

24th Annual Report to the Hudson's Bay Company History Foundation

COVER PICTURE:

PEGUIS SELKIRK 200 EVENT, 18 JULY 2017

HUDSON'S BAY COMPANY ARCHIVES | Archives of Manitoba
Cover photo courtesy of the Peguis Selkirk 200 planning committee
(<https://peguiselkirk200.ca>)

Contents

Transmittal	3
Financial Expenditures, 2017-2018	4
Actual to Projected 2016-2017 and 2017-2018	
Financial Expenditures, 2017-2020	5
Actual to Projected 2017-2019 and Requested 2019-2020	
Program Report, 2017-2018.....	6
Acquisition	
Client Service	
Description	
Digitization	
Promotion and Outreach	
Indigenous Peoples and Remote Communities Initiatives	
Preservation	
Appendix A	12
Staff, October 2018	
Appendix B	13
HBCA 3-Year Operating Expenditures, 2015-2018	
Appendix C	14
Non-Capital 5-Year Expenditures	
Appendix D	15
2016 HBC records assessment project – final report	

Transmittal

BOARD OF DIRECTORS OF
HUDSON'S BAY COMPANY HISTORY FOUNDATION

October 2018

I am pleased to submit the 24th Annual Report of the Hudson's Bay Company Archives (HBCA) concerning our financial expenditures and program activities for fiscal year 2017-2018.

Highlights from this past year have included commemorating the 200th anniversary of the signing of the Peguis Selkirk Treaty and publically displaying Philip Turnor's 1794 map for the first time since it underwent extensive conservation treatment. We were honoured to be able to provide tours for Manitoba's Minister of Sport, Culture and Heritage, Cathy Cox, and Hudson's Bay executives Alison Coville and Diane Bainbridge. Several valuable new research tools, such as name indexes, were added to the HBCA resources section of the Archives' website, along with an ever increasing quantity of records descriptions and digital content available through our online database, Keystone. Good progress has also been made towards preparation of non-donated HBC corporate records in our custody for future appraisal and donation and with regard to our Indigenous Peoples and Remote Communities initiatives.

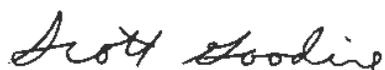
As Manitoba's 150th and HBC's 350th anniversaries approach in May of 2020, HBCA has begun a large microfilm digitization project in collaboration with Library and Archives Canada as part of the National Heritage Digitization Strategy. HBCA is carefully considering what else we can do to celebrate these occasions within resources available. We are especially cognizant of opportunities to highlight resources in HBCA and extend the reach of the Archives locally and to remote locations.

Maureen Dolyniuk will be retiring in December 2018 after joining HBCA as an archivist 28 years ago. She has been manager of HBCA since 2000, and has had a profound impact on the Archives. She has supported and encouraged her staff and fostered a spirit of cooperation and pride in their shared work. She has also represented HBCA to outside organizations and the public and built on its outstanding international reputation, in part by coordinating the process of having the Hudson's Bay Company Archival Records, 1670-1920, added to the UNESCO Memory of the World Register in 2007. Maureen has been a strong advocate for HBCA, and has steered the Archives wisely and successfully through changes in government, HBC ownership and management, technological advancements, and economic ups and downs. Although her leadership and guidance will be sorely missed, we wish her nothing but the best in the years to come.

We have received approval from the Government of Manitoba to staff the Keeper position upon Maureen's retirement and will be running an open national competition to replace Maureen. We hope to have a new Keeper in place by early 2019.

We have maintained our efforts to keep expenditures within revenue generated from the fund to ensure its sustainability over time. I am happy to report that fiscal year end expenditures for 2017-2018 were \$704.7, or \$129.3 below the approved level of \$834.0 (mostly due to staffing vacancies). In 2019-2020, we request 930.2. As in 2018-2019, the requested amount reflects the actual cost if all HBCA staff positions were filled; however, we will continue to exercise expenditure management and our target spending will be within \$854.0.

