

# SOCIETY FOR INDUSTRIAL ARCHEOLOGY

## NEWSLETTER

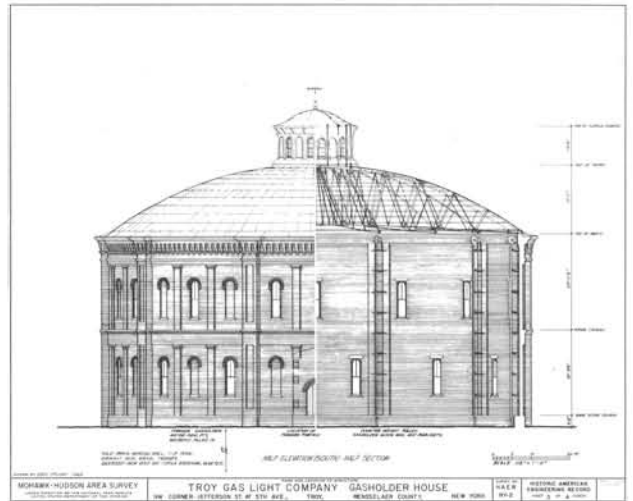
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### THE LOGO REDUX



THE TROY GASHOLDER HOUSE (1873). Jack Boucher's documentary photograph for HAER (left) and Eric DeLony's original HAER drawing (right), from whence cometh the SIA logo. Below: The Gasholder House lurking in its native habitat. Eric DeLony photograph for HAER.



The illustration that has served as the SIA logo since the Society's inception, appearing on the *Newsletter* masthead, the journal, and official letterhead, is the half-elevation, half-section drawing of the 1873 Troy [N.Y.] Gas Light Co. Gasholder House. The Gasholder was one of the sites recorded by the Historic American Engineering Record (HAER) as part of the Mohawk-Hudson Area Survey during the summer of 1969. That survey was HAER's pilot project. Eric DeLony [SIA] was the delineator. Janet Stratton incorporated it into the masthead design.

*Newsletter* readers might have noticed that after eleven years of service on the masthead, the drawing had lost its clarity and sharpness. The original drawing was retrieved from the HAER

collection in the Library of Congress, re-photocopied, and reduced. It appears, crisp and fresh, on the masthead of this issue.

There was little debate on the selection of a graphic logo for the Society in 1971. The Troy Gasholder is a bold, simple form that also represents an important 19th-C industry. That there are few structures of this type left signifies the SIA's interest in preserving aspects of our vanishing industrial heritage. The metal truss supporting the doomed roof of this elegant building signifies our interest in engineering. Use of a HAER drawing symbolizes the close affiliation between HAER and the SIA, both having begun about the same time. In short, the originators of the SIA could think of few images that were as symbolically appropriate and graphically suitable as the Gasholder drawing.

