

# **Homestake Public Affairs and Publications Collection, 1879-2001 5007**

**Finding aid prepared by Jenna Himsl**

---

This finding aid was produced using the Archivists' Toolkit

January 23, 2018

Describing Archives: A Content Standard

Homestake Adams Research and Cultural Center

December 2017

Deadwood History, Inc.

150 Sherman Street

Deadwood, South Dakota, 57732

(605) 722-4800

## Table of Contents

---

<u>Summary Information</u> .....	3
<u>Biographical/Historical Note</u> .....	4
<u>Scope and Contents Note</u> .....	4
<u>Arrangement Note</u> .....	5
<u>Administrative Information</u> .....	6
<u>Related Materials</u> .....	6
<u>Collection Inventory</u> .....	7
<u>Scrapbooks</u> .....	7
<u>Newspaper Clippings</u> .....	11
<u>Publications and Promotional Materials</u> .....	13

## Summary Information

---

<b>Repository</b>	Homestake Adams Research and Cultural Center
<b>Creator</b>	Homestake Mining Company
<b>Title</b>	Homestake Public Affairs and Publications collection
<b>Date</b>	1879-2001
<b>Extent</b>	19.0 Linear feet 18 boxes; 1 oversize folder; 16 volumes
<b>Language</b>	English
<b>Abstract</b>	<p>This collection contains documents and media created or collected by the Homestake Mining Company's Public Affairs Department (a division of Employee Relations) and other promotional, outreach, and publication materials created and collected by Homestake between 1879 and 2001. The bulk of the records date from 1939 to 2001. The collection includes scrapbooks, newspaper clippings, publications, advertisements, and newsletters.</p>

## Biographical/Historical Note

---

Operating for 126 years (1876-2001), the Homestake Mine in Lead, South Dakota, was the largest and most productive gold mine in the United States. As one of the largest companies in South Dakota, the Homestake Mining Company was actively involved in political lobbying and community affairs.

In the 1930s and 1940s, the Homestake Chief Counsel's Office began a statewide advertising and lobbying initiative. Chief Counsel Chambers Kellar and his son, Kenneth Kellar, actively argued against a proposed state ore tax in 1935 and successfully limited the extent of the new tax. Building on his lobbying success, Kenneth Kellar was elected to the South Dakota State Senate in 1937 and 1939. When an increased ore tax was passed in 1937, Kellar increased Homestake's public outreach in order to better acquaint South Dakotans with the workings and contributions of the Homestake Mine. These efforts included press releases, brochures, an educational video about the mine, and increased community involvement.

Continuing the work started by the Kellars, the Homestake Mining Company installed Donald Howe as its first public relations director in 1946. A company reorganization in 1962 promoted Howe to director of services, a position which oversaw the Homestake Medical, Personnel, and Recreation Departments, in addition to Public Affairs. The new assistant director of Public Affairs, James "Jim" Dunn, continued Homestake's lobbying efforts in Pierre and its public relations work throughout the state. The Public Affairs Department of the 1960s added additional publications, photograph collections, and video documentaries to Homestake's outreach efforts. Like Kenneth Kellar, Dunn served as an elected official at the local and state levels. Dunn retired from Homestake as Public Affairs director in 1985.

In April 1985, Homestake consolidated its Public Affairs and Industrial Relations Departments under the umbrella of Employee Relations. The new department continued to manage Homestake's publications and public affairs in addition to personnel matters.

---

## Scope and Contents Note

---

This is an artificial collection consisting of documents and media created or collected by the Homestake Mining Company's Public Affairs Department (a division of Employee Relations) and other promotional, outreach, and publication materials created and collected by Homestake between 1879 and 2001. The bulk of the records date from 1939 to 2001. The collection includes scrapbooks, newspaper clippings, publications, advertisements, and newsletters.

While most of the records in this collection were created or collected by the Public Affairs Department, some materials were or may have been created and used by other departments. For instance, "The Miner" newsletter was edited by Joy Swenson of the Mining Department. Homestake publications and

advertisements without a clear department of origin and publications about Homestake are compiled here for ease of access. The collection is arranged in three series: **Scrapbooks**, **Newspaper Clippings**, and **Publications and Promotional Materials**.

The **Scrapbook** series consists of scrapbooks compiled by the Homestake Public Affairs Department and its predecessor departments from 1879 to 1992. Before the establishment of the Public Affairs Department in 1962, these scrapbooks were most likely maintained by Kenneth Kellar of the Chief Counsel's Office. The majority of the scrapbooks document Homestake's press coverage and advertising campaigns within a single year, but a minority document the company's lobbying goals. During processing, early scrapbooks and those in poor condition were disassembled or reproduced for preservation purposes. One scrapbook originally stored with the books in this series was added to the Homestake Veteran's Association collection during initial processing. The scrapbooks contain newspaper clippings, magazine articles, advertisements, programs, brochures, and minimal correspondence.

