38th ANNUAL BUSINESS HISTORY CONFERENCE

Pasadena, California

March 6 - 7, 1992

Headquarters hotel: Pasadena Hilton

Saturday morning sessions: Huntington Library, San Marino

Host institution: University of Southern California

The Board of Trustees of Business History Conference wishes to thank the following organizations for financial support in helping to funding this conference:

--University of Southern California. Social Sciences Division, Dean C.S. Whitaker; History Dept., Chair Mauricio Mazon
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Friday, March 6, all sessions at Pasadena Hilton Hotel

Session 1A - 8:30 - 10:15 Santa Clara Room
PUBLIC POLICY AND ECONOMIC OPPORTUNITY IN THE FDR YEARS

Chair: Richard Vietor, Harvard University

Sally Clarke, University of Texas, Austin
"Locating Sources of Innovation in the Farm Sector:
The Role of New Deal Regulation"

Jacob Vander Meulen, The Smithsonian Institution
"Political Culture, Public Policy, and the Development
of the American Aircraft Industry to 1945"

Commentator: Bruce Seely, Michigan Technological Institute

Session 1B - 8:30 - 10:15 Santa Barbara Room
NINETEENTH-CENTURY AMERICAN WOMEN IN BUSINESS

Chair: Mary Yeager, University of California, Los Angeles

Susan Ingalls Lewis, State University of New York at Albany
"Female Entrepreneurs in Albany, 1840-1880"

Autumn Stanley, Portola Valley, California
"Scribbling Women as Entrepreneurs: U.S. Women Magazine Editors
and Publishers in the Late Nineteenth Century"

Commentator: Mansel Blackford, Ohio State University

Session 1C - 8:30 - 10:15 San Diego Room
CAPITAL MARKETS IN THE NINETEENTH AND TWENTIETH CENTURY AMERICA

Chair: Ann Carlos, University of Colorado, Boulder

Larry Neal, University of Illinois
"Institutional Responses of Stock Exchanges to Technological
Changes in the Nineteenth Century"

Ernest J. Englander, George Washington University
Allen Kaufman, University of New Hampshire
"KKR and the Restructuring of American Capitalism"

Commentator: Richard Sylla, New York University

Session 2A - 10:30 - 12:15 Santa Clara Room
INTERPRETING THE REGULATION OF FOOD AND DRUGS IN AMERICA

Chair: Mark Rose, Florida Atlantic University

Jack High, George Mason University
Clayton Coppin, University of New Hampshire
"Enforcement of Pure Food and Drug Laws in the Wiley Years, 1906-1912"

James Harvey Young, Emory University
"Food and Drug Law Enforcers in the 1920s: Restraining and Educating Business"

Commentator: Robert Cuff, York University

Session 2B - 10:30 - 12:15 Santa Barbara Room
OIL IN THE LATE TWENTIETH CENTURY

Chair: Roger Olien, University of Texas, Permian Basin

Pier Angelo Toninelli, Giulio Sapelli, Luigi Orsenigo
Associazione di Storia e Studi Sull' Impresa
(ASSI Foundation for the History of Enterprise)
"The Evolution of the Strategy and Structure of a State-Owned Company: The Case of AGIP Petroli S.p.A., 1960-1990"

T.A.B. Corley, University of Reading
"Oil Corporations and Public Policy: A U.S.--U.K. Comparison"

Commentator: Michael Dintenfass, Univ. of Wisconsin, Milwaukee

Session 2C - 10:30 - 12:15 San Diego Room
EUROPEAN INVESTMENT IN TRANSPORTATION IN THE NEW WORLD

Chair: Alfred C. Mierzejewski, Athens State College

Augustus J. Veenendall, Jr.
"Dutch Investment in American Railroads, 1850-1914"

Marion K. Pinsdorf, Fordham University
"Varig Airlines of Brazil: An Enterprising German Investment"

Commentator: Mira Wilkins, Florida International University

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LUNCH HOUR 12:15 - 1:30

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Plenary Session I - 1:30 - 3:15 Monterey Room

Panel Discussion: The Corporate Restructuring of American Capitalism, 1890-1916: The Market, the Law, and Politics

Chair and Panelist: Naomi Lamoreaux, Brown University

Panelists: Ellis Hawley, University of Iowa
James Livingston, Rutgers University

Author's Response: Martin J. Sklar, Bucknell University

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Session 3A - 3:30 - 5:30 Santa Clara Room
BUSINESS, ELECTRONIC MEDIA, AND PUBLIC POLICY IN TWENTIETH CENTURY AMERICA

Chair: Claire Badaracco, Marquette University

Robert W. McCheaney, University of Wisconsin
"The Debate over Public Policy and the Emergence of Commercial Broadcasting in the United States, 1927-1935"

Willis Emmons, Harvard University
"Public Policy and the Evolution of Cable Television, 1950-1990"

Carol A. Weisenberger, University of Northern Iowa
"Women of the FCC: Activists or Tokens?"

