

THE 42ND ANNUAL MEETING
OF THE
BUSINESS HISTORY CONFERENCE

March 15-17, 1996

The Crowne Plaza Holiday Inn
33 Nationwide Boulevard
Columbus, Ohio 43215

Hosted by The Ohio State University

The Business History Conference gratefully acknowledges the generous financial and in-kind assistance of the College of Humanities, the College of Business, the Department of History, the Geon Company, and Nationwide Insurance



BUSINESS HISTORY CONFERENCE PROGRAM, MARCH 15-17, 1996

Conference registration will be in the hotel lobby 8:30-5:00 on Friday.

With the exception of Session 1-A, all sessions will be held in meeting rooms of the second floor of the hotel. The plenary sessions will be in the Muirfield Ballroom. All A sessions will be in the Riviera Room, all B sessions in the Kingsmill Room, and all C sessions in the Scioto Room (except for Session 1, as noted in the program below). The evening receptions will be in the open area of the second floor. The Saturday evening banquet will be in the Muirfield Ballroom on the second floor near the meeting rooms.

The book exhibit will be on the second floor. There will be a silent auction for the books on exhibit (unless the publisher notes otherwise). A slip of paper is inside each book. Write your bid on this slip; the highest bid wins. The auction will close on Saturday, when payment is accepted by the Secretary-Treasurer.

FRIDAY, MARCH 15

Morning tour of Nationwide Insurance's corporate archives, fully automated record center, and computerized corporate library. Those interested should meet in the hotel lobby at 9:30. The tour will take about 90 minutes.

SESSION 1-A (1:15-3:15): ***USING THE INTERNET IN BUSINESS HISTORY RESEARCH*** (in a room at Nationwide Insurance; those interested in attending this session, which will be limited to about 25 people, should meet in the hotel lobby at 1:00.)

Chair: Dr. Robert Bober, Records Management, Nationwide Insurance

K. Austin Kerr, The Ohio State University, Department of History Webmaster
Pat Denault, Harvard University, Business History Conference Webmaster

Discussant: Samuel H. Williamson, Miami University (Ohio)

SESSION 1-B (1:15-3:15): ***THE DIFFUSION OF AMERICAN MANAGEMENT MODELS TO EUROPE AFTER WORLD WAR II*** (Riviera Room)

Chair: Wilfried Feldenkirchen, Nurenberg University

Terry Gourvish and Nick Tiratsoo, London School of Economics, "'Making it Like Detroit,' British Managers and American Productivity Methods, 1945-1965"

Rolv Petter Amdam, Norwegian School of Management, and Ove Bjarnar, More Research Centre, "The Role of National Productivity Efforts and Regional Business Networks for the Diffusion of American Management Models in Norway During the 1950s and 1960s"

Matthias Kipping, University of Reading, "Consultancies as a Channel for the Diffusion of US Management Know-how in Britain, France, and Germany--A Preliminary Appraisal"

Discussant: Patrick Fridenson, Ecole des Hautes Etudes (Paris)

SESSION 1-C (1:15-3:15): ***PRODUCT INNOVATION AND MARKETING IN MODERN AMERICA*** (Scioto Room)

Chair: Leonard DeGraaf, Edison National Historic Site

Malcolm Russell, Andrews University, "Mere Supplier or Partner? Sears and Washer Design"

Regina Blaszcyzk, Boston University, "Lucrative Liaisons: Pottery Manufacturers, Mass Retailers, and Consumer Product Innovation in the Chain-Store Age"

Jill E. Cooper, Rutgers University, "Intermediaries and Invention: Business Agents and the Edison Electric Pen & Duplicating Press"

Discussant: Thomas Dicke, Southwest Missouri State University

Coffee and soft drinks available between afternoon sessions

SESSION 2 (3:30-5:30): **FIRST PLENARY SESSION, *RECENT DISSERTATIONS IN BUSINESS AND ECONOMIC HISTORY***

Chair and Discussant: Christine Rosen, University of California, Berkeley

Sven Beckert, Harvard University, "The Making of New York City's Bourgeoisie, 1850-1886"

Regina Blaszczyk, Boston University, "Imagining Consumers: Manufacturers and Markets in Ceramics and Glass, 1865-1965"

Peter Caldwell, University of Connecticut,"Whiskey-Manure Engines and `Haut, Fiery Gouts': The Scotch Whisky Industry and Its Causal Relation to Scotland's Economic Transformation"



Albert Churella, The Ohio State University, "Corporate Response to Technological Change: Dieselization and the American Locomotive Industry During the Twentieth Century"

Robert Freeland, Columbia University, "The Struggle for Control of the Modern Corporation: Organizational Change at General Motors, 1924-1958"