Best regards,



Scott Goodine, Archivist of Manitoba

Financial Expenditures, 2017-2018

ACTUAL TO PROJECTED 2016-2017 AND 2017-2018

HBCHF Contribution to HBCA Funding	Expenditures 2017-2018 (\$000s)		Actual Expenditures 2016-2017 (\$000s)
	Approved 2017-2018	Actual 2017-2018	
Salaries & Benefits	719.0	603.1	640.7
Other Operating	115.0	101.6	105.5
Special grant: Pemmican War Trial manuscripts acquisition			24.5
Total	834.0	704.7	770.7

(Archivist, HBC Records Management Project)	50.0	15.08	
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Salaries and Benefits

Actual salaries and benefits costs attributable to HBCHF for 2017-2018 were \$603.2, or \$115.8 less than the approved amount due mostly to the vacancy of one supervisory and one archivist role, part-time work arrangements for three staff and Voluntary Reduced Work Week days (unpaid vacation) taken by some staff.

The HBCHF board committed to fund a full-time equivalent archivist role from the HBCHF General Fund in the amount of \$50.0 to support the HBC records management project. The incumbent hired began working part way through the year (October) and has been working on a part time schedule. So in 2017-18, \$15.08 was expended out of the \$50.0. The remaining \$34.92 will be expended in 2018-19.

Other Operating Expenditures

Actual other operating costs attributable to HBCHF for 2017-2018 were \$101.6, or \$13.4 less than the approved amount of 115.0. Other expenditures for office operations, equipment, automation, travel, training and promotion are detailed in Appendix B.

Financial Expenditures, 2017-2020

ACTUAL TO PROJECTED 2017-2019 AND REQUESTED 2019-2020

HBCHF Contribution to HBCA Funding	Expenditures (\$000s)		
	Actual 2017-2018	Approved 2018-2019	Request 2019-2020
Salaries & Benefits	603.1	814.0	815.2
Other Operating	101.7	115.0	115.0
Total	704.7	929.0	930.2

Salaries and Benefits, Archivist role to support the HBC records management project.	15.08	34.92	
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The Manitoba Government's obligations under the 1994 Donation Agreement are to fund the salary and benefit costs for three core staff years plus facilities costs. In 2018-2019 this is estimated to be \$236.38. Facility costs, which include offices, Research Room portion, vaults, common areas and facility utilities (security, light, heating and water), are estimated to be \$500.0 out of a total cost for the Archives of Manitoba as a whole of \$1.6 million.

Program Report, 2017-2018

This program report highlights HBCA activities for 2017-2018 fiscal year.

ACQUISITION

It was a relatively quiet year for acquisition in 2017-2018, resulting in a number of small but valuable additions that complement existing holdings. These include a collection of 22 black and white photographs of various posts, taken by HBC employee Robert B. Urquhart between 1927 and 1956. Other records acquired include a letter appointing John Inkster to the Council of Assiniboia in 1857; a letter from former NWC and HBC employee Joseph LaRocque to Sir George Simpson in 1859; and a small collection of photographs, textual ephemera, pins and a long service medal kept by J.A. Campbell Smith, who was a credit manager at various HBC department stores from 1928 through the 1940s.

HBC Records Transfers

In August 2017, HBCA staff completed the initial assessment of 512 boxes of records that were transferred to the Archives in 2016. Further selection decisions were made over the following months and the final report on the project was submitted to HBC in January 2018. 136 boxes of records (27% of those transferred) have been kept for further processing and eventual donation. Based on the knowledge gained from this experience, HBCA will review future transfer lists to identify boxes that are unlikely to contain archival records and make some selection decisions based on the box and file lists, reducing the number of records shipped to Winnipeg unnecessarily. A full report on this project can be found in Appendix D.

HBCA will be in discussions with HBC Records Management about the next set of records eligible for transfer to HBCA and to schedule records already in our custody for appraisal and formal donation. Building on the 2016 transfer, 143 boxes of records that have been in HBCA's custody since 2010 will be assessed in 2018. There is also a group of records (mostly maps and plans, photographs, documentary art and posters, and film, video, and sound recordings) that should be formally donated. They were not appraised or included in the 1993-1994 donation even though they have been in HBCA's custody since prior to 1993 and with the permission of HBC we have continued to make them accessible to the public.

