34th Annual Meeting
of the

BUSINESS HISTORY CONFERENCE

March 18-20, 1988

rremont Plaza Hotel and Georgia Institute of Technology
Atlanta, Georgia



Conference Theme: "Competitiveness"

The Business History Conference

Mira Wilkins, *President*
Glenn Porter, *Past President*
Wayne Broehl, *President-Elect*
William J. Hausman, *Secretary-Treasurer*
Jeremy Atack, *Proceedings Editor*

FRIDAY, MARCH 18

A.M.- 1	Registration: Blueridge "B", Pierremont Plaza Hotel Second Floor Convention Level 12:00
A.M.	Tour of the Atlanta Federal Reserve Bank, 104 Marietta Street. Take MARTA train (75c) from North Avenue Station (across from hotel) on SOUTH LINE, to third stop (Five Points); exit station to Marietta St. OR if weather is warm you may walk (approximately 20-25 minutes).

h is Open

noon sessions and registration at Georgia Tech L.W. "Chip" Robert Jr. nni/Faculty House, 190 North Avenue (two blocks west on North Avenue from).

-2:00 Registration

-3:15 Session 1

Thinking About Competition and Competitiveness
Chair: Rondo Cameron, *Emory University*

"Evolution of the World Steel Industry -- A Century of Growth"
Thomas McCraw, *Harvard University*

"Protection and Economic Development -- The Case of Steel"
Mary Yeager, *University of California at Los Angeles*

Discussants : The Audience

-3:45 Registration and Break

-4:45 Session 2

The Case of Japan
Chair: Robert Lewis, *Historical Archive & Publications, American Telephone and Telegraph Co.*

"Structure, Strategy and Competitiveness of Japanese Industrial Enterprises, 1890-1930"
Tsunehiko Yui, *Meiji University*

Discussant: Patricia O'Brien, *Harvard University*

0 P.M. Session 3

Heritage: The Roots of the Business History Conference (some informal reminiscences)

Afred Chandler, Jr., *Harvard University*
Thomas Cochran, *University of Pennsylvania*
Donald Kemmerer, *University of Illinois*
Harold Williamson, *Northwestern University*

0 Reception, Coca-Cola Building, two blocks further west on North Avenue from Alumni/Faculty House (courtesy of the Coca-Cola Company).

s Open

SATURDAY, MARCH 19

ons held in the Georgia Ballroom East, Pierremont Plaza Hotel

.00 A.M. Session 4

Competitive Patterns in the Automobile Industry
Chair: Dan Raff, *Harvard University*

"The Struggle for Dominance in the Automobile Market: The Early Years of Ford and General Motors"
Richard Tedlow, *Harvard University*

"Competitive Strategy and Workplace Management in the United States and British Automobile Industries"
Stephen Tolliday, *University of London and Newcomen Fellow, Harvard University*

Discussant: David Lewis, *University of Michigan*

):15 Break

2:00 Session 5

Competitive Values -- Britain, Japan
Chair: Elliott Ashkenazi, *Attorney, Washington, DC*

"The Invention and Development of the Pilkington Float Process in the 1950s: Technology, Personality and Sheer Easy Fortune"
Theo Barker, *London School of Economics*

Remarks: Sir Alastair Pilkington

"A Comparative Case: The Business Ideology of Benjamin Franklin and Japanese Values of the Eighteenth Century"
Kishichi Watanabe, *Kyoto Sangyo University*

Discussant: Mansel Blackford, *Ohio State University*

·1:00 Luncheon, Atlanta Ballroom, Pierremont Plaza Hotel

!:30 Session 6

The World Grain Trade
Chair: Wayne Broehl, *Dartmouth College*

"From Competition to Constraint: The International Rice Trade in the Nineteenth and Twentieth Centuries"
John Latham, *University of Wales*

"Centralizing Firms and Spreading Markets: The World of International Grain Traders, 1846-1914"
Morton Rothstein, *University of California, Davis*

245 Break

4:00 Session 7

Competitiveness in Finance
Chair: Lynne Pierson Zoti, *Chapman College*

"Financial Commitment and Economic Performance in Comparative Perspective"
William Lazonick, *Barnard College*

"Margin Purchases and the Bull Market of the Twenties"
Gene Smiley, *Marquette University* and
Richard Keehn, *University of Wisconsin*

Discussant: Vincent Carosso, *New York University*

·5:30 Session 8

Dissertation Session
Chair: Paul Tiffany, *University of Pennsylvania*

"The Transformation and Integration of the American Manufacturing Frontier: The Midwest From 1850-1880"
Timothy E. Sullivan, Ph.D., *University of Illinois*

"Farmers as Entrepreneurs: Regulation and Innovation in American Agriculture during the Twentieth Century"
Sally Clarke, Ph.D., *Brown University*

"Problems Not Profits: Technological Innovation and Competition in the American Railroad Industry, 1860-1910"
Steven W. Usselman, Ph.D., *University of Delaware*

"Productivity and Management Culture: A Comparison of the Intercity Bus and Rail Passenger Industries in California, 1910-1914"
Gregory L. Thompson, Ph.D., *University of California, Irvine*

Cash Bar, Georgia Ballroom Center, Pierremont Plaza Hotel

Annual Dinner and Presidential Address, Georgia Ballroom West, Pierremont Plaza Hotel

"Business History as a Discipline"
Mira Wilkins, *Florida International University*

SUNDAY, MARCH 20

10 A.M. Session 9 (Continental breakfast at session)

Cross-Cultural Comparisons -- Biotechnology, Advertising
Chair: Larry E. Schweikert, *University of Dayton*

"International Competitiveness: The Failure to Regulate the Biotechnology Industry"
Ernest Englander, *George Washington University*

"Competition And the Growth of Advertising in Britain, 1800-1914"
T.A.B. Corley, *University of Reading*

Discussant: George David Smith, *New York University and President, The Winthrop Group*

:30 Session 10

Competition and the Individual Firm
Chair: James Robertson, *University of Connecticut*

"Competition for Capital: Two Strategies"
Roger and Diana Olien, *University of Texas*

"An Acquisition that Failed: The Kent Manufacturing Company"
Lewis Cain, *Loyola University, Chicago*

Discussant: David Sicilia, *Brandeis University and the Winthrop Group*

10-12:45 P.M. Session 11

The Railroad: A Comparative Perspective
Chair and Discussant: William Phillips, *University of South Carolina*

"Railroad Competition and its Management in Britain and the United States Before 1914"
Geoffrey Channon, *Bristol Polytechnic*

"Competition and Regulation: The Railroad Model"
Maury Klein, *University of Rhode Island*

With Appreciation for Sponsorship to
The Archives Department, The Coca-Cola Company
and
The School of Social Sciences, Georgia Institute of Technology

The book exhibit in Blueridge "A" at the Pierremont Plaza
is sponsored by the *Business History Review*, Graduate
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