account of the engineering and construction firm, the founders, the Bechtel family, and the company's world-wide operations. Provides insight into the very private, politically powerful multinational corporation.

BUSINESSLAND INC.

Retail centers for  
microcomputer systems

1001 Ridder Park Drive  
San Jose, CA 95131  
(408) 437-0400

Businessland, Inc. Company Backgrounder, May 1990.

(Unpublished) Businessland, Inc., San Jose, Calif.

Corporate historical milestones are listed beginning with the founding in 1982 onward to 1990 with the acquisition of personal computer dealership in West Germany and a joint venture with General Electric in Canada. The company also has branches in Canada and the U.K.

CHEVRON CORP.

Major international oil  
company

225 Bush Street  
San Francisco, CA 94104  
(415) 894-7700

Coburn, Leonard L. "Eighty Years of U.S. Petroleum Pipeline Regulation." Journal of Transport History 9, no. 2 (1988): 149-169.

Reviews the history of the U.S. petroleum pipeline industry from the time of the Standard Oil Trust in 1906 to the 1980's. Discusses the renewed scrutiny of petroleum pipelines the question of government regulation.

1879-1979, One Hundred Years Helping to Create the Future: Standard Oil Company of California. San Francisco: Standard Oil Company of California, 1979.

A well-organized 170 page history of the Standard Oil Company of California with five chapters, each covering 20 years of the 100 year history. Filled with historical photographs of oil fields and refineries, and includes a picture of Charles Lindbergh refueling "The Spirit of St. Louis" with Standard Oil gasoline prior to his trans-Atlantic flight in 1927.

Wallach, Bret. "The West Side Oil Fields of California." Geographical Review 70, no. 1 (1980): 50-59.

The oil fields of southwestern San Joaquin Valley are described as more productive than ever. The oil fields benefited by the decision to open the Elk Hills Naval Petroleum Reserve operated by the Department of Energy and Chevron.

CLOROX CO.

Liquid bleach and other  
household products

1221 Broadway  
Oakland, CA 94612  
(415) 271-7000

Peterman, John L. "The Clorox Case and the Television Rate Structures." Journal of Law and Economics 11, no. 2 (1968): 21-422.

Discusses the merger of the Clorox Chemical Company with the Procter and Gamble Company and the advertising advantage considered illegal by the Federal Trade Commission. The cost advantages of television rate structures and the character of discounts were examples judged to be sufficient to invalidate the merger.

Corporate Chronology of the Clorox Company, 1913-1987. April 1988. (Unpublished) Corporate Communications, Clorox Company, Oakland, Calif.

A 34 page detailed year-by-year documentation of the corporate history of Clorox Company. Beginning in 1913 a banker, a bookkeeper, a lawyer, and a miner invest \$100 each to set up America's first commercial liquid bleach factory in Oakland, California. In 1928 the company goes public, and in 1941 there is an interesting note about the company conducting research involving the use of Clorox liquid bleach to neutralize war gases. Over 75 years Clorox grew from a one-product company to an international marketer of consumer packaged goods.

Shetterly, Robert B. Renaissance of the Clorox Company. New York: Newcomen Society, 1973.

An address given in 1973 for the Newcomen Society of North America, dealing with the history and development of the Clorox Company. Although the Clorox was established in 1913, its real beginning was in 1969 when it became an independent business, after years as a division of another company, Proctor & Gamble.

COMPUTERLAND CORP.

Retailer and distributor  
of computer products

5964 W. Las Positas Boulevard  
Pleasanton, CA 94566  
(415) 734-4000



Littman, Jonathan. Once Upon a Time in Computerland. New York: Simon and Schuster, 1990.

A painstaking documentation of Bill Millard and his founding of Computerland in 1973. The book chronicles both his successes and failures, ending with his self-imposed exile on a Pacific island. Tales of litigation, bankruptcy, and murder provide a behind-the-scenes look at entrepreneurship in the computer industry and the growth of a major distributor of computer products.

CONSOLIDATED FREIGHTWAYS INC.                      Trucking, air-freight,  
and intermodal services  
175 Linfield Drive  
Menlo Park, CA 94025  
(415) 326-1700

A Narrative History of Consolidated Freightways. 1989  
(Unpublished) Special Collections, Consolidated  
Freightways, Inc., Menlo Park, California.

