

# ARCHIVES GAZETTE



City of Seattle  
Seattle Municipal Archives

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Office of the City Clerk  
Legislative Department

## Message from the City Archivist

In this issue, I take a bit of a different tack with my quarterly column. We reprint in its entirety The Universal Declaration on Archives, written and unanimously adopted by the International Council on Archives (ICA) in September 2010 and endorsed by UNESCO in November 2011.

The Declaration is the best short statement of the nature, purpose, and meaning of archives that I have read. It clearly establishes the context of archival work around the ideas of cultural continuity, human rights, memory construction, and promotion of democratic ideals.

Individuals can express their support for the Declaration by registering electronically. I encourage you to do so if your particular employment situation allows. You can link to the Declaration from the Society of American Archivists webpage ([www2.archivists.org](http://www2.archivists.org)) or go directly to the ICA site (<http://www.ica.org/>).

--Scott Cline, City Archivist

## UNIVERSAL DECLARATION ON ARCHIVES

Archives record decisions, actions and memories. Archives are a unique and irreplaceable heritage passed from one generation to another. Archives are managed from creation to preserve their value and meaning. They are authoritative sources of information underpinning accountable and transparent administrative actions. They play an essential role in the development of societies by safeguarding and contributing to individual and community memory. Open access to archives enriches our knowledge of human society, promotes democracy, protects citizens' rights and enhances the quality of life.

### To this effect, we recognize:

- the unique quality of archives as authentic evidence of administrative, cultural and intellectual activities and as a reflection of the evolution of societies;
- the vital necessity of archives for supporting business efficiency, accountability and transparency, for protecting citizens' rights, for establishing individual and collective memory, for understanding the past, and for documenting the present to guide future actions;
- the diversity of archives in recording every area of human activity;
- the multiplicity of formats in which archives are created including paper, electronic, audio visual and other types;
- the role of archivists as trained professionals with initial and continuing education, serving their societies by supporting the creation of records and by selecting, maintaining and making these records available for use;
- the collective responsibility of all – citizens, public administrators and decision-makers, owners or holders of public or private archives, and archivists and other information specialists – in the management of archives.

### We therefore undertake to work together in order that:

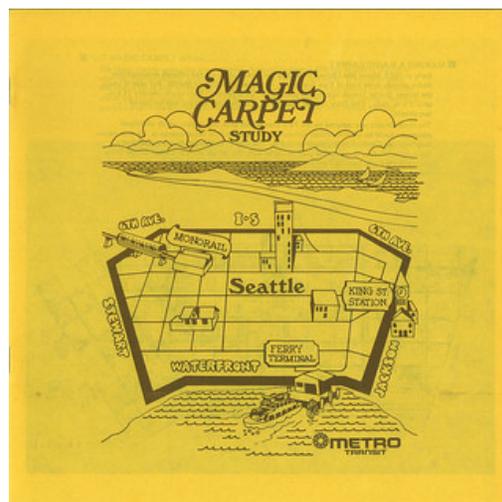
- appropriate national archival policies and laws are adopted and enforced;
- the management of archives is valued and carried out competently by all bodies, private or public, which create

and use archives in the course of conducting their business;

- adequate resources are allocated to support the proper management of archives, including the employment of trained professionals;
- archives are managed and preserved in ways that ensure their authenticity, reliability, integrity and usability;
- archives are made accessible to everyone, while respecting the pertinent laws and the rights of individuals, creators, owners and users;
- archives are used to contribute to the promotion of responsible citizenship.

## 39 Years Ago: The Magic Carpet

In 1973, METRO Transit, in cooperation with the City of Seattle, introduced a trial free-ride "Magic Carpet" service on north-south avenues between Jackson and Stewart and from the waterfront to Sixth Avenue. The initial experiment was reported in the *Chicago Sun-Times*, *The Washington Post*, *The Wall Street Journal*, and the *Economist* (London), among others. The Magic Carpet replaced a 10-cent shuttle bus that generated \$64,000 in revenue to Metro; the City offered a \$64,000 subsidy to Metro, utilizing federal funds meant to improve transit. With the "energy crisis" in full swing, the goal of the program was to encourage people to take the bus and curb air pollution. Initial reports showed that there was an increase in bus riders and improved downtown business purchases of goods and services. There was interest in extending the service to the Seattle Center but it was not feasible. The service became known as the Ride Free Zone.



A study of the experimental downtown free ride zone for buses. Found in folder "Metro Transit - Downtown Free Zone, 1973-1975," Wesley Uhlman Subject Files (Record Series 5287-02), Seattle Municipal Archives.

This image was featured in the blog [Seattlest](http://seattlest.com), along with a story on the Magic Carpet, in 2008.

