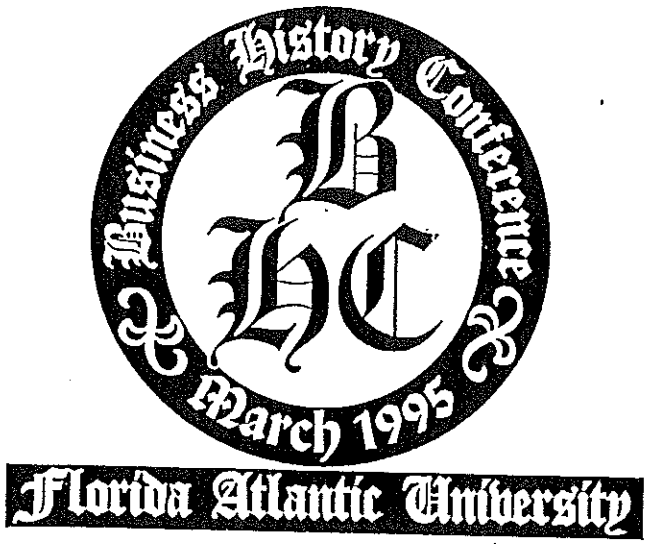


The 41st Annual Meeting of the Business History Conference

March 17 - 19, 1995

Doubletree Guest Suites

2670 East Sunrise Blvd.

Fort Lauderdale, Florida

hosted by:

Florida Atlantic University

The Business History Conference gratefully acknowledges the generous financial and in-kind assistance of the Office of the President, Office of Vice President of Broward Campuses, Department of History, and the Winthrop Group, Inc.

Program Summary

Friday, March 17, 1995, 1:30-3:15 P.M.

Session 1A: Intracoastal A: Business in Latin America
Session 1B: Intracoastal B : Multinational Investments

Friday, March 17, 1995, 3:40-5:20 P.M.
Plenary Meeting: Intracoastal A&B: William Lazonick on the Myth of the Market Economy

Welcome Cocktail Reception: Outside patio 6:00-7:00 P.M.

Friday, March 17, 1995 10:00 P.M. Hospitality Suite: Will Hausman's Suite,

Saturday, March 18, 1995, 7-8:00 A.M.

Continental Breakfast: Registration area, outside Intracoastal A

Saturday, March, 18, 1995, 8-9:45 A.M.

Session 3A: Seabreeze Room: The Cold War and American Economic Development: Patterns of Change in Industry, Education and Policy Making
Session 3B: Sunrise Room: The Political Economy in Florida
Session 3C: Intracoastal A: New Perspectives on the Structure and Status of Firms

Break: Coffee & Tea: Registration area, outside Intracoastal A

Saturday, March 18, 1995, 10:15-12:00 P.M.

Session 4A: Intracoastal A: Late Mover Challenges: Culture and the Study of Business History

Session 4B: Sunrise Room: Americanization and Its Limits: Responses to U.S. Technology and Management in Postwar Europe
Session 4C: Seabreeze Room: Anti-trust Discourse and Competition in the Oil Industry

Saturday, March 18, 1995, 1:30-3:15 P.M.

Session 5: Intracoastal A: Plenary meeting

Break: Sodas & Snacks, Registration area, outside Intracoastal A

Saturday, March 18, 1995, 3:30-5:15 P.M.

Session 6A: Sunrise Room: Government, Business, and the Environment
Session 6B: Seabreeze Room: Beyond Hardware: Other Aspects of the Computer Industry
Session 6C: Intracoastal A: Dissertation Session

Saturday, March 18, 1995, 6:30-7:30 P.M.

Cocktail Reception: Registration area, outside Intracoastal A, Saturday, March 18, 1995, 6:30 P.M.

Banquet of the Business History Conference, 7:30 P.M. Intracoastal A & B
Announcement of Prizes and Awards

Sunday, March 19, 1995, 7:00-8:00 A.M.
Continental Breakfast: Registration area, outside Intracoastal A

Sunday, March 19, 1995, 8:00-9:45 A.M.

Session 7A: Intracoastal A: Technology and Strategy
Session 7B: Intracoastal B: Market and Consumer Research
Session 7C: Sunrise Room: Business History and the Theory and Practice of Management

Sunday, March 19, 1995, 10:15-12:00 P.M.

Session 8A: Intracoastal A: Race, Gender, Culture, and Business History
Session 8B: Intracoastal B: Managing and Studying Management
Session 8C: Sunrise Room: Enterprise and the State

Book Display Room: Harbor Room
Friday and Saturday 9:00 - 5:00 P.M.