The history pamphlet describes the company founding by Leland James in Portland, Oregon on April 1, 1929. James owned a intercity bus company before establishing Consolidated Truck Lines and acquiring several local freight companies operating in the Pacific Northwest. In 1939 the corporate name was changed to Consolidated Freightways and in 1956 the headquarters moved to Menlo Park, California. The 1980's saw domestic and international expansion into air freight and ocean freight services.

Stein, Miriam. Consolidated Freightways, Inc.: the First 50 years, 1929-1979. 1979 (Unpublished) Special Collections, Consolidated Freightways, Inc., Menlo Park, California.

Researched and written by Miriam Stein, Oral History Associates, the 64 page book is a valuable contribution to transportation history. Historical photographs of early trucking days document the changes in truck design over 50 years. Included is a photograph of Hyster No. 1, a Freightliner truck built in 1950. After logging more than four million miles, the pioneer Consolidated Freightways truck is now on permanent exhibit at the Smithsonian Institution.

CROWLEY MARITIME CORP.International marine  
transportation101 California Street, Suite 4800  
San Francisco, CA 94111  
(415) 546-2500Crowley Maritime Corporation: General BackgroundInformation. (Unpublished) Crowley Maritime  
Corporation, San Francisco, California, August, 1990.

The three-page pamphlet lists Crowley Maritime's historical highlights beginning with the founding in 1892. CMC began with one 18-foot Whithall boat to provide passenger and supply transportation to ships anchored in the San Francisco Bay. Within a few years services broadened to include Bay towing and ship-assist services. By 1939 the company had expanded into bulk petroleum transportation. In 1990 CMC has 450 vessels operating worldwide with offices in over 100 major ports.

DEL MONTE FOODS--Processor of fruit and  
vegetable products1 Market Plaza  
San Francisco, CA 94119  
(415) 442-4000

Braznell, William. California's Finest: the History of Del Monte Corporation and the Del Monte Brand. San Francisco: Del Monte Corporation, 1982.

An official 168 page record of Del Monte's 63-year history from its founding in 1916 until its merger with R.J. Reynolds in 1979. An oral history was developed from recorded interviews with 45 retired officers of the company. Also reproduced are engaging old newspaper clippings and photographs of people and facilities in the early days of Del Monte.

DHL WORLDWIDE EXPRESSInternational air-courier  
service333 Twin Dolphin Drive  
Redwood City, CA 94065  
(415) 593-7474

DHL Worldwide Express: the World's Largest International Air Express Network. July 1989. (Unpublished Background Information) DHL Worldwide Express, Redwood City, Calif.

DHL launched the international air express industry in 1969 by being the first U.S. company to carry business documents across the Pacific, between Hawaii and San Francisco. DHL was also the first air express company to extend service to the Pacific Rim and by 1973 added Europe, then the Middle East, Africa, China, and the Soviet Union. Currently, DHL has offices in 183 countries.

FIREMAN'S FUND INSURANCE

Property and casualty insurance

777 San Marin Drive  
Novato, CA 899-2000  
(415) 899-2000

Bronson, William. Still Flying and Nailed to the Mast: The First Hundred Years of the Fireman's Fund Insurance Company. New York: Doubleday, 1963.

When Fireman's Fund Insurance was organized in 1863, in San Francisco the city had a population of 65,000. The history of the first of the West's major insurance companies parallels the history of the San Francisco Bay Area. Many illustrations and pictures enliven the text, especially the extraordinary 1906 San Francisco earthquake photographs.

GAP INC.

Retail clothing stores

One Harrison Street  
San Francisco, CA 94080  
(415) 952-1678

Darnton, Nina. "From Schlock to Chic." Newsweek (May 15, 1989): 43.

The article relates The Gap's humble beginnings as a San Francisco jeans-and-record store, opening in the late 1960's. The founder, Donald Fisher, sold cheap jeans to the hippie generation. But by the 1980's the youth movement faded which led the new president, Millard Drexler, to reorganized the firm and market to a more grownup clientele. In 1986, GapKids focused on the children of the original hippies. While the merchandise has changed over the years The Gap has continued to stock jeans, the company's trademark.