The **Newspaper Clippings** series consists of newspaper clippings collected by the Homestake Public Affairs Department from 1968 to 2001. Clippings relate to Homestake operations, gold mining, and the Lead area. Most are drawn from local publications, especially the *Lead Daily Call* and *Lawrence County Centennial*. Regional newspapers represented include the *Rapid City Journal*, *Minneapolis Tribune*, and *Sioux Falls Argus Leader*. The majority of the clippings are arranged by date of publication, while a minority are organized by subject.

The **Publications and Promotional Materials** series contains publications, advertising materials, journal and magazine articles, speeches, and other promotional materials created or compiled by the Homestake Mining Company. Many of these materials were produced by the Homestake Public Affairs Department, but the series also includes writings and speeches by Homestake executives and articles from outside publishers written about Homestake. Of special note are a variety of newsletters produced by Homestake for its employees and the larger community. These newsletters include *Sharp Bits*, *The Miner* (published by the Mining Department), *Homestake Happenings* (published by the Gold Mining Division), *Update* (salaried employee newsletter), and *On the Level* (published by the Public Affairs Department).

Materials in this collection were compiled from three groups, preliminarily processed as (i) "Scrapbook/Newspaper Collection," (ii) three boxes of newspaper clippings within the Homestake Unidentified Archives Part IV inventory, and (iii) two boxes within the Homestake X Boxes inventory.

---

## Arrangement Note

---

This collection is arranged in three series: **Series 1: Scrapbooks**, **Series 2: Newspaper Clippings**, and **Series 3: Publications and Promotional Materials**. Each series is arranged alphabetically by subject. Oversize materials from all series are arranged together and described by separation notes within the series.

## **Administrative Information**

---

### **Publication Information**

Homestake Adams Research and Cultural Center December 2017

### **Conditions Governing Access**

This collection is housed at the Homestake Adams Research and Cultural Center with no restrictions to access. The collection may be utilized during normal operating hours or by appointment.

### **Immediate Source of Acquisition**

These materials were transferred as a portion of one donation from the Homestake Mining Company on May 26, 2005.

### **Processing Information**

These materials were processed September-December 2017 by Jenna Himsl.

---

## **Related Materials**

---

### **Related Materials**

Additional copies of *Sharp Bits* are available in the Yuill/Sundstrom collection (5004).

## Scrapbooks

## Collection Inventory

<b>Series 1: Scrapbooks</b>		
	<b>Box</b>	<b>Folder</b>
1938-1940	11	1
<b>Separated Materials</b>		
Oversize materials stored separately in Oversize Folder 1.		
1940-1942	11	2
<b>Separated Materials</b>		
Oversize materials stored separately in Oversize Folder 1.		
1953	1	-
1954	1	-
1955	1	-
1956	1	-
1957	11	3-7

## Scrapbooks

1958	2	-
1959	2	-
1960	2	-
1961	11	8-10
1962	3	-
1962-1970	13	-
Loose Materials, 1962-1970	12	10
1963	3	-
1964	3	-
1965	4	-
1966	11	11-13
1967	4	-
1968	4	-
1969	12	1-2



## Scrapbooks

1970	12	3-5
1971	5	-
1971-1976	13	1-2
1972	5	-
1973	5	-
1974	6	-
1975	6	-
1976	6	-
Loose Materials, 1976	12	11
1977	7	-
1978	7	-
1979	7	-
Loose Materials, 1979	12	12
1980	8	-

## Scrapbooks

1981	14	1-3
1982	8	-
Loose Materials, 1982	12	13
1983	8	-
Loose Materials, 1983	12	14
1984	9	-
1985	9	-
1986	9	-
1991-1992	12	6-8
Advertising, 1939-1947	12	15
<b>Separated Materials</b>		
Oversize materials stored separately in Oversize Folder 1.		
History, 1879-1940	9	1
<b>Separated Materials</b>		
Oversize materials stored separately in Oversize Folder 1.		