Auction of Books on Display

Unless otherwise noted, publishers allow us to auction off the books on display to help us defray the expenses of the conference.

This will be a silent auction. A slip of paper has been placed in each book. Put your name and your bid on the slip of paper. The highest bid wins. The auction will close officially on Saturday, March 18th, when payment will be accepted by the Secretary-Treasurer. (The Secretary-treasurer has been known, however, to accept pre-emptory bids from those needing to leave early. He believes that this information will help elicit true preferences.)

FRIDAY, March 17, 1995, 1:30-3:15 P.M.:

Session 1A: Intracoastal A
Business in Latin America

Chair: Barbara Ganson, Florida Atlantic University

Papers:

"An Open Vein: Manganese Ore and the Central do Brasil Railway, 1894-1920," Tyler Priest, University of Wisconsin, Madison

"The Guggenheims and the Coming of the Great Depression in Chile, 1930-1931," Elisabeth Glaser-Schmidt, Deutsches Historishes Institut, Washington, DC

Commentator: Mary Yeager, University of California, Los Angeles

FRIDAY, March 17, 1995, 1:30-3:15 P.M.:

Session 1B: Intracoastal B
Multinational Investments

Chair: Alfred C. Mierzejewski, Athens State College

Papers:

"American Direct Investment in the Italian Manufacturing Sector from 1900 to 1940," Francesca Bova

"Reopening the Doors: U.S. Private Investments in Italy and Economic Integration Policy of the Italian Government, 1945-1962," Luciano Segreto, University of Ancona

"French Computer Manufacturers and their U.S. Partners, 1950-1970," Pierre-E. Mounier-Kuhn, Sorbonne, Paris

Commentator: Mira Wilkins, Florida International University

FRIDAY, March 17, 1995, 3:40-5:20 P.M.

Session 2: Intracoastal A & B

Plenary Meeting: William Lazonick on The Myth of the Market Economy
Friday, March 17th, 6:00-7:00 P.M..

Chair: Louis Galambos, The Johns Hopkins University

Panelists:
Louis Galambos, The Johns Hopkins University
Kristine Bruland, University of Oslo
Helen Shapiro, Harvard University

Welcome Cocktail Reception: Outside patio: 6:00 - 7:00 P.M.

Hospitality Suite: Will Hausman's Suite, **Friday, 10:00 P.M.**

SATURDAY, March, 18, 1995 7-8:00 AM Continental Breakfast
Registration area, outside Intracoastal A

SATURDAY, March 18, 1995 8-9:45 A.M.:

Session 3A: Seabreeze Room
The Cold War and American Economic Development:
Patterns of Change in Industry, Education, and Policy Making

Chair: Margaret Graham

Papers:
"The New Look and National Security: The Influence of Federal Defense Research Funding on Graduate Management Education at Carnegie Tech and MIT, 1945-1960," Robert E. Gleeson, Carnegie Mellon University

"RAND Goes Domestic: The Diversification of The RAND Corporation into Domestic Social Research, 1958-1968," David Jardini, Carnegie Mellon University
"Government Support of Semiconductor Technology: Diverse Approaches and Information Flows," Daniel Holbrook, Carnegie Mellon University

Commentator:
Robert Cuff, York University

SATURDAY, March 18, 1995 8-9:45 A.M.:

Session 3B: Sunrise Room
The Political Economy in Florida

Chair: Mansell Blackford, Ohio State University

Papers:
"Retailing in Urban South Florida," Paul S. George, Metro-Dade Community College

"The Mouse That Roared: The History of Tourism in Florida," Gary R. Mormino, University of South Florida

"Lobbying Disney-Style: How the Disney Company Won Governmental Powers in Florida," Richard Fogelson, Rollins College

Commentator: Louis Cain, Northwestern and Loyola Universities

SATURDAY, March 18, 1995 8-9:45 A.M.:

Session 3C: Intracoastal A
New Perspectives on the Structure and Status of Firms

Chair: Joseph Pratt, University of Houston

Papers:

"The Partnership Form of Organization in the Early-Nineteenth-Century United States," Naomi Lamoreaux, Brown University

"Policing the Corporation: The Legal Origins of Business Regulation in America," William J. Novak, University of Chicago

Commentator: Steven W. Usselman, University of North Carolina, Charlotte

Break: Coffee & Tea: Registation area, outside Intracoastal A

SATURDAY, March 18, 1995, 10:15 A.M.-12:00 P.M.:

Session 4A: Intracoastal A
Late Mover Challenges: Culture and the Study of Business History

Chair: Austin Kerr, Ohio State University

Papers:

"Cochran's Legacy: A Cultural Path Not Taken," David B. Sicilia, University of Maryland College Park