GOLDEN WEST FINANCIAL CORP.Operates savings and  
loans1901 Harrison Street  
Oakland, CA 94612  
(415) 446-3420

McCoy, Charles. "Thriving Thrift: If Only All the S&Ls Had Been Managed Like Golden West." Wall Street Journal. (June 29, 1990): 1+

Describes the founding of Golden West Financial Corporation by the husband-wife team, Herbert and Marion Sandler. The Sandlers married in 1961, started Golden West in 1962, and have conservatively and successfully run a mom-and-pop operation -- now with \$20 billion in assets. World Savings and Loan, Golden West's main operating unit, is among the nation's strongest financial institutions.

HEWLETT-PACKARD CO.Test and measuring  
instruments3000 Hanover Street  
Palo Alto, CA 94304  
(415) 857-1501

"The Test of Time." Measure Magazine March-April 1989, 1-15.

The Dave Packard and Bill Hewlett partnership is documented in the article celebrating the 50th anniversary of Hewlett-Packard Company. HP started in 1939, the first work shop a Palo Alto garage, now designated as a California registered historical landmark as the birthplace of Silicon Valley.

Rogers, Everett M. and Judith K. Larsen. "The Hewlett-Packard Story." In Silicon Valley Fever, 32-34. New York: Basic Books, 1986.

Chronicles the relationship of William R. Hewlett and David Packard starting with their friendship as sophomores at Stanford University. The founding of the company in 1939 emerged from Bill Hewlett master's thesis project: to build and evaluate a variable frequency oscillator. Hewlett-Packard got off to a good start because of the demand for electronics products during World War II. Continued success is attributed to shifting their product line to include computers in the 1970's.

INTEL CORP.

Advanced semiconductors  
and integrated circuits

3065 Bowers Avenue  
Santa Clara, CA 95051  
(408) 987-8080

Rogers, Everett M. and Judith K. Larsen. "Winning at the Game: Intel." In Silicon Valley Fever, 96-121. New York: Basic Books, 1986.

After its founding in 1968, Intel Corporation grew rapidly when an Intel engineer, Ted Hoff, invented the microprocessor. The chapter attributes Intel's successes in technological innovation to having a high ratio of R&D to sales. College recruiting for young creative engineers is named as another key to their technological accomplishments in the semiconductor industry.

LEVI STRAUSS & CO.

Manufacturer of jeans and  
sportswear

1155 Battery Street  
San Francisco, CA 94111  
(415) 544-6000

Kramer, William M. and Norton B. Stern. "Levi Strauss: the Man Behind the Myth." Western States Jewish History 19, no. 3 (1987): 257-263.

The traditional history of the Levi Strauss company is augmented by claiming that errors and misinformation about the company exists in historical publications. For example, the author states that the company was originally founded by David Stern, Strauss's brother-in-law, and the original jeans were designed by Jacob W. Davis, not by Levi Strauss.

Haas, Walter A. Jr. "Levi's Old/New Pants Factory." Historic Preservation 23, no. 4 (1971): 14-17.

The renovation of the wooden Levi pants factory in San Francisco is discussed by the great-grand nephew of the founder, Walter A. Haas, Jr. The building, located in the inner-city area, included a meeting room and a playground for the neighboring community.

Josephy, Alvin M. Jr. "Those Pants That Levi Gave Us."  
America West 22, no. 4 (1985): 30-37.

The story of Levis is presented from the beginning with their invention in 1850 at San Francisco in response to the need of gold miners for durable pants. It continues with the patenting, production, and continued world-wide popularity of Levis.

Quinn, Carin C. "The Jeaning of America--and the World."  
American Heritage 19, no. 3 (1978): 14-21.

The history begins with Levi Strauss moving to San Francisco in 1850 with the intention to sell canvas for tents. The need for sturdy men's pants resulted in Strauss making a pair from some of his canvas material. From then on he was in the business of making and marketing jeans.

Robbins, Peggy. "Levi Strauss." American History Illustrated 6, no. 5 (1971): 33-35.