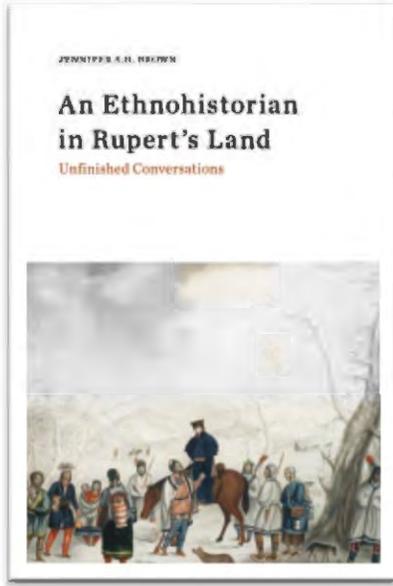
CLIENT SERVICE

In 2017-2018, HBCA continued to provide onsite reference assistance (2686 visits), respond to remote inquiries (603 inquiries) and loan microfilmed records (812 reels). About one-third of new visitors to the Archives came from outside of Manitoba, with 6 per cent visiting from other countries to conduct their research. As in other years, the majority of the inquiries HBCA received focused on employees, posts, ships, and artifacts. Some examples of HBCA clients and their specific research subjects include a researcher for the Inuit Art Foundation looking for archival records relating to HBC's involvement with the Igloo Tag program (an internationally recognized trademark that helps protect Inuit visual art from counterfeits), a student at Université Bordeaux Montaigne in France conducting research on HBC's role in the negotiations surrounding Treaty No. 3, and a client looking for any photographs or information about the Simpsons ladies softball team in the 1930s and 1940s, because



Simpsons photographs – Clubs and Events –
Ladies Softball: 1984/40/196

his mother was one of the players (HBCA was able to provide him with a number of press releases and a dozen photos of the team).

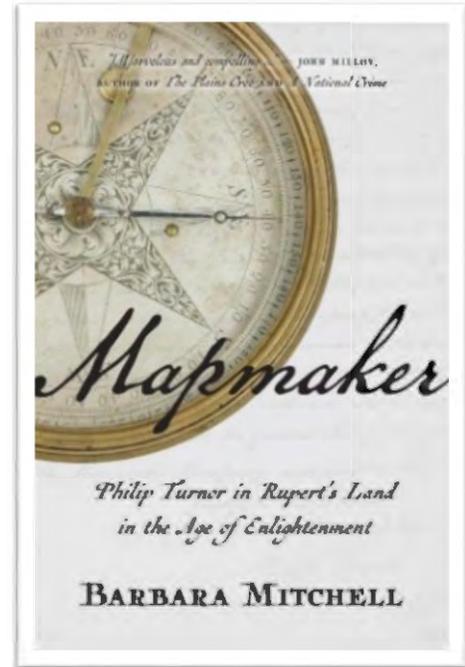


The records of the Hudson's Bay Company Archives were featured in many publications in 2017-2018 covering a wide range of topics. Notably, Jennifer S. H. Brown published *An Ethnohistorian in Rupert's Land: Unfinished Conversations*, a collection of essays that "explore Brown's investigations into the surprising range of interactions among Indigenous people and newcomers as they met or observed one another from a distance, and as they competed, compromised, and rejected or adapted to change" (<http://www.aupress.ca/index.php/books/120267>). This anthology was nominated for a Manitoba Day award, given by the Association for Manitoba Archives for exemplary use of the province's documentary heritage. However, in 2018 the award went to *Mapmaker: Philip Turnor in Rupert's Land in the Age of Enlightenment* by Barbara Mitchell, another publication that was heavily based on HBCA sources. It is the inaugural biography of Philip Turnor, who was the first inland surveyor for the Hudson's Bay Company.

