**Forty-Sixth Annual Meeting**
**Business History Conference**
**March 10-12, 2000**
**Palo Alto, California**

**Thursday, March 9, 4:00-6:00 p.m.**
*Enterprise & Society* Editorial Board Meeting
Poolside Grill

**7:00-10:00 p.m.** Trustees Meeting
Cyprus I and II

**Friday, March 10**
**9:00 a.m.-5:00 p.m. Book Display Registration**
Atrium

**8:00 a.m.-noon Tours**
Hotel Lobby
Bus 1: Hewlett Packard/Agilent Archives; XEROX Palo Alto Research Center
Bus 2: Ciena/Lightera; Intel Museum; The Computer Museum
Bus 3: Hoover Library; Stanford University Special Collections

**12:00-1:30 p.m. Trustees' Lunch**
Justine's

**1:30-3:00 p.m.**
Cypress Ballroom
**Plenary Session: What Difference Do Institutions Make?**
Chair: Naomi Lamoreaux, University of California—Los Angeles

"What Difference Do Institutions Make? Politics, Banking Systems, and Business Enterprise in Brazil, Mexico, and the United States, 1830-1940"
Stephen Haber, Stanford University

"Old South, New South, Sunbelt South"
Gavin Wright, Stanford University

Commentator: Margaret Levenstein, Albion College

**3:00-3:15 p.m. Coffee Break**

**3:15-5:00 p.m. Dissertation Plenary**
Cypress Ballroom
Chair: Kenneth Lipartito, Florida International University

"Old Dominions and Industrial Commonwealths: The Political Economy of Coal in Virginia and Pennsylvania, 1810-1875"
Sean Patrick Adams, University of Central Florida

"Plumbers of the Internet: The Creation and Evolution of the LAN Industry"
Urs von Burg, University of St. Gallen, Switzerland

"Marketing in Mexico: Sears, Roebuck Company, J. Walter Thompson, and the Culture of North American Commerce in Mexico during the 1940s"
Julio Moreno, University of San Francisco

"Knowledge and Competitive Advantage in the Synthetic Dye Industry, 1850-1914"
Johann Peter Murmann, Northwestern University

"Standard Bearers: Material Culture and Middle-Class Communities at the Turn of the Twentieth Century"
Marina Moskowitz, University of Glasgow

**5:00-7:00 p.m.** **Reception**
Justines Patio

**Saturday, March 11**
**8:00 a.m.-5:00 p.m.**
Atrium **Registration and Book Exhibit**

**8:00-9:45 a.m.** FIRST SESSION

a. **Hype, Spin, Illusion: The Role of Positive and Negative Visions in Business and Technology**

Cypress II

Chair: Thomas P. Hughes, University of Pennsylvania, *emeritus*

"Nikola Tesla, Illusion, and Invention in Nineteenth-Century Electricity"
W. Bernard Carlson, University of Virginia

"The Rhetoric of Dread: Fear, Uncertainty, and Doubt in Information Technology Marketing"
Bryan Pfaffenberger, University of Virginia

Commentator: Margaret B. W. Graham, McGill University/Winthrop Group

b. **Marketing, Visual Culture, and the American Middle Class, 1915-1940**

Juniper Room

Chair: William L. Bird, Jr., National Museum of American History

"Sovereigns and Co-operators: Selling Houses in the Early Twentieth Century"
Marina Moskowitz, University of Glasgow

"Print Advertising and the Problem of Photographic Realism in the Early Twentieth Century"
Elspeth Brown, Yale University

"Culture of Mobility"
Catherine Gudis, Northern Illinois University

Commentator: Joseph Corn, Stanford University

c. **Stakeholder Capitalism**
Spruce Room
Chair: Rolv Petter Amdam, Norwegian School of Management

"Historical Development of Stakeholder Thinking"
Juha Näsi, Juha-Antti Lamberg, and Jari Ojala, University of Jyväsklyä

"The British Petroleum Refinery at Llandarcy (South Wales): A Study in Philanthropy and Stakeholder Relations"
John Wilson, Queen's University, Belfast

"Managers and Their Social Responsibilities: Debates and Changes in Germany after 1945"
Matthias Kipping, University of Reading

Commentator: TBA

d. **Reassessing Labor Paradigms**
Maple Room
Chair: Marc Stern, Bentley College

"The Impact of a Female Labor Force on Industry: A Comparative Study of the American and English Cotton Industries, 1790-1860"
Janet Greenlees, University of York

"Irish Immigration and the Transformation of Hiring Patterns on the New Orleans Waterfront"
Henry McKiven, University of South Alabama

"Learning-by-Doing, Staff Turnover, and Labor Productivity among U.S. Female Factory Workers, 1900-1913"
Tim Leunig, London School of Economics