Commentator: David Sicilia, Ohio State University

Session 3B - 3:30 - 5:30 Santa Barbara Room
BRITISH BANKING

Chair: Patricia O'Brien, Harvard University

Duncan M. Ross, University of Wellington, New Zealand
"British Monetary Policy in the 1950s and Its Impact on the Domestic Banking System"

Geoffrey Jones, University of Reading
"Public Policy and British Multinational Banks"

Commentator: James Darroch, York University

Session 3C - 3:30 - 5:30 San Diego Room
NEW APPROACHES AND FRESH CONCEPTS IN BUSINESS HISTORY

Chair: George David Smith, The Winthrop Group, Inc.

Philip Scranton, Rutgers University, Camden
"Understanding the Strategies and Dynamics
of Long-Lived Family Firms"

Robert E. Ankli, University of Guelph
"Michael Porter's Competitive Advantage and Business History"

Dennis McCarthy, Iowa State University
"International Business and Economic Integration:
Comparative Business Strategies Past and Present"

Commentator: John Ingham, University of Toronto

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Reception - 5:45 - 7:15 Pasadena Hilton - Monterey Room

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Saturday, March 7

Bus Trip to Huntington Library

Buses start boarding at 7:55am in front of hotel.

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Plenary Session II 8:30 - 10:15 Huntington Library

HISTORY OF BUSINESS AND PUBLIC POLICY: INTERNATIONAL PERSPECTIVES

Chair: Harry Scheiber, University of California, Berkeley

William Becker, George Washington University
"Managerial Capitalism and American Public Policy"

Wilfried Feldenkirchen, Friedrich-Alesander-Universitat,
Erlangen-Nurnberg
"Competition Policy in Germany"

Hideaki Miyajima, Waseda University, Tokyo
"Business Development and Industrial Policy in Japan between
the Wars"

Commentators: The audience

DISSERTATION SESSION - 10:30 - 12:00 Huntington Library

Chair: Wayne Broehl, Dartmouth College

William H. Doyle, University of Dallas
"The Evolution of Financial Practices and Financial Structures Among American Manufacturers, 1875-1905: Case Studies of the Sugar Refining and Meat Packing Industries" (Ph.D. - Tennessee, 1991)

Margaret C. Levenstein, University of Michigan
"Information Systems and Internal Organization: A Study of the Dow Chemical Company, 1890-1914" (Ph.D. - Yale, 1991)

Joseph E. Libby, Irvine Valley College
"To Build Wings for the Angels: Los Angeles and its Aircraft Industry, 1890-1936" (Ph.D. - California, Riverside, 1990)

Barbara J. McCutcheon, University of Iowa
"What Caused Conglomerate Formation? An Examination of Managerial Behavior and Internal Capital Markets in the 1960s"
(Ph.D. - Chicago, 1991)

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Luncheon and Tour 12:00 - 3:00

Peter J. Blodgett, The Huntington Library
"Giving History the Business: Research Collections in American Business History at the Huntington Library"

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Buses begin loading for return to Hilton Hotel at 2:50pm

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Pasadena Hilton Hotel

Session 4A - 3:30 - 5:30 Santa Clara Room
U.S. BUSINESS IN THE NINETEENTH CENTURY

Chair: Margaret Newell, Ohio State University

Edward J. Davies, II, University of Utah
"State Economic Policy and the Region: Pennsylvania, 1853-1895"

Steven W. Usselman, University of North Carolina, Charlotte
"The Lure Technology and the Appeal of Order: Railroad Safety Regulation in Nineteenth-Century America"

Peter Z. Grossman, Washington University
"Golden Silence: Why Railroad Express Chose Not to Incorporate"

Commentator: Richard John, University of Illinois, Chicago

Session 4B - 3:30 - 5:30 Santa Barbara Room
PROFESSIONALS AND BUSINESS EXECUTIVES IN 20TH-CENTURY AMERICA

Chair: Kenneth Lipartito, Univ. of Houston & Harvard Univ.

Pamela Walker Laird, Denver, Colorado
"From Success to Progress: The Professionalization and Legitimization of Advertising Practitioners, 1890-1910"

JoAnne Yates, Massachusetts Institute of Technology
"Information Techniques and Technologies in the 20th-Century Life Insurance Industry"

Lucille E. Horgan, The Rand Corporation
"Close Partners: The Adoption of Industry Management Procedures by the Department of Defense"

Commentator: William B. Friedricks, Simpson College

Session 4C - 3:30 - 5:30 Monterey Room
GOVERNMENT AND BUSINESS IN MODERN EUROPE

Chair: Simon Katzenellenbogen, University of Manchester

George S. Vascik, Ohio State University
"Sugar Barons and Bureaucrats: Unraveling the Relationship between Economic Interest and Government in Modern Germany, 1799-1945"

Markku Kuisma and Karl Michelsen, University of Helsinki
"National and Multinational Enterprises: Public Policy in Finland, 1935-1944"

Antonio Gomez-Mendoza, Universidad Complutense de Madrid
"The Cost of Francoist Economic Policies to a British Firm: The Case of RTC, 1939-1954"

Commentator: Steven Tolliday, Harvard University

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Reception - 5:45pm - 7:15pm - Pasadena Hilton - San Diego Room

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Dinner and Annual Meeting - 7:15pm - Pacific Ballroom

Presidential Address: Louis Galambos, The Johns Hopkins University

"What Makes Us Think We Can Put Business History Back into History?"