Some of the interesting ways HBCA photographs have been used recently include numerous textbooks, a Japanese documentary series about a journey through Canada, a Canadian Science and Technology Museums Corporation exhibition on "Wearable Technologies," and 350th Anniversary celebrations for the community of Waskaganish (the location of the first trading post on James Bay, Rupert House, established when the *Nonsuch* anchored there in 1668).

HBC Heritage Services, Canada's History Society, and The Manitoba Museum

HBCA continues to provide assistance to HBC Heritage Services as requested. In 2017-2018 this included identifying and providing images and copyright information to HBC and Canada's History Society as they partnered to produce an updated educational history text for students and educators across Canada. HBCA also fielded research questions from Canada's History Society during the development of a new online index for *The Beaver* magazine and assisted in providing images and film clips for the long-awaited Nonsuch Gallery renewal at The Manitoba Museum.



DESCRIPTION

Descriptions of 25 collections of Hudson's Bay Company Archives records were completed and added to the Keystone descriptive database. These descriptions represent HBC corporate records, records relating to HBC activities, and records of individual employees and others associated with the company. Newly described HBC corporate records include the Correspondence dossiers of the Governor and Committee's secretary, Canadian Committee office miscellaneous public relations and historical files, "The Beaver" magazine miscellaneous office files, Records related to the commemoration of HBC's 325th anniversary, Records of Hudson's Bay Oil & Gas Co. Ltd., and several series of records created by various subsidiary fur sales companies. Non-corporate records described this year include the James Aitchison fonds, Robert Robertson fonds, Keith Duffield fonds, Sadie Purves fonds, Winnifred M. Archer fonds, and Stephen

Ferguson fonds. A detailed description of the Pemmican War Trials indictments, acquired in the summer of 2016 with the financial support of the HBCHF and HBCA Trust Fund, has also been added to the online database, facilitating the discovery and use of these important records. In total, the descriptions completed in 2017-2018 encompassed 78 metres of textual records, 2290 photographs and negatives, 46 maps, 34 sound and moving image records, 20 artifacts, and 6 pieces of documentary art.

In the summer of 2017 several valuable tools for conducting HBCA research were added to the Archives' website. These resources include several name indexes, which contain information from archival records that are commonly used when looking for specific individuals; a revised fur trade post map that allows clients to search for posts by name, number, or region; a reformatted biographical sheets page, with links to summarized service histories of HBC employees; and a common research topics section that provides guidance and information on using HBCA records. Researchers are finding the new HBCA resources useful; shortly after the new content was made available, clients began contacting HBCA for additional information about people they found through the online name indexes. The website was also upgraded to the new Government of Manitoba web template, with a clean, modern look.

DIGITIZATION

HBCA continues to digitize records in its holdings with the goal of making them accessible through the Keystone database on the Archives of Manitoba website. In 2017-2018 over 830 records were scanned and more than 3700 images were linked and made available online. Scanning projects include the Walter Gordon fonds, undertaken in support of the Manitoba First Nations Education Resource Centre (MFNERC). MFNERC has provided information about previously unidentified people, places, and activities documented in this collection of 342 photographs taken by Walter and C.H.M. Gordon between about 1900 and 1940; HBCA will be incorporating this new knowledge into the online descriptions of these records. Also scanned was the George Marcus Cary fonds, which consists of textual records accumulated by Cary in the course of his career with the Hudson's Bay Company (particularly in his role with the experimental farm at the Red River Settlement), as well as records related to the Council of Assiniboia, Puget's Sound Agricultural Company, and Cary's military career.