**9:45-10:00 a.m. Coffee Break**

**10:00-11:45 a.m.** SECOND SESSION
a. **Containing Business: CoCom and World Trade, 1945-1990**
Chair: Terry Gourvish, London School of Economics

" 'The Most Sensitive Item of All': CoCom and Strategic Trade in Computers"
Richard Coopey, University of Wales

"Western Strategic Interests vs. National Economic Interests: USSR-Italian Economic Relationships, 1946-1966"
Luciano Segreto, University of Florence

"The Evolution of Anglo-American Trade Controls and British Aviation Exports through 1975"
Jeffrey Engel, University of Wisconsin-Madison

Commentator: Jacqueline McGlade, Monmouth University

b. **Gender and Banking**
Juniper Room
Chair: Angel Kwolek-Folland, University of Kansas

"A Woman's Place Is Owning a Home: The Role of Gender in the Savings and Loan Industry, 1880-1929"
David Lawrence Mason, Ohio State University

"A Room of Their Own: Banking and Women's Departments in the Early Twentieth Century"
Nancy Marie Robertson, Indiana University/Purdue University

"Community Centers for Survival: The Case of African Women and Stokvels in Urban African Communities, 1930-1998"
Grietjie Verhoef, Rand Afrikaans University

Commentator: Sara Alpern, Texas A&M University

c. **Dissertation "Start-Ups" No. 1**
Spruce Room
Chair: Philip Scranton, Rutgers University

"Rural Merchants and Consumers in a New South: Louisiana, 1840-1940"
Scott Marler, Rice University

"New Worlds of Service: Workers in the Buildings, Hotels, and Pullman Coaches of America, 1870-1945"
Dan Levinson Wilk, Duke University

"Entertainment Industrialized: Emergence of the International Film Industry, 1890-1940"
Gerben Bakker, European University Institute

d. **Businessmen and Their Publics**
Maple Room
Chair: Richard Abrams, University of California-Berkeley

"Corporate Citizen: Alfred Sloan of General Motors and the Boundaries of Public Life"
David Farber, University of New Mexico

"Richard Nixon and His Businessmen: Southern California in the 1940s"
David Greenberg, Columbia University

"High-Tech Heroes and the Rise of Silicon Valley: The Case of Robert Noyce"
Leslie Berlin, Stanford University

Commentator: Daniel Raff, Wharton School

**11:45 a.m.-1:15 p.m. Lunch**

**11:45 a.m.-1:15 p.m.**
Reception Room **Women in Business History Luncheon**

1:15-3:00 p.m. THIRD SESSION

a. **Chemical Industries and the Environment in the Twentieth Century**
Cypress Room II
Chair: Mark H. Rose, Florida Atlantic University

"Turning Silk Purses into Sow's Ears: Environmental History and the Chemical Industry"
John K. Smith, Lehigh University

"The Industry We Love to Hate: The Making of the Chemical Industry's Toxic Image, 1945-1999"
David Sicilia, University of Maryland

"The Management of Risk: Eternit and the International Asbestos Crisis, 1960s to 1990s"
Paul Erker, Free University Berlin

Commentator: Christine Rosen, University of California-Berkeley

b. **The State and Business Enterprise**
Juniper Room
Chair: Gregory A. Mark, Rutgers University Law School

"Public Military Enterprise in the Union: The U.S. Army Quartermaster's Department and the Civil War Economy"
Mark Wilson, University of Chicago

"Working Knowledge: Trade Secrets and Covenants Not to Compete in Nineteenth-Century Employment and the Rise of Corporate Management of Intellectual Property"
Catherine Fisk, Loyola University Law School

"How Evolving Social Perceptions of Consumer Defaulters Impacted Sales Finance Companies in the 1930s"
Martha L. Olney, University of California-Berkeley

Commentator: Victoria S. Woeste, American Bar Foundation

c. **Cultural History Connects to Business History: Lendol Caldor's *Financing the American Dream*** (book panel)
Spruce Room
Chair: William Childs, Ohio State University

"No Loss of 'Economic Virtue': Credit and the Consumer in the Modern Economy"
Sally Clarke, University of Texas-Austin

"Closing the Deal: The Personal Finance Revolution and Consumer Culture in Twentieth-Century America"
James L. Baughman, University of Wisconsin-Madison

Response: "*Financing the American Dream*—Chapter Thirteen"
Lendol Calder, Augustana College

d. **Enterprising Relationships: Mentoring, Marriage, and Failure**
Maple Room
Chair: George Green, University of Minnesota

"The Hidden Social Capital of American Enterprise"
Pamela W. Laird, University of Colorado-Denver

" 'His Wife Is Now the Business Man': Entrepreneurial Failure and Wifely Compensation in Nineteenth-Century America"
Scott A. Sandage, Carnegie Mellon University

"Women on the Periphery: Reconceptualizing 'Traditional' Female Roles within Family Enterprises"
Christiane Diehl Taylor, Eastern Kentucky University

Commentator: Walter Friedman, Harvard Business School

**3:00-3:15 p.m. Coffee Break**

**3:15-5:00 p.m.** FOURTH SESSION

a. **Science and Industry in Transition**
Cypress Room II
Chair: David Hounshell, Carnegie Mellon University

"Science and Business—The End of the Nationalist Epoch"
Louis Galambos, Johns Hopkins University, and Jeffrey Sturchio, Merck & Co., Inc.