## Newspaper Clippings

History, "Pageant of Homestake Gold Mine and Lead," 1926	12	9
Legislation and Taxes, 1934-1935	10	-
Legislation and Taxes, Loose Documents, 1910-1939	12	16
Union Election, 1963	10	-
Ore Tax, 1956-1957	10	-
Ore Tax, 1958-1959	10	-
South Dakota Weekly Paper Ads and Dakota Farmer Ads, 1933-1945	12	17
<b>Separated Materials</b>		
Oversize materials stored separately in Oversize Folder 1.		
Union Campaign, 1955	10	1-2
Union Campaign, 1957	10	-
<b>Series 2: Newspaper Clippings</b>		
	<b>Box</b>	<b>Folder</b>
1985-1986	12	18
1987	15	1

Newspaper Clippings

---

1988	15	2-5
1989	15	6-9
1990	15	10-13
1991	15	14-16
1992	15	17-18
1993	16	1-2
1994	16	3-4
1995	16	5
1996	16	6
1997	16	7
1998	16	8-9
1999	16	10-11
2000	16	12-13
2001	16	14-17

## Publications and Promotional Materials

Advertising, 1985	12	19
Advertising, 1987-1988	12	20
Gold Prices, 1968-1982	16	18
Homestake Opera House Fire, 1984	12	21
Hormel Strike, 1986	16	19
Legislation, 1984	12	22
Native American Affairs, 1981	12	23
Open Cut, 1981-1987	16	20-21
Wharf Resources Annie Creek, 1985-1986	16	22
<b>Series 3: Publications and Promotional Materials</b>		
	<b>Box</b>	<b>Folder</b>
Bibliographies of Writings about Homestake, undated	17	1
Guy Norman Bjorge, <i>The Homestake Enterprise in the Black Hills of South Dakota</i> , 1947	17	2
<i>Bulletin of the Geological Society of America</i> Articles, 1948-1950	17	3

## Publications and Promotional Materials

Fires at Homestake, 1953, 1975	17	4
Historical Brochures, undated	17	5
<i>Homestake: A Black Hills Gold Mining Enterprise</i> , 1966-1968	17	6
<i>Homestake: A South Dakota Enterprise</i> , Multiple Editions, 1939-1966	17	7
<i>Homestake Centennial, 1876-1976</i> , 1976	17	8
<i>Homestake Happenings</i> Newsletter, 1977-1979	17	9
<i>Homestake Safety Bulletin</i> Newsletter, 1918	17	10
Nancy L. Houser and Sandra S. Marquiss, <i>The Historical Jackalope's Homestake Gold Mine Coloring Book</i> , 1994	17	11
Interviews with Miners, #50 Reports, 1943-1953	17	12
Journal and Magazine Articles, 1950-2000	17	13-14
<i>On the Level</i> Newsletter, 1982-1991	17	15-16
Panoramic Images of Lead, 1952, undated	17	17
Photo Calendar, 1985	17	18

## Publications and Promotional Materials

Printing and Advertising Images, undated	17	19
Project Brochures, 1980s-1992	17	20
Dorothy Polley Ringsrud, <i>The Hearst Family and Homestake Gold</i> , 1990	17	21
<i>Sharp Bits</i> , 1950-1970	17	22-27
		<b>Volume</b>
<i>Sharp Bits</i> , Vol. 1-4, February 1950-January 1954		1
<i>Sharp Bits</i> , Vol. 5, February 1954-January 1955		2
<i>Sharp Bits</i> , Vol. 6, February 1955-January 1956		3
<i>Sharp Bits</i> , Vol. 7, February 1956-January 1957		4
<i>Sharp Bits</i> , Vol. 8, February 1957-January 1958		5
<i>Sharp Bits</i> , Vol. 9, February 1958-January 1959		6
<i>Sharp Bits</i> , Vol. 10, February 1959-January 1960		7
<i>Sharp Bits</i> , Vol. 11, February 1960-January 1961		8
<i>Sharp Bits</i> , Vol. 12, February 1961-January 1962		9

## Publications and Promotional Materials

<i>Sharp Bits</i> , Vol. 13, February 1962-January 1963		10
<i>Sharp Bits</i> , Vol. 14, February 1963-January 1964		11
<i>Sharp Bits</i> , Vol. 15, February 1964-January 1965		12
<i>Sharp Bits</i> , Vol. 16, February 1965-January 1966		13
<i>Sharp Bits</i> , Vol. 17, February 1966-January 1967		14
<i>Sharp Bits</i> , Vol. 18-19, Spring 1967-Winter 1968/69		15
<i>Sharp Bits</i> , Vol. 18-21, Spring 1967-Fall/Winter 1970		16
	<b>Box</b>	<b>Folder</b>
Speeches, 1932-1950	18	1
Speeches and Conference Presentations, 1952-1980	18	2-3
<i>The City of Lead and the Homestake Mining Company: A Walking Tour and Historical Guide</i> , 1990s	18	4
<i>The Miner</i> Newsletter, 1991-1997	18	5-8
<i>The Story of Surface Tours of the Homestake Gold Mine</i> , 1968	18	9
<i>Update</i> Newsletter, 1981-1991	18	10-11