Questions from Audience



RECEPTION (6:00-7:30)

Michael Hogan, Chair, Department of History, The Ohio State University, "Opening Remarks"

SATURDAY, MARCH 16

Coffee, juice, rolls available at 7:30 on second floor

SESSION 3-A (8:00-9:45): ***APPROACHES TO INTERNATIONAL BUSINESS HISTORY***

Chair: Michael Smith, University of South Carolina

Geoffrey Jones, University of Reading, "Diversification Strategies and Corporate Governance in Trading Companies: Anglo-Japanese Comparisons Since the Late Nineteenth Century"

Dennis McCarthy, Iowa State University, "International Economic Integration and Business Cultures: Comparative Historical Perspectives"

Gordon Boyce, Victoria University at Wellington, "Intermediate Modes and International Business"

Discussant: Mary Yeager, University of California, Los Angeles

SESSION 3-B (8:00-9:45): ***INTERMODAL COMPETITION BETWEEN THE TWO WORLD WARS: THE RESPONSE OF RAILROADS TO THE MOTOR VEHICLE CHALLENGE***

Chair: Mark Rose, Florida Atlantic University

Augustus J. Veenendaal, Jr., Institute for the History of the Netherlands, The Hague, "The Netherlands Railways and the Growth of Road Transport in the Interbellum Years"

Alfred C. Mierzejewski, Athens State College, "The German National Railway Confronts its Competitors, 1920-1939"

Gregory L. Thompson, Florida State University, "The 1930s Response of the Southern Pacific Company and the Atchison, Topeka & Santa Fe Railway to Passenger Road Transportation"

Discussant: H. Roger Grant, University of Akron

SESSION 3-C (8:00-9:45): ***SOCIAL FOUNDATIONS OF INDUSTRIAL DEVELOPMENT***

Chair and Discussant: William Lazonick, University of Massachusetts, Lowell

William Mass, University of Massachusetts, Lowell, and Andrew Robertson, Harvard University, "Indigenous Innovation and Technology Transfer: Toyoda and Platt Brothers"

Mary O'Sullivan, Harvard University, "Strategy, Learning and Innovative Enterprise: Germany and the United States"

Jonathan West, Harvard University, "Organizational Integration in Semiconductor Product Development: Japan and the United States"

SESSION 4 (10:15-12:00): **SECOND PLENARY SESSION**, ***THINKING BIG, THINKING SMALL, THINKING INTERNATIONALLY***

Chair and Presenter: Mira Wilkins, Florida International University

Discussants:

Leslie Hannah, London School of Economics
Patrick Fridenson, Ecole des Hautes Etudes
David Hounshell, Carnegie Mellon University
Wayne Broehl, Jr., Dartmouth College

Questions from the audience

CONFERENCE OFFICERS LUNCHEON (12:00) in Hotel

SESSION 5-A (1:30-3:15): ***AMERICA'S AIRLINE EXECUTIVES AND FEDERAL REGULATION***

Chair: Roger Bilstein, University of Houston at Clear Lake

David Lewis, Auburn University, "Eddie Rickenbacker, Eastern Airlines, and the CAB"

William Leary, University of Georgia, "Robert Peach, Mohawk Airlines, and the CAB"

Discussant: George Hopkins, Western Illinois University

SESSION 5-B (1:30-3:15): ***BEYOND ECONOMICS: NEW SOCIAL SCIENCE PERSPECTIVES AND BUSINESS HISTORY***, A ROUNDTABLE DISCUSSION

Chair: Naomi Lamoreaux, Brown University

Panelists:

W. Bernard Carlson, University of Virginia, "Cognitive Psychology"

Thomas J. Misa, Illinois Institute of Technology, "Sociology of Knowledge"

Philip Scranton, Rutgers University, "Geography"

JoAnne Yates, Massachusetts Institute of Technology, "Structuration"

SESSION 5-C (1:30-3:15): ***BUSINESS HISTORY AND MANAGEMENT THEORY AND PRACTICE***

Chair: Richard Rosenbloom, Harvard University

Steven Klepper, Carnegie Mellon University, and Kenneth Simons, University of London, "Innovation and Industry Shakeouts"

Richard Tedlow, Harvard University, and Richard Rosenbloom, Harvard University, "Technological Discontinuity and the U.S. Tire industry: The Radial Age"

Discussants: Louis Galambos, Johns Hopkins University

Alan Kantrow, Monitor Company

Coffee and soft drinks available between afternoon sessions

SESSION 6 (3:30-5:30 PM): **THIRD PLENARY SESSION,** ***THE RESTRUCTURING OF AMERICAN BUSINESS***

Chair: Thomas McCraw, Harvard University

John D. Ong, Chairman of the Board and CEO, the BFGoodrich Company

Discussants:

