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- **Beyond the Numbers:  
Economics & Data for  
Information Professionals**
- **Federal Reserve Bank of  
St. Louis, Oct 6-8, 2016**

# Historic Annual Reports... Where to find them

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An overlap  
analysis  
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1. Why are they important?
2. What libraries collected them?
3. What libraries **archived** them?
4. How to find them?

# Historic Annual Reports

Why important?

History... History...History



In 1950 CBS the attempted to introduce color television:

“Your companies 10-year effort to bring color television to the public came to a climax when the Federal Communications Commission adopted the CBS color system as standard for the industry.”

**Pillsbury Company Annual Report** 1969 “...Poppin’ Fresh, our well-



known dough boy, is a remarkable device for effectively communicating with almost every consumer, and consequently we have broadened his use as a spokesman, for the consumer product area.”

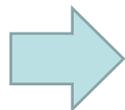
## PAST surveys:

- 1986: 75% of 500 academic libraries
- 2000: 55 % of 121 ARS libraries
- 2010: estimate of half dozen collecting  
12 libraries archiving historic reports
- 2013: 10 libraries still archiving

# Historic Annual Reports

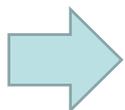
## Archiving Libraries

**In 2013  
Stanford &  
Berkeley  
sent ARSs  
to Harvard**



University/Library	No. Submitted	No. after merge
Stanford	23,422	18,249*
Harvard	13,377	11,504
Western	4,826	4,513
Purdue	5,166	3,705
Columbia	4,674	3,491
MIT	2,407	2,295
Berkeley	2,257	1,328
Alabama	1,963	1,104
Penn	1,558	884
Cornell	507	435
NYPL	652	289
Yale	149	36

**85%**



# Historic Annual Reports

Archiving Libraries

<b>Number of companies prior to....</b>	<b>1900</b>	<b>1860</b>		
<b>after.....</b>				<b>1985</b>
Stanford	65	6		5660
Harvard	1240	429		1200
Purdue	21	1		1035
Columbia	348	36		0
Western	2	1		2731

# Historic Annual Reports

How to find reports:  
Combined Database

## Annual Reports at Academic Business Libraries

<http://apps.lib.purdue.edu/abldars/>

This database is a merged list of the corporate Annual Reports to Shareholders at the following universities:

- Columbia University
- Cornell University
- Harvard University
- Massachusetts Institute of Technology
- Purdue University
- University of Alabama
- University of Pennsylvania
- University of Western Ontario
- Yale University
- Science/Industry/Business Library of New York Public Library.

### SEARCH ANNUAL REPORTS BY KEYWORD:

### SEARCH ANNUAL REPORTS BY UNIVERSITY:

All  
Alabama  
Columbia  
Cornell

*You can select multiple universities by holding down the CTRL key.*

Search

For research assistance or information about the compilation of this database, contact Judith M. Nixon, the compiler, at [jnixon@purdue.edu](mailto:jnixon@purdue.edu). The article reporting the overlap analysis, "Annual Reports to Shareholders: Historical Collections in Libraries," published in *College and Research Libraries*, vol. 71 no. 6, 525-531, and is available at [http://docs.lib.purdue.edu/lib\\_research/123](http://docs.lib.purdue.edu/lib_research/123). Link the original published article is <http://crl.acrl.org/content/71/6/525>.

## LOAN POLICIES BY UNIVERSITY

## Annual Reports at Academic Business Libraries

<http://apps.lib.purdue.edu/abldars/>

### **SAMPLE RECORD:**

#### **Dow Chemical Company**

Columbia	1934/35 – 1949/50.
Harvard	1935-36, 1939-47, Microfilm: 1938-73.
Purdue	1932, 1932-1960, 1961-1976, 1977-1985, 1985-1992, 1993-1997, 1998-2002.
Western	1981-83, 1985-97, 1999-2001.

## ProQuest Historical Annual Reports

- Fortune 500 companies
- Over 800 companies
- Covering 150 years
- URL for Purdue users only:

<http://guides.lib.purdue.edu/db/histrpts>

# Historic Annual Reports

How to find reports:  
Combined Database

## ProQuest Historical Annual Reports

Basic Search   Advanced Search   Browse   About

org.Exact("Dow Chemical Co")



Modify search   Recent searches   Save search/alert ▾

76 Results   Search within

” Cite   Email   Print   Save

Oldest first ▾   Sort

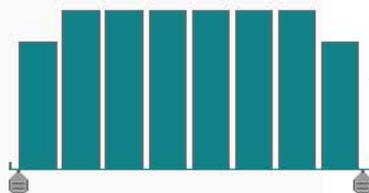
Select 1-20   0 Selected items

Brief view   Detailed view

### Narrow results

#### Publication date

1932 - 2007 (decades)



Enter a date range

Update

- 1  **The Dow Chemical Company Annual Report – 1932**  
**America's Corporate Foundation.** (1932).  
Details   PDF Full text - PDF (41 KB)   Preview ▾
- 2  **The Dow Chemical Company Annual Report – 1933**  
**America's Corporate Foundation.** (1933).  
Details   PDF Full text - PDF (42 KB)   Preview ▾
- 3  **The Dow Chemical Company Annual Report – 1934**  
**America's Corporate Foundation.** (1934).  
Details   PDF Full text - PDF (60 KB)   Preview ▾
- 4  **The Dow Chemical Company Annual Report – 1935**