HBCA has also begun a large microfilm digitization project as part of the National Heritage Digitization Strategy, which outlines a way for Canadian memory institutions to work together to digitize, preserve and make accessible Canada's documentary heritage. In collaboration with Library and Archives Canada, 1057 reels of microfilm that contain copies of the pre-1870 trading post records, including post journals, accounts, and district reports, will be digitized over the next two years (2018-2019). This project will increase access to the most requested HBCA material by making it available worldwide and around-the-clock through the Archives of Manitoba's online descriptive database, while promoting the preservation of the original documents. It will also highlight the corporate holdings of the Hudson's Bay Company as it approaches its 350th anniversary as an incorporated company in 2020 and Manitoba's documentary treasures as the province gets ready to celebrate its 150th birthday in the same year. Library and Archives Canada received a grant from the HBCHF General Fund that will cover \$50,000 of the project costs, and the remainder (approximately \$22,000) will come from HBCA operating funds.

PROMOTION AND OUTREACH

In 2017-2018, HBCA promoted knowledge of its holdings through participation in local events, speaking engagements, hosting special events onsite, providing tours, and connecting with people through social media. In May, HBCA partnered with Heritage Winnipeg and the downtown Winnipeg Hudson's Bay store to participate in Doors Open Winnipeg. Approximately 1600 people viewed HBCA's display on the history of the store while visiting the former Paddlewheel Restaurant space. Staff also served as judges at the Red River Heritage Fair, where they adjudicated social studies projects by students in grades 4 to 11. On 2 June, a staff member attended the Edmonton Chapter of the Royal Commonwealth Society's annual conference, with a theme of HBC and Canada's 150th anniversary, to speak about Fort Edmonton and related records in the Archives. Later that month, another staff member gave a presentation about the Hudson's Bay Company

Archives at the World Congress of Scottish Literatures: Dialogues and Diasporas in Vancouver, British Columbia.

On 18 July, the Lord Selkirk Association of Rupert's Land and HBCA jointly hosted a reception in the Archives of Manitoba research room to commemorate the 200th anniversary of the signing of the Peguis Selkirk Treaty. This historic treaty was signed between five chiefs and Lord Selkirk in the area that is now known as the Red River Valley of Manitoba, and is the first formal written agreement in Western Canada recognizing Indigenous land rights. The current Lord Selkirk visited Manitoba to attend the celebrations, and seemed to enjoy meeting HBCA staff and guests as he viewed the treaty and other related records from the HBCA holdings. HBCA also created a display featuring a high-quality reproduction of the treaty and map, which was on exhibit in the lobby of the Manitoba Legislative Building over the summer.



Peguis Selkirk 200 reception, 18 July 2017
Photo courtesy of the Peguis Selkirk 200 planning committee
(<https://peguisselkirk200.ca>)

On the evening of 11 October, HBCA hosted a book launch for *Mapmaker: Philip Turnor in Rupert's Land in the Age of Enlightenment*. Jennifer Brown introduced the author, Barbara Mitchell, who gave a reading and signed copies of her book. This well-attended event was the perfect opportunity to showcase Turnor's map of 1794 for the first time since its conservation treatment to prepare it for digitization, enhanced access, and long term preservation. HBCA staff spoke about the significance of the map and the efforts that went into its conservation and digitization.



Mapmaker book launch, 11 October 2017

Tours

The Archives provided tours and orientations to 32 groups in 2017-2018. As in previous years, these were mainly high school and university classes, including students from the Regina, Prince Albert, and Saskatoon branches of the Saskatchewan Urban Native Teacher Education Program (SUNTEP); University of Winnipeg; University of Manitoba; and Red River College library technician program. Other organizations that received tours include the Association of Manitoba Museums, Manitoba Social Studies Teachers Association, American Society for Ethnohistory, and North American Voyageur Council. HBCA also hosted Cathy Cox, Manitoba's Minister of Sport, Culture and Heritage, twice – in September with the Deputy Minister, and again in December when she joined Hudson's Bay President, Alison Coville; DVP Public Relations & Events, Diane Bainbridge; and other visitors from HBC for a tour and close-up look at the HBCA holdings.



Social Media

The @MBGovArchives Twitter account has reached 2100 followers and HBCA has added three new articles (about the Selkirk Treaty and map, Peter Fidler's post journal account of the treaty signing, and Philip Turnor's map) to the Archives' "Spotlight" web exhibit. The Archives' social media presence celebrates and promotes our documentary heritage and helps to increase awareness and use of archival resources both online and in person.