The biography of Levi Strauss is documented beginning with his journey around the Horn to San Francisco where he converted tent canvas to sturdy pants for the gold miners. The story encompasses Strauss's four nephews which he took into the business, and continues with great-grandnephews Walter and Peter Haas, serving as chief executives.

LONGS DRUG STORES INC.

Self-service drug stores

141 Civic Drive  
 Walnut Creek, CA 94596  
 415) 937-1170

Long Drug Stores History. (Unpublished) Longs Drug Stores, Inc., Walnut Creek, California, March 23, 1988.

Two brothers, Joe and Tom Long founded Longs in May of 1938. The first Store opened on Piedmont Avenue in Oakland, California. The three-page pamphlet records the history over the next fifty years. Longs grew from one store to a chain of more than 140 drug stores, and in 1970 moved the corporate headquarters from Oakland to Walnut Creek.

LSI LOGIC CORP.

Custom semiconductor  
 circuits

1551 McCarthy Boulevard  
 Milpitas, CA  
 (408) 433-8000

LSI Logic Corporation Backgrounder. (Unpublished) LSI Logic Corporation, Milpitas, California, November 1990.

The company was founded in January, 1981 by Wilfred J. Corrigan, former chairman and chief executive of Fairchild Camera & Instruments. The firm went public in 1983--raising \$160 million at the initial public offering. In the past nine years affiliates have been formed in Japan and Europe.

MCKESSON CORP.

Wholesaler of drugs and beauty products

One Post Street  
San Francisco, CA 94104  
(415) 983-8300

"McKesson's Story 1833 to 1983." Direction, 150th Anniversary Issue of McKesson newsletter, (1983): 1-11.

The founding of McKesson in 1833 by John McKesson and Charles Olcott is described in this anniversary article. The original purpose of the business was to import therapeutic drugs and chemicals. In 1855 the company became one of the first companies to manufacture drugs. Tales of embezzlement, scandal, and suicide are interwoven with the story of McKesson's success as a major drug distributor.

NATIONAL SEMICONDUCTOR CORP.

Digital integrated circuits

2900 Semiconductor Drive  
Santa Clara, CA 95052  
(408) 721-5000

"National Semiconductor: Yesterday and Today." National Semiconductor Corporation Fact Book. (Unpublished) National Semiconductor, Santa Clara, California, 1989.

National Semiconductor was founded in 1959 as a start-up company in Danbury, Connecticut. It specialized in manufacturing transistors--the technology that replaced vacuum tubes in second-generation computers. The company was soon moved to California's "Silicon Valley" and today, it is a leader in advanced semiconductors manufacturing.

ORACLE CORP.

Computer software products

500 Oracle Parkway  
Redwood Shores, CA 94065  
(415) 506-7000

Oracle Corporation Company Background. (Unpublished) Oracle Corporation, Redwood Shores, California, 1990.

A 10-page pamphlet that describes the company's founding in 1977 by Lawrence Ellison, Oracle's Chairman and CEO. Oracle was started to capitalize on the commercial potential of Relational Database Management Systems (RDBMS). Within two years, the company introduced ORACLE, the first relational database management system which integrates data from diverse mainframes, minicomputers, and personal computers.

PACIFIC GAS & ELECTRIC CO.

Supplier of electricity and natural gas

77 Beale Street  
San Francisco, CA 94106  
(415) 972-7000

Lee, Lawrence B. "California Water Politics: Opposition to the CVP, 1944-1980. Agriculture History 54, no. 3 (1980): 402-423.

A narrative about the Central Valley Project of the Sacramento and San Joaquin Valleys. The CVP, initiated in 1933, created conflicts between the economic interests of Pacific Gas & Electric, large agribusiness interests, the State Chamber of Commerce, and the Farm Bureau Federation.

Scharlach, Bernice. "Abe Haas: Portrait of a Proud Businessman." Western States Jewish History Quarterly 12, no. 1 (1979): 3-24.

Abraham Haas who lived from 1847-1921, was a founder or partner of several businesses in California, including Pacific Gas & Electric.

Sikes, Patricia G. "George Roe and California's Centennial of Light." California History 58, no.3 (1979): 234-247.