[http://seattlest.com/2008/11/14/a\\_magic\\_carpet\\_ride.php](http://seattlest.com/2008/11/14/a_magic_carpet_ride.php)

## Scott Cline named SAA Fellow

City Archivist Scott Cline was inducted as a Fellow of the Society of American Archivists (SAA) during a ceremony on August 9, 2012, at SAA's Annual Meeting in San Diego. The distinction of Fellow is the highest honor bestowed on individuals by SAA and is awarded for outstanding contributions to the archives profession.

Cline was hired in 1985 as the first archivist of the newly created Seattle Municipal Archives Program; he has directed the program since then. Over the years, the Seattle Municipal Archives has become a national model for local government archives. Cline started his career as the Jewish History Specialist at the Western Reserve Historical Society in Cleveland in 1982.

Cline has served in several leadership positions in SAA and has just completed a three-year term on SAA Council. He is a former president and charter member of the Academy of Certified Archivists and is a past president of Northwest Archivists.

One of his nominators commented about Cline's writing on archives: "Scott's writing intertwines philosophy and religion into archival theory and practice and pushes us to consider the deeper meanings of our work."

There are currently 178 Fellows of the Society of American Archivists. SAA is the nation's principal archival professional association with more than 6,000 members.

## Photos

Photographs recently scanned, cataloged and available online include:

### Century 21



Construction of the Electric Utilities Pavilion for Century 21, February 9, 1962. Item 167574, Seattle Municipal Archives.

### Playland

Opened to the south of Bitter Lake in 1930, Playland entertained Seattle until the site was condemned in 1960. The Dipper, shown here in disrepair, was a wooden roller coaster known for its

(Photos cont.)



Playland Amusement Park, 530 N 132nd St., June 3, 1960. Item 64666, Seattle Municipal Archives.

steep drops. Shortly before that area was incorporated in 1954, the amusement park had suffered several fires and other accidents. The city condemned the park and built Bitter Lake Community Center (on the site of The Dipper) and Broadview-Thompson Elementary School.

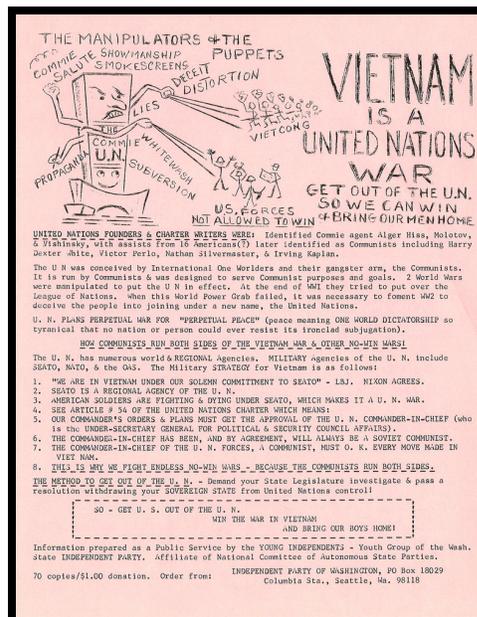
## SMA in the News!

KPLU "Diversion" writer Jake Ellison featured SMA's Flickr site on August 23, 2012. Titled "5 things that ticked off Seattleites in the early '70s," Ellison interviewed archivist Julie Kerssen to find out how she selected items for the Flickr stream.

Read about hippies, smelly buses and more:

<http://www.kplu.org/post/5-things-ticked-seattleites-early-70s>

The story remained the top "Most Active Story" for more than a week!



Flyer from anti-war protest, 1970. Found in Alphabetical Correspondence 1971, Wesley Uhlman Subject Files (Record Series 5287-02), Seattle Municipal Archives.

## Recently Processed at SMA

New record series relating to the Woodland Park Zoo include:

### Zoo History File (Record Series 8601-01)

1900-2000, 3.6 cubic feet

Through correspondence, reports, minutes, brochures, and other records researchers will find information on specific animals and exhibits, zoo management and personnel, and long-range planning. There is a run of director's chronological correspondence, as well as daily logs on animal births and deaths and visitor incidents.

### News Clippings, Record Series 8601-02

1914-2005, 2.4 cubic feet and 3 volumes

News clippings relating to zoo events, facilities, animals, and activities, including one scrapbook primarily documenting the career of the first Zoo director, Gus Knudson.

### Newsletters and Brochures

Brochures for the Zoo date from 1930 to 2004 and include flyers, guides and event schedules.

The *Zoo News* newsletter for zoo members dates from 1979 to 1999 and contains news about zoo animals, construction projects, and programs and events.

The newsletter *Woodland Ramblings* dates from 1983-2004. Originally published by and for docents of the zoo, the audience changed to all zoo volunteers in 2001. It includes news about events, programs, and volunteer opportunities.