INDIGENOUS PEOPLES AND REMOTE COMMUNITIES INITIATIVES

Tradition and Transition among the Inuit of Labrador

HBCA continued to participate in this multi-year, multi-institutional research project led by Memorial University. The purpose of the project is to document Inuit life and culture in Labrador. Throughout the year, James Gorton provided reference and research services in relation to HBCA's holdings to members of the project. Advice was given to project members concerning digitization of films related to the Labrador Inuit and research search methodologies. Furthermore, in a jointly-funded pilot project, HBCA microfilm reels that contained records relating to the communities of Kibokok (Postville) and Aillik were digitized. Once the project was complete, a copy was kept at HBCA to be uploaded onto our website and another copy given to the Labrador community of Postville to be made available in their Heritage Centre.

Names and Knowledge Initiative

HBCA continued advancing its *Names and Knowledge Initiative: Discovering Indigenous people, places and knowledge in the Hudson's Bay Company Archives*. The creation of this initiative has resulted in increased access to HBCA's records for Northern communities and assisted in the identification of previously unidentified Indigenous peoples in HBCA photos. The Initiative continued to build its relationship with the Manitoba Inuit Association and cultivated new contacts with communities in Manitoba, including York Landing, Island Lake and Pine Falls. On the suggestion of the Moose River Heritage & Hospitality Association, a successful Naming Event was held in conjunction with the Ontario Writers Federation annual workshop in Moose Factory, Ontario. Numerous photos were identified and copies of HBCA photos were deposited in the Ministik School Resources Centre and broadcast on local television. As a result of a presentation made last fiscal year to the Nunavut Economic Development Association (NEDA), a Naming Event was held on behalf of HBCA by the Community Economic

Development Officer in the Hamlet of Taloyoak. The event resulted in many photo identifications and important contacts to be developed in the community.

PRESERVATION

In addition to routine preventive conservation, assessment and advisory services, several special projects were undertaken, or are in progress.

Preservation Services staff carried out the following work in 2017-2018:

- Examined and stabilized as required 676 maps and identified those requiring further treatment
- Prepared custom housings for 375 rare books to protect them from light and dust
- Flattened 84 very crumpled paper documents, and 35 sets of folded vellum documents to make them more accessible
- Performed conservation treatment on 1 servant's contract to make it accessible
- Continued systematically reviewing the condition of items that have been withdrawn from service to determine what actions are required to return them to service

Staff completed the conservation treatment of Philip Turnor's 1794 *Map Of Hudson's Bay and the Rivers and Lakes Between the Atlantick and Pacifick Oceans* (HBCA G.2/32) in September of 2017 after successful digitization. The map had become too fragile to use safely, so conservation treatment began in 2015. The map was separated into its nine component sheets, silk was removed from the three most damaged pieces, and the pieces were washed, flattened and mended. The last step was lining the three most damaged pieces and filling in the bottom edge of the map.

To ensure ongoing preservation of holdings, the Archives of Manitoba continued to work with Manitoba Finance Accommodations Services Division to develop contract drawings and specifications for replacing obsolete environmental control systems serving the oldest storage vaults. The new mechanical systems and infrastructure upgrades will enable reliable storage environments for long-term preservation of analogue media. The project was tendered in fall of 2014, but did not proceed due to unexpected high costs and concerns regarding the mechanical equipment supplier. A redesign of the mechanical systems was completed in fall 2017, but funding has not yet been approved by the province. It is anticipated that the project will be re-started in 2018-2019. Additional infrastructure replacement needs that affect HBC records include remediation of intumescent paint and planning for the replacement of environmental control systems serving the HBCHF vaults since 1998. Preservation Services staff continue to act as the primary contact for the Archives on all infrastructure projects.