"American Business History Since the Visible Hand," Richard R. John, University of Illinois At Chicago

"Post-Structural Approaches to Business History," Kenneth Lipartito, University of Houston

Commentators: Olivier Zunz, University of Virginia

SATURDAY, March 18, 1995, 10:15 A.M.-12:00 P.M.:

Session 4B: Sunrise Room
Americanization and Its Limits:
Responses to U.S. Technology and Management in Postwar Europe

Chair: Patrick Fridenson, Ecole des Hautes Etudes en Sciences Sociales, Paris

Papers:

"The Limits of Americanization: Theory and Practice in the Reconstruction of Britain's Engineering Industries, 1945-1955," Jonathan Zeitlin, University of Wisconsin, Madison

"Reconstitution of the German Steel Industry After World War II: Breaking from the Past," Gary Herrigel, University of Chicago

"Non-Fordist Routes to Modernization: Production, Innovation and the Political Construction of Markets in the Swedish Automobile Industry Before 1960," Henrick Glimstedt, University of Gothenburg, Sweden

Commentator:

Patrick Fridenson, Ecole des Hautes Etudes en Sciences Sociales

SATURDAY, March 18, 1995, 10:15 A.M.-12:00 P.M.:

Session 4C: Seabreeze Room
Anti-Trust Discourse and Competition in the Oil Industry

Chair: William Childs, Ohio State University

Papers:

"Oil Men Conspiring and Cats Making Love: The Manipulation of Anti-Monopoly Discourse for Competitive Advantage in the Domestic Petroleum Industry," Roger Olien, University of Texas, Permian Basin

"The Uses of Anti-Trust Law: A Comparison of American and French Strategies During the Breakup of the Red Line Oil Cartel, 1945-1948," Edward Peter Fitzgerald, Carleton University

Commentator: Christopher Castaneda, California State University, Sacramento

SATURDAY, March 18, 1995, 1:30-3:15 P.M.:

Session 5: Intracoastal A
Plenary Session

Leslie Hannah on The American Miracle 1875-1950 and After:
A View in the European Mirror

Chair: Louis Galambos, The Johns Hopkins University

Panelists:

Wilfried Feldenkirchen, Friedrich-Alexander Universitat
Patrick Fridenson, Ecole des Hautes Etudes en Sciences Sociales
Takashi Hikino, Harvard University
Mary O'Sullivan, Harvard University

Break: Sodas & Snacks, Registration area, outside Intracoastal A

SATURDAY, March 18, 1995, 3:30-5:15 P.M.:

Session 6A: Sunrise Room
Government, Business, and the Environment

Chair: Edward D. Berkowitz, George Washington University

Papers:

"American Wasteland: A History of America's Garbage Industry, 1880-1989," William P. McGowan, University of California, Santa Barbara

"The Persistence of Cooperation: Government Regulation of Great Lakes Water Pollution, 1945-1978," Terry Kehoe, Ohio State University

"Corporate Responses to the Emergent Recognition of a Health Hazard in the Asbestos Industry," David J. Jeremy, Manchester Metropolitan University

Commentator: Edward D. Berkowitz, George Washington University

SATURDAY, March 18, 1995, 3:30-5:15 P.M.:

Session 6B: Seabreeze Room
Beyond Hardware: Other Aspects of the Computer Industry

Chair: William F. Aspray, Center for the History of Electrical Engineering, Rutgers University

Papers:

"Development and Structure of the International Software Industry," Martin Campbell-Kelly, University of Warwick

"Venture Capital and the Computer Industry: Financing Growth Companies in the UK," Richard Coopey, University of Aberystwyth, Wales

"Application Software in the Life Insurance Industry, 1960s-1970s," JoAnne Yates, M.I.T.

Commentator:

Robert Seidel, Charles Babbage Institute, University of Minnesota

SATURDAY, March 18, 1995, 3:30-5:15 P.M.:

Session 6C: Intracoastal A
Dissertation Session

Chair: Roger Olien, University of Texas, Permian Basin

Dissertations:

"Beyond the Broker State: A History of the Federal Government's Policies Toward Small Business, 1935-1961," Jonathan J. Bean, Ohio State University

"Corporate Incentives for Managers in American Industry, 1900-1940," John Landry, Brown University

"Amplifying the Voice of Business: Hill and Knowlton's Influence on Political, Public, and Media Discourse in Postwar America," Karen S. Miller, University of Wisconsin

"Pressing Change: The Consolidation of the American Newspaper Industry, 1955-1985," Elizabeth M. Nieva, Columbia University