David Sicilia, University of Maryland
Harold Livesay, Texas A&M University
Questions from the audience

RECEPTION (6:15-7:15)

DINNER (7:15)

Kermit L. Hall, Dean, College of Humanities, The Ohio State University, "Welcoming Remarks"

Announcements of Prizes and Awards

William Becker, George Washington University, Presidential Address: "Managerial Culture and the American Political Economy"

SUNDAY, MARCH 17

Coffee, juice, and rolls available at 7:30 on the second floor

SESSION 7-A (8:00-9:45): ***ACCOUNTING HISTORY: A CENTURY OF THE CPA, 1896-1995***

Chair: Tom Robinson, University of Miami, Coral Gables

Paul Miranti, Rutgers University, and Ken Lipartito, University of Houston, "The Professions and Business Organizations"

Dale Flesher, University of Mississippi, Tonya Flesher, University of Mississippi, and Gary Previts, Case Western Reserve University, "Profiling the Early CPA Community: Attributes of a Society's First Financial Information Agents"

Discussant: Dan Jensen, The Ohio State University

SESSION 7-B (8:00-9:45): ***ELUSIVE LINKS, THE ROLE OF EXPERTS IN AMERICAN GOVERNMENT-BUSINESS RELATIONS***

Chair: William McClenahan, University of Maryland

Charles Cheape, Loyola College, "Tradition, Innovation and Expertise: Writing the Steel Code for the National Recovery Administration"

Jacqueline McGlade, Monmouth University, "Establishing Mediation as Enterprise: The Career of Anna Rosenberg"

Christopher McKenna, Johns Hopkins University, "The Origins of Adhocracy: Management Consultants and the Reorganization of the Executive Branch by the Hoover Commission"

Discussant: Phillip Scranton, Rutgers University, Camden, and the Hagley Museum and Library

SESSION 7-C (8:00-9:45): ***THE WORLD'S AUTOMOBILE INDUSTRY***

Chair: Colin Gordon, University of Iowa

Daniel Raff, The Wharton School, "What Actually Happened at Highland Park? Microeconomic History and the Coming of Mass Production"

David Hochfelder and Susan Helper, Case Western Reserve University, "The Road Not Taken: Path Dependence and Product Development in the U.S. and Japanese Auto Industries"

Timothy Whisler, Saint Francis College, "The British Motor Industry and the Government, 1944-1952: A Reappraisal"

Discussant: Nelson Lichtenstein, University of Virginia

SESSION 8-A (10:15-12:00): ***BRITISH BUSINESS HISTORY***

Chair: Martha Garland, The Ohio State University

Michael Dintenfass, University of Wisconsin, Milwaukee, "Industrial Identities and Civic Imperatives: The Life Tales of British Coal Masters and the Problem of Industrial Decline"

Timothy Leunig, Oxford University, "The Myth of a Corporate Economy: Great Britain's Cotton Textile Industry in the Late Nineteenth Century"

Ann Carlos, University of Colorado, "Asset Specificity and Contracting Structure: The Royal African Company, 1672-1700"

Discussant: Colleen Dunlavy, University of Wisconsin, Madison

SESSION 8-B(10:15-12:00): ***INNOVATIONS IN AMERICAN BUSINESS AFTER WORLD WAR II***

Chair: Jonathan Bean, Southern Illinois University at Carbondale

Robert E. Ankli, University of Guelph, and Eva Sommer, Queen's University, "The U.S. Steel Industry in the 1950s"

Fred Carstensen, University of Connecticut, and Eldon Bernstein, Lynn University, "Rising to the Occasion: Lenders Bagels and the Frozen Food Revolution, 1945-1985"

Kai Pedersen, SUNY, Brockport, "Revolutionizing European Management: The Marshall Plan's Campaign Against Restrictive Business Practices in France, 1949-1953"

Discussant: Jeremy Atack, Vanderbilt University

SESSION 8-C (10:15-12:00): ***AMERICAN BUSINESS AND CONSUMERS IN THE 1920S AND 1930S***

Chair: Daniel Nelson, University of Akron

Sally Clarke, University of Texas at Austin, "Consumers, Information, and the Problem of Coordination: GM in the Machine Age"

Edwin Perkins, University of Southern California, "Market Research at Merrill Lynch, 1935-1940: New Directions for Stock Brokers"

Jonathan Silva, The Ohio State University, "J. Walter Thompson and Its Clients: A New Relationship"

Discussant: Roland Marchand, University of California, Davis