Appendix A

STAFF, OCTOBER 2018

Scott Goodine, *Archivist of Manitoba*

Maureen Dolyniuk, *Keeper, HBCA*

Vacant, *Senior Archivist*

Heather Beattie, *Archivist*

Samantha Booth, *Archivist (term)*

Sara Frederick, *Administrative Assistant*

Lisa Friesen, *Archivist*

James Gorton, *Archivist*

Sjoeke Hunter, *Micrographics Coordinator*

Mandy Malazdrewich, *Archivist*

Rudy Martinez, *Retrieval Clerk*

Bronwen Quarry, *Archivist*

Marie Reidke, *Archives Research Assistant*

Michelle Rydz, *Archivist*

Mary Hocaliuk, *Conservator*

Appendix B

HBCA 3-YEAR OPERATING EXPENDITURES, 2015-2018

Category	2015-2016	2016-2017	2017-2018
Computer Stations (maintenance for 19 computers & access for 15 staff)	46,227	48,715	50,350
Office Operations (equipment rental, postage, telephones, stationery supplies, etc.)	22,538	20,858	18,660
Keystone (bulk storage, descriptive database, website and online exhibits)	14,024	16,200	14,400
Digitization	0	0	4,597
Micrographics/Still Images (archival supplies, processing)	658	2,699	672
Microfilm Scanners (rental)	3,847	3,551	3,551
Travel (business, promotional)	11,668	7,133	2,709
Professional Services (archival appraisal, website development, consulting fees, exhibit development fees, etc.)	154	968	0
Promotion (advertising, exhibits & displays)	826	1,140	2,394
Micrographics Equipment (maintenance, repairs)	319	809	0
Employee Training	1,302	136	505
Conference & Registration Fees	1,022	2,329	0
Library Purchases (books, periodicals, subscriptions)	792	1,309	770
Minor Capital (building improvements, furniture, etc.)	428	0	2,993
Actual Expenditure	103,805	105,847	101,602
Under Expenditure	11,195	9,153	13,398
Total Budget	115,000	115,000	115,000

Appendix C

NON-CAPITAL 5-YEAR EXPENDITURES

Explanation: The following is the five-year salary and operating comparison and projections.

ITEM	2015-2016 YEAR 1 (000s) (actual)	2016-2017 YEAR 2 (000s) (actual)	2017-2018 YEAR 3 (000s) (actual)	2018-2019 YEAR 4 (000s) (Projected)	2019-2020 YEAR 5 (000s) (Projected)
SALARIES AND BENEFITS	633.0	640.7	603.1	814.0	815.2
*Archivist, HBC Records Management Project funded through the HBCHF General Fund			*15.08	*34.92	
OPERATING	103.8	105.5	101.6	115.0	115.0
*Special Grant: Pemmican War Trial manuscripts acquisition		*24.5			
HBCHF TOTALS	736.8	770.7	719.8	963.9	930.2

Appendix D

2016 HBC RECORDS ASSESSMENT PROJECT – FINAL REPORT

Background

In 2015-2016, a Pre-Donation Transfer Agreement governing the 512 boxes eligible for review and eventual transfer to HBCA was negotiated and signed by HBC and HBCA. The Pre-Donation Transfer Agreement was accompanied by a written procedure for the transfer of the records outlining the conditions and timelines for review of the material.

In May 2016, 512 boxes of Hudson's Bay Company records were shipped from an Iron Mountain storage facility in Toronto to a similar facility in Winnipeg. These records had been identified for transfer to Hudson's Bay Company Archives, but did not have sufficient documentation to confirm their archival value because they were boxed prior to the implementation of HBC's records management program. Dates and record classification codes had been assigned to these records retroactively, based on the information recorded on the exterior of each box.

HBC and HBCA agreed that HBC would cover the cost of offsite storage and periodic shipments of records to the Archives for a one-year period. During this time, an HBCA archivist would inspect the contents of each box, apply the correct record codes, identify non-archival records for destruction, and prepare file lists of archival material so that it will be ready for eventual appraisal and donation.