Other record series relate to animal management and exhibits, status of animal collections, bond issues, and the zoo master plan (both the Bartholick and the Jones & Jones plans).



## Sources Cited

Images from Seattle Municipal Archives were used and cited recently in:

- Recent exhibit "Occupy M.I.A." at Seattle's M.I.A. Gallery. Read a review: <http://www.thestranger.com/seattle/the-beautiful-awesomeness-of-civic-discourse/Content?oid=14461453>

## Seattle Voices: Roberto Maestas

A new recording of Roberto Maestas was added to the Seattle Voices exhibit space in honor of National Hispanic Heritage Month. Executive Director of El Centro de la Raza Roberto Maestas reads a [poem](#) to open a Neighborhoods and Neighborhood Planning Committee meeting in 1997. The poem, similar to one written by liberation theologian Ernesto Cardenal, begins, "When you receive the nomination, the prize, the promotion, think of those who have died." The poem can be heard here: <http://www.cityofseattle.net/CityArchives/Exhibits/voices/maestas.htm>

Hearing Maestas' voice and listening him make time for this poem at the beginning of a City Council committee meeting underscores the compassion and passion he had for others and for his work.

## New Digital Document Library:

### [Seattle's Open Government Laws](#)

A new set of scanned documents accompanies a succinct history of Seattle's open government laws. Tracing open meetings, public records, and campaign disclosure practices, this set of documents illustrates the City's support of public access to city records and information and its support for openness and transparency in City government.

<http://www.seattle.gov/CityArchives/Exhibits/OpenGovernment/default.htm>

An uproar over "smear" campaign literature in the early 1950's prompted legislation requiring people sponsoring candidates to identify themselves.

I feel personally that it is about time that we stop this practice of issuing anonymous smear sheets and the use thereof in political campaigns.

Respectfully submitted,

  
Robert A. Yothers

Prompted in part by a petition from Robert Yothers, the legislation was

sponsored by the chair of the Departmental Efficiency and Personnel Committee, Al Rochester. This excerpt is from Comptroller File 223849.

Allegations of violations of campaign finance rules in 1970 prompted an investigation and as a result, the Fair Campaign Practices Commission was established in 1971, a precursor of the Seattle Ethics and Elections Commission. Jeanette Williams sponsored legislation in the mid-1970s further refining election campaign funding requirements.

## Flickr News

Recently on Flickr we have been featuring images from our postcard collection. Images range from hand-colored photos from near the turn of the century to more modern postcards featuring the Space Needle, the monorail, and the I-90 floating bridge. Many of the early images feature Seattle's parks and landmark buildings. The collection also includes postcards that seem to have been created by businesses for promotional purposes, from Ye Olde Curiosity Shop in the 1920s through Les Brainard's Grove Restaurant in the 1960s. There are even cards featuring early animals at the Woodland Park Zoo. The set shows changes in how the city has promoted itself over the years.



Postcard of Pioneer Square, c. 1920

Link to set:  
<http://www.flickr.com/photos/seattlemunicipalarchives/sets/72157604483701468/>



The most popular Flickr image for June-August: Pike Place Market interior, 1968

Check us out on [Flickr](#) and add your own knowledge and memories!  
<http://www.flickr.com/photos/seattlemunicipalarchives/>

## Volunteers and Interns

The Seattle Municipal Archives welcomed four new volunteers this summer and expects the return of Lydia Vernon from Washington D.C. this fall.

Former volunteer Rachel Price returned to work on moving images. Coming to us from Seattle Public Library, Alex Hagenah is immersing himself in processing audio recordings, cataloging and scanning photographs, and processing textual records as he contemplates attending library school. Recent UBC graduate Carolyn Downs is interested in "all things digital" and is working with images and audio recordings. Ellie McDonnell, in her second year at the UW "I" School, scanned photos and processed textual records from the Parks Department over the summer; she is returning to school this fall.

## Did you know...

The Seattle Municipal Archives has over 180,000 photographs, both scanned negatives and born digital, available online for searching and downloading?

## 55 Years Ago: Broad and Mercer

The Mercer corridor has been a critical connection for vehicles to and from I-5, Aurora, downtown, and other areas of the city for years. Even before I-5 was



built in the early 1960s it was a traffic problem. In 1956, construction started on the Broad and Mercer underpasses for a grade separation under Aurora Avenue.

Mayor Clinton with representatives from the Engineering Department at Broad and Mercer, April 19, 1957. Item 54687, Seattle Municipal Archives.

## Upcoming Events

### October 19-20 2012

Pacific Northwest History Conference: "From Civil War to Civil Rights" - Washington State History Museum, Tacoma

### September 20 2012

History Café "South Lake Union" Roy Street Coffee & Tea 7PM

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