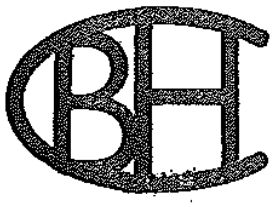
Annual Meeting

of the

Business History Conference

Ohio State University

Columbus, Ohio



February 25-26, 1977

THURSDAY, FEBRUARY 24

3:30 Bus Tour to Ohio Village

FRIDAY, FEBRUARY 25

Welcoming Remarks: Arthur Adams, Dean of the College of Humanities, Ohio State University

Session I 10:00 - 12:00 Modern Big Business

Chairman: Alfred D. Chandler, Harvard Business School

"Cross Currents: American Enterprise in Europe - European Enterprise in the United States," MIRA WILKINS, Florida International University

"The Conglomerate - Its Strategy and Structure," NORMAN BERG, Harvard Business School

Commentator: Harold F. Williamson, Northwestern University

Lunch 12:30

Introductory Remarks: Professor Frederick Sturdivant, Ohio State University

Address: Mr. Richard Bull, Vice-President, Nationwide Insurance Company

Session II 2:00 - 4:00 Business and Technology

Chairman: Louis P. Cain, Loyola University, Chicago

"Managing Technological Change: Regional Electric Systems in the United States and Germany," THOMAS P. HUGHES, University of Pennsylvania

"Television Network Development: The Early Years," STEWART L. LONG, California State University, Fullert

Commentator: James Brittian, Georgia Institute of Technology

Session III 4:00 - 5:30 Dissertations

Chairman: Glenn Porter, Eleutherian Mills-Hagley Foundation, and the University of Delaware

"Keeping the Corporate Image: Public Relations and Business, 1900-1950," RICHARD S. TEDLOW, Brandeis University (Ph.D. in History, Columbia University)

"The Evolution of Private Mineral Rights: Nevada's Comstock Lode," GARY D. LIBECAP, Camden College, Rutgers University (Ph.D. in Economics, University of Pennsylvania)

"The Development of Life Insurance in the United States: A Sociological Analysis," VIVIANA ZELIZER, Rutgers College, Rugers University (Ph.D. in Sociology, Columbia University)

"The Rise in an Independent Major: The Sun Oil Company, 1876-1945," AUGUST W. GIEBELHAUS, Georgia Institute of Technology (Ph.D. in History, University of Delaware)

"The Department Store and Social Change in Modern France: The Case of the Bon Marché, 1869-1920," MICHAEL BARRY MILLER, Harvard University (Ph.D. in History, University of Pennsylvania)

Business Meeting 5:30 - 6:00

Cocktail Hour 6:00 - 7:00

Dinner 7:00

Presidential Address: Donald L. Kemmerer, University of Illinois

SATURDAY, FEBRUARY 25

Session IV 9:00 - 10:30 Business--Different Cultures; Different Times

Chairman: Ralph W. Hidy, Harvard Business School

"Social Background of Zaibatsu in Japan," SHIGEAKI YASUOKA, Doshisha University

"Import-Export Business in Mesopotamia, c 1000 BC & Italy c 1400 AD," W. BLAN MCBRIDE and VERNON K. ZIMMERMAN, University of Illinois

Session V 10:30 - 12:00 Railroad Mergers, 19th and 20th Centuries

Joint Meeting with the Lexington Group

Chairman: Richard Barsness, Northwestern University

"Erie Lackawanna: Early Warnings of Disaster on Railroad Mergers," RICHARD SAUNDERS, Clemson University

"The Relief Department of the Chicago Burlington and Quincy Railroad," PAUL V. BLACK, California State University, Long Beach

Commentator: John F. Stover, Purdue University