George Roe was a San Francisco entrepreneur who experimented with arc lights. He founded the California Electric Light Company in 1879, the first electric utility in the United States. The company was later merged into the Pacific Gas and Electric Company in 1905.

PACIFIC TELESIS GROUP

Provides telephone service

130 Kearny Street  
San Francisco, CA 94108  
(415) 394-3000



Chronological Events in Pacific Telephone History.

(Unpublished) Pacific Telesis Group, Archives Center, San Francisco, California, 1989.

A valuable list beginning in 1876 when the first circuit was installed on the Pacific Coast. In 1878 the first telephone was used in San Francisco and the first telephone directory produced, 178 names listed. The Bell Telephone Company chronology continues through the next 100 years--the San Francisco earthquake in 1906, new product development, and new telecommunications technology.

Ditzel, Paul. "Olympic Telecommunications." California History 63, no. 1 (1984): 95-100.

Discusses the innovative telecommunications developed by Pacific Bell and used for the 1984 Olympic Games in Los Angeles. Cellular radio systems, electronic mail systems, and other modular equipment were made available to provide information about the games throughout the world.

Todd, Kenneth P. A Capsule History of the Bell System. New York: AT&T, 1972.

The history begins with the invention of the telephone by Alexander Bell. The telephone was invented and patented in 1876 and a young railroad mail superintendent, Theodore Newton Vail, was named general manager of the new Bell Telephone Company, incorporated in 1878. In 1907, the Pacific Telephone and Telegraph Company began business, as a regional company affiliated with AT&T.

POTLACH CORP.

Produces timber and wood products

One Maritime Plaza  
San Francisco, CA 94111  
(415) 576-8800

Petersen, Keith and Leland M. Roth. Company Town: Potlach, Idaho, and the Potlatch Lumber Company. Pullman: University of Washington Press, 1987.

The history and growth of the Potlatch lumber company is described, first, as one of America's largest lumber companies and later as a producer and distributor of wood products. Included is a description of a Idaho lumber town.

RAYCHEM CORP.

High performance products  
for aerospace industries

300 Constitution Drive  
Menlo Park, CA 94025  
(415) 361-3428

Raychem Facts: Corporate Overview. (Unpublished) Raychem Corporation, Menlo Park, California, 1990.

Raychem Facts describes the founding in 1957 of Raychem Corporation by Paul Maxwell Cook, an MIT chemical engineer. Raychem derived its name from radiation chemistry, the technology on which its initial products were based. Cook served as CEO for 33 years until his retirement on April 1, 1990.

ROSS STORES INC.

Chain of reduced-price  
clothing stores

8333 Central Avenue  
Newark, CA 94560  
(415) 790-4400

Ross Stores Highlights. (Unpublished) Ross Stores, Inc., Newark, California, November, 1990.

Ross's founding as a national chain of off-price retail stores was in August 1982, when a chain of six department stores in San Francisco Bay Area was acquired by U.S. Venture Partners. In one year-1986 -the company opened thirty-nine stores with continued expansion leading to a total of 185 stores in 18 states by 1990.

SAFEWAY STORES INC.

Supermarket chain

201 Fourth Street  
Oakland, CA 94660  
(415) 891-3000

Capsules from Safeway's History. (Unpublished) Safeway Stores Inc., Oakland, California, 1990.

A one-page chronology beginning in 1926 when Merrill Lynch formed a holding company and acquired the assets of Safeway Stores, Inc. and by 1931 had 3,527 stores. Safeway, a major supermarket chain, was taken private in 1986 by a leveraged buyout and in 1990 Safeway returns to public status. Currently, the number of stores in U.S. and Canada is 1,111.

Lemes, Abel F. "It's 40 Years...But the Roots Go Back Half a Century Ago." Safeway News. (Safeway Newsletter, 40th Anniversary Issue) Vol. 21, No.3. (March, 1966): 1-16.

Although the Safeway Stores incorporated in 1926 the company's history dates back to 1915 when the founder, Marion Barton Skaggs, established his first store. Contained in this anniversary issue are many photographs, including that first store in American Falls, Idaho. By the time Safeway incorporated in 1926 M. B. Skaggs had a chain of 418 stores. Charles E. Merrill of Merrill Lynch & Company is credited with being the financial architect in the formation of Safeway as a major supermarket chain.

