

**DWIGHT D.EISENHOWER LIBRARY
AUDIOVISUAL DEPARTMENT
WIRE RECORDINGS**

EL-WIRE-1: Audio recording of the 20th National Business Conference of the Harvard Business School Association, June 10, 1950, in Boston, MA; the theme of the conference is “Individual Initiative in Business.” Four Magna-Wire reels were donated by George H. Allen in February 1991; transferred to digital WAV files on DVD-ROM 8/20/2012.

EL-WIRE-1-1: “GHA #1; 20th Nat. Business Conf. HBS 6/10/50. Morning—Floyd, David, McElroy.”

Speakers: Paul Floyd, president of the Harvard Business School Association; George H. Allen, general chairman of the Conference; Donald K. David, dean of the Harvard Graduate School of Business Administration; and Neil H. McElroy, “What is Initiative? Its Importance in the Development of an Expanding Standard of Living.” @38 min.

EL-WIRE-1-2: “GHA #2; 20th Nat. Business Conf. HBS 6/10/50. Reel #2—Morning—Lansing P. Shield.”

Speakers: George Allen (introduction); Lansing P. Shield, “Initiative and Incentive for Every Employee.” @30 min.

EL-WIRE-1-3: “#3: 20th Nat. Bus. Conf. HBS 6/10/50. Afternoon—Charles R. Hook, Meyer Kestnbaum.”

Speakers: George Allen (introduction); George R. Hook, “The Spiritual and Ethical Aspects of Business Management”; George Allen (introduction); Meyer Kestnbaum, “How to Put Initiative to Work within the Company.” @59 min.

EL-WIRE-1-4: “#4: 20th Nat. Bus. Conference HBS 6/10/50. Afternoon—Geo. G. Walker, Dudley W. Figgis.”

Speakers: George Allen (introduction); George G. Walker, “Initiative and Venture Capital”; George Allen (introduction); Dudley W. Figgis, summation comments. @57 min.

EL-WIRE-2:

Title: unknown, Topic: Possibly a British actor reciting before an audience excerpts from "Crusade in Europe". Accessioned November, 1980, 1 original wire recording/2 reference copies/ 2 master copies. Previously EL-T-827 (M).