Overview

This initial assessment and file listing was completed in August, 2017. Of the 512 boxes included on the transfer list:

- 207 of the boxes (40%) included some archival material.
- Selective retention was applied to many of the series included in the transfer, based on guidelines established by the HBC archivist in 2007 and agreed to by HBCA.
- Due to the large quantity of Advertising Campaigns^{18(1)(b)}, records included in the transfer, individual items (flyers, film and video cassettes) selected for preservation were removed from their cartons and re-boxed.
- After selection was complete, in total there were 136 boxes of records kept for further processing and eventual donation to HBCA (27% of the 512 boxes transferred).
- 11 boxes were returned to HBC because they had been misidentified and contained records that had not yet met their retention requirements.
- 32 boxes were returned to HBC because they contained potentially archival records created by Woodward's and S. S. Kresge Ltd./Kmart, but HBCA is not collecting material created by these companies.
- 3 boxes on the original list were inaccessible because they had been removed by HBC or were un-locatable.
- The remaining 330 boxes (57%) did not contain records with any long-term value and were sent for secure destruction or returned to HBC upon request.

18(1)(b), (18)(1)(c)(iv), 29(a), 31(a)

Selective retention of Advertising Campaigns 18(1)(b), records

Of the 512 boxes included in the 2016 transfer, more than three quarters belong to record codes in which not all of the records hold archival value. In making selection decisions, HBCA must consider the type and level of value the records hold and determine how best to preserve that value.

The Advertising Campaigns record code was designated selective retention in 2007, and the guidelines stated to a) Keep one box of circulars (per banner) per year, b) Maintain master copies of major radio and TV advertising campaigns (Select DAT, Betacam or DBeta formats), and dispose of raw elements, duplicates, and minor iterations of each advertising campaign. This proved unfeasible based on the quantity of circulars received, the quantity and format of audio-visual material, the minimal documentation provided with these records, and the limited staff time available to make selections.

The 2016 transfer included many circulars distributed by the Bay between 1989 and 1995, and a small quantity of Zellers and Simpsons circulars from the late 1980s. We disposed of the Zellers and Simpsons regular weekly newsprint circulars, but kept any that were printed on glossy paper or in a different format. We decided to use a combination of qualitative and systematic sampling to determine which of the Bay circulars would be kept. We retained English and French versions (when possible) of any advertising material that was different from the standard promotional flyers that were regularly distributed (e.g. catalogues, editorial fashion booklets on glossy paper, one-off promotions) as well as English and French versions of each Bay circular that was distributed in 1992. This year was chosen for retention because it fell in the middle of the date range included in the transfer and copies of most of the circulars distributed that year were available. These selection choices will, we hope, provide a good representation of the type of print advertising that HBC normally created and distributed throughout the late-1980s/early-1990s, as well as the types of special promotional campaigns that occasionally took place.

The advertising campaign audio-visual material included in this transfer consisted of over 1500 items from the Bay and Simpsons in a variety of formats (VHS, Beta, DAT, and U-matic cassettes, 1" video, 2" video, 1" film, audio cassettes and audio reels). Master copies of major radio and TV advertising campaigns are not well-identified, and the quantity of material included in the transfer made it unrealistic for HBCA to keep a copy of every advertisement that was received, as storage space in the magnetic vault is limited. The transfer included a relatively small amount of audio-visual advertising material from Fields and Simpsons, so all of these records were retained. For the Bay audio-visual advertising material, we attempted to apply some qualitative sampling by selecting English and French versions (when possible) of any advertisements that seemed to be different from those produced on a regular basis (e.g. campaigns featuring celebrities, the Olympics, Canada Games, etc.). We also chose several additional examples of different audio-visual advertisements from each year that was included in the transfer, trying to represent a variety of goods and promotions in both languages. The transfer included two boxes of audio cassettes: one of French La Baie radio advertisements from 1991-1995 and one of English and French Bay/La Baie radio ads from 1996-1998. The earlier box of French radio ads was not kept, but we decided to keep the box from 1996-1998

because both languages were represented and no other audio-visual advertising material from those years was included in the transfer.

Outcome & Recommendations

29(a)(b), 31(a)