SCHWAB (CHARLES) CORP.

Discount securities and  
financial services

101 Montgomery Street  
San Francisco, CA 94104  
(415) 627-7000

The Charles Schwab Corporation: Company History.

(Unpublished) Charles Schwab, San Francisco,  
California, 1990.

The history of Charles Schwab & Co is interwoven with the personal history of its founder Charles R. Schwab in the three-page document. Describes his childhood in Sacramento, California where he started two businesses while in grade school--selling walnuts and operating a chicken farm. Following graduation from Stanford University, Schwab started a mutual fund which proved to be the forerunner of Charles Schwab & Co.

Willis, Rod. "Charles Schwab: High-Tech Horatio Alger?" Management Review. Vol. 75 (September 1986): 17-20.

Describes the history of Charles Schwab, the U.S.'s largest discount securities firm. The company began offering substantially reduced prices on transactional brokerage services in 1972, during a trial period for discount brokerage. When full deregulation took place in 1975, the firm was experienced in discounting and began to grow, sustaining growth during the next ten years.

SEAGATE TECHNOLOGY

Rigid disk drives

920 Disc Drive  
Scotts Valley, CA 95066  
(408) 438-6550

Seagate Company Background. (Unpublished) Seagate  
Technology, Scotts Valley, California, 1990.

Alan Shugart, Tom Mitchell, and Doug Mahon founded Seagate in 1979. The advent of the personal computer in the late 70's provided the impetus for their business venture. The 8-page pamphlet describes the ensuing years in which the company grew into the world's leading independent supplier of rigid disc storage devices and components.

SUN MICROSYSTEMS, INC.

Engineering workstations

2550 Garcia Avenue  
Mountain View, CA 94043  
(415) 960-1300

Sun Microsystems, Inc. Facts At A Glance. (Unpublished) Sun  
Microsystems, Inc. Mountain View, California, June  
1990.

The 6-page document provides an overview of the founding of Sun Microsystems in February 1982 as a pioneer in the general-purpose technical workstation market. Ease of use and an early commitment to open systems was the key to Sun's rapid 8-year rise to a major firm with over a billion dollars in sales.

SYNTEX CORP.

International  
pharmaceutical company

3401 Hillview Avenue  
Palo Alto, CA 94304  
(415) 855-5050

"History." Syntex Corporation. (Unpublished) Syntex  
Corporation, Palo Alto, California (1990): 2.

The 7-page pamphlet has an article on the history of Syntex and lists "Key Events" from its founding in Mexico City in 1944 to 1990. The root of the barbasco plant, from the jungles of southwest Mexico, was the raw material used by Syntex scientists to synthesize progesterone. This led to the development of oral contraceptives, and by the early 1960's Syntex had attained international prominence by supplying active ingredients for the first contraceptives.

TANDEM COMPUTERS INC.

Multiple-processor  
computer systems

19333 Vallco Parkway  
Cupertino, CA 95014  
(408) 725-6000

Rogers, Everett M. and Judith K. Larsen. "Jimmy T. of Tandem." In Silicon Valley Fever, 56-57. New York: Basic Books, 1986.

James Treybig, a co-founder of Tandem Computers in 1974, is known as "Jimmy T." by his employees. Both inventive technology and a people-oriented management skills are credited to his success at Tandem. He devised an innovative computer network system to reduce computer failure.

TRANSAMERICA CORP.

Insurance and financial services

600 Montgomery Street  
San Francisco, CA 94111  
(415) 983-4000

"Transamerica Corporation." In International Directory of Company Histories, 536-538. Chicago: St. James Press, 1988.

In 1928 Transamerica Corporation was formed by A. P. Giannini as a holding company for all of his banking, insurance, and industrial concerns. In 1938 Transamerica sold 58% of its stock in Bank America because of scrutiny by the Federal Reserve Board for creating a monopoly. Acquisitions of a film company, an airline, and a car rental firm in the 1960's resulted in financial difficulties. In the 1980's these acquisitions were sold the focus is now on insurance and financial services.