Comment: The Audience

SATURDAY, March 18, 1995, 6:30 P.M.- 7:30 P.M.
Cocktail Reception: Registration area, outside Intracoastal A

Banquet of the Business History Conference, 7:30 PM
Intracoastal A & B

Announcement of Prizes and Awards
Presidential Address:
Banks and Brokers
Edwin J. Perkins, University of Southern California

SUNDAY, March 19, 1995, 7:00 - 8:00 A.M.
Continental Breakfast: Registation area, outside Intracoastal A

SUNDAY, March 19, 1995, 8:00-9:45 A.M.:

Session 7A: Intracoastal A
Technology and Strategy

Chair: Allen Kaufman, University of Vermont

Papers:

"Behavioral Rules in R&D Strategies: The German and Dutch Electrical Equipment Enterprises Between the Wars," Renato Giannetti and Mauro Lombardi, Universita Degli Studi Di Firenze

"Sloan, Kettering, and Tetraethyl Lead," Alan P. Loeb, Argonne National Laboratory

"Lock-in Versus Natural Selection in Technological Choice: The Power Source for the Motor Car," James Foreman-Peck, St Antony's College, Oxford, and Masahiro Hayafuji, M.I.T.I., Tokyo

Commentator:
Bernard Carlson, University of Virginia

SUNDAY, March 19, 1995, 8:00-9:45 A.M.:

Session 7B: Intracoastal B
Market and Consumer Research
Chair: Keith Bryant, University of Akron

Papers:

"Confronting the Mass Market: Thomas Edison and the Entertainment Phonograph, 1910-1930," Leonard DeGraaf, Edison National Historic Site

"Mapping Consumer America: Market Research at J. Walter Thompson in the 1920s," Harwell Wells, University of Virginia

"Distorting Democracy's Pulse: The Gallup Poll and Representations of the American Public, 1935-1942," Daniel Robinson, York University

Commentator:
Sally Clarke, University of Texas, Austin

SUNDAY, March 19, 1995, 8:00-9:45 A.M.

Session 7C: Sunrise Room
Business History and the Theory and Practice of Management

Chair: Richard S. Rosenbloom, Harvard University

Papers:

"Ford Automates: Technology and Organization in Theory and Practice," David A. Hounshell, Carnegie Mellon University

"Surviving Radical Technological Change: An Historical Analysis of Innovative Capability at the Mergenthaler Linotype Company," Mary Tripsas, M.I.T.

"Business Failure, Redefinition of Claims, and Financial Innovation: A Nineteenth Century Case Study," Peter Tufano, Harvard University

Commentator:

Louis Galambos, Johns Hopkins University

SUNDAY, March 19, 1995, 10:15 A.M.-12:00 P.M.:

Session 8A: Intracoastal A
Race, Gender, Culture, and Business History

Chair: Richard R. John, University of Illinois, Chicago Circle

Papers:

"African American Entrepreneurship: The View from the 1910 Census," Margaret Levenstein, University of Michigan, and Warren Whatley, University of Michigan, and Anne Young, University of Michigan

"Beyond Horatio Alger: Breaking Through Gendered Assumptions About Business 'Success' in Mid-Nineteenth-Century America," Susan Ingalls Lewis, State University of New York, Albany

"Communication and Contracting: A Link Between Business and Social History," Gordon Boyce, Victoria University of Wellington

Commentator:
Diana Davids Olien

SUNDAY, March 19, 1995, 10:15 A.M.-12:00 P.M.:

Session 8B: Intracoastal B
Managing and Studying Management

Chair: Ernest Englander, George Washington University

Papers:

"Toward a History of Management Thought," Charles Howell, Syracuse University

"The Origins of Modern Management Consulting," Christopher D. McKenna, Johns Hopkins University

"Robert McNamara: Reorienting the Culture of the World Bank," David Milobsky, The World Bank

Commentator:
George David Smith, The Winthrop Group

SUNDAY, March 19, 1995, 10:15 A.M.-12:00 P.M.:

Session 8C: Sunrise Room
Enterprise and the State

Chair: David L. Stebenne, Ohio State University,

Papers:

"Industrial Policy in Comparative and Historical Perspective: What the French Have Been Doing Wrong," Matthias Kipping, University of Reading

"The Relationship Between State Enterprises and the Government in the Netherlands in Historical Perspective," Mila Davids, Erasmus University, Rotterdam

"State versus Private Enterprise: Railway Building in the Netherlands, 1835-1937," Augustus J. Veenendaal, Jr., Institute of Netherlands History, The Hague

"The Dynamics of German Economic Success: Volkswagen in Crisis and Prosperity, 1939-1992," Steven Tolliday, University of Leeds

Discussion: Panelists and the Audience