"The Death and Resurrection of Corporate Research"
Robert Buderi, writer/author

"Shaping the Future: Organizational Change and Technological Innovation at Xerox, 1982-1998"
Richard S. Rosenbloom, Harvard Business School

b. **Comparative Perspectives on Nineteenth-Century Business**
Juniper Room
Chair: Roy Church, University of East Anglia

"Capital Markets and the Booster Spirit in the American and British Turnpike Movements, 1750-1830"
John Majewski, University of California-Santa Barbara

"A Comparison of the Postal Telegraph Movement in Great Britain and the United States, 1866-1920"
David Hochfelder, Rutgers University

"The Birth of Consumer Society: Selling the Sewing Machine around the World"
Andrew Godley, University of Reading

Commentator: Richard R. John, University of Illinois-Chicago

c. **Chinese Enterprise and Society, 1870-1990**
Spruce Room
Chair: Willliam H. Becker, George Washington University

"Going Down to 4th Avenue: Official and Officialdom in Shanghai's Modern Publishing World, 1880s to 1925"
Christopher A. Reed, Ohio State University

"Surviving Economic Crises in Asia and Southern China: Booms and Busts of the Eu Yan Sang Business Conglomerates"
Stephanie Po-Yin Chung, Hong Kong Baptist University

"Knitting Modernity: The Marketing of Yarn and the Transformative Mission of the Oriental Corporation in China, 1932-1937"
Brett Sheehan, University of Wisconsin-Madison

Commentator: Mansel Blackford, Ohio State University

d. **Turning Families into Modern Consumers after World War II**
Maple Room
Chair: Regina Lee Blaszczyk, Boston University

"Brightening Country Lives: Selling Electrical Goods in the Japanese Countryside"
Simon Partner, Duke University

"Stranded in Suburbia: Selling Postwar Americans a Second Car"
Tom McCarthy, Yale University

"French and German Households and the Difficult Introduction of Electrical Washing Machines"
Patrick Fridenson, Ecole des Hautes Etudes en Sciences Sociales

Commentator: Susan Strasser, University of Delaware

**5:00-5:30 p.m. Book Auction**
Cypress Room I

**5:30-6:30 p.m. BHC Membership Meeting**
Cypress Room II

**7:00-9:00 p.m. Banquet and Presidential Address**
Justines

**Sunday, March 12**
**9:00-11:30 a.m.** FIFTH SESSION

a. **Negotiating Business Cultures**
Cypress Room II
Chair: Mira Wilkins, Florida International University

"The 'Americanization' of Shell Oil"
Tyler Priest, History International LLC

"Finding the Way: Honda of America Manufacturing and the Search for Personnel"
Jonathan S. Russ, University of Delaware

"From Vénissieux, France, to Allentown, USA: An American Experience of French Management, 1977-2000"
Ludovic Cailluet, University of Toulouse I

"Innocents Abroad: Amoco's Efforts to Enter the Former Soviet Union:
Joe Pratt, University of Houston

Commentator: Thomas K. McCraw, Harvard Business School

b. **Institutional Change, Business Performance, and Latin American Industrial Firms, 1890-1945**
Juniper Room
Chair: Werner Troesken, University of Pittsburgh and Hoover Institution

"Commercial Laws, Profits, and Productivity in Early Argentine Industrialization, 1890-1930"
Yovanna Pineda, University of California-Los Angeles

"Institutional Change and Economic Growth: Banks, Firm Finance, and Mexican Industrialization"
Stephen Haber, Stanford University, and Noel Maurer, Instituto Technológico Autónomo de México

"Institutional Change and the Evolution of Productivity and International Competitiveness in a Mexican Textile Mill: The Compañia Industrial Veracruzana S.A., 1900-1930"
Aurora Gómez, Centro de Investigación y Docencia Económicas, Mexico City

"Profits and Productivity in Argentine Railroad Companies, 1892-1914: Public and Private Firms Compared"
William Summerhill, Hoover Institution and University of California-Los Angeles

Commentator: Helen Shapiro, University of California-Santa Cruz

c. **Dissertation "Start-Ups" No. 2**
Spruce Room
Chair: Steve Usselman, Georgia Institute of Technology

"Innovating Safety: Technology and American Consumer Products Standards, 1910-1960"
Scott Gabriel Knowles, Johns Hopkins University

"From Office Manager to Chief Information Officer: Managing Information Processing in American Corporations, 1920-1