TRI VALLEY GROWERS

Privately held  
agricultural cooperative

1255 Battery Street  
San Francisco, CA 94111  
(415) 445-1600

"Tri Valley Growers: An Overview." Tri Valley Growers 1989 Annual Report. Tri Valley Growers, San Francisco, 1990.

TVG began in 1932 as a farming cooperative to market and process California's fresh fruits and vegetables and now provides processed food products to customers worldwide. A chronicle of mergers, acquisitions, and business expansion is listed in a small brochure provided with the company's annual report. Tri Valley Growers currently have 800 grower members from 34 California counties supplying produce for eleven processing plants.

VARIAN ASSOCIATES INC.

Diversified electronics

611 Hansen Way  
 Palo Alto, CA 94303  
 (415) 493-4000

Lowood, Henry. From Steeples of Excellence to Silicon Valley: The Story of Varian Associates and Stanford Industrial Park. Palo Alto: Varian, 1988.

In celebration of Varian's 40th year, Henry Lockwood, Stanford University Library bibliographer, wrote about Varian's role in the history of Silicon Valley. As an undergraduate at Stanford, Russell Varian worked on a klystron tube, a device for producing high-powered microwaves. That invention by the founder of Varian Associates was a significant event in the birth of Silicon Valley. Includes a bibliography.

Varian Associates: An Early History. (Unpublished) Varian Associates, Palo Alto, California.

The cover of the 16-page pamphlet has a photograph of Varian's "headquarters" in 1949, a leased facility in San Carlos, California, before the move to the Stanford Industrial Park. The two Varian brothers, Russell and Sigurd are pictured throughout the text, as well as early aerial views of Palo Alto in the 1950's. A worthy historical documentation of the history of a pioneer Silicon Valley firm.

WELLS FARGO & CO.

Commercial bank

420 Montgomery Street  
 San Francisco, CA 94163  
 (415) 477-1000

Anderson, Harold P. "The Corporate History Department: the Wells Fargo Model." Public History 3, no. 3 (1981): 24-29.

A recounting of the formation of a history department for Wells Fargo Bank in 1975, the nation's only corporate history department. A staff of historians, archivists, and museum specialists organized five tons of material collected since 1852, the year Wells was founded. The department supports advertising, marketing, and litigation activities.

Dillon, Richard A. "Wells Fargo's 'Jekyll and Hyde': the Elusive Embezzler Who Stumped the Company's Master Detective." American West 8, no. 2 (1971): 28-33, 59-60.

The interesting story of Charles Wells Banks, the chief cashier of Wells Fargo Bank in the 1870's and 1880's. He embezzled over \$100,000 from the bank over several years and then disappeared mysteriously. Later he was discovered living on a South Pacific island.

Jackson, W. T. "A New Look at Wells Fargo, Stagecoaches, and the Pony Express." California Historical Society Quarterly 45, no. 4 (1966): 291-324.

The history of Wells Fargo is surveyed with an emphasis on its contribution to western transportation and banking. The author bases the article primarily on the Minute Book of the Board of Directors of the Overland Mail Company.

\_\_\_\_\_. "Wells Fargo: Symbol of the Wild West." Western Historical Quarterly 3, no. 2 (1972): 179-196.

The article describes the beginning of Wells Fargo and Company in 1852 in response to the economic boom of the gold rush. Narrates not only the early years of stagecoach robberies and accidents, but continues to describe the nationwide operation of the bank and its relationship to the economic history of the West.

\_\_\_\_\_. "Wells Fargo Staging Over the Sierra." California Historical Society Quarterly 49, no. 2 (1979): 99-133.

A description of the Wells Fargo stage line routes between Sacramento and Virginia City during the gold rush years of the 1860's is well documented. Wells Fargo remained competitive through consolidation with smaller companies and overcame the obstacles of snow and mud of the Sierras.

Weinstein, Robert A. "Gold Was for the Young." California Historical Quarterly 49, no. 4 (1970): 352+.

A pictorial history of the gold rush with illustrations of various types of mining, transportation, and early California architecture. Included is a description of the expansion of the Wells Fargo and Company from transportation of mail and goods over the Sierras to providing banking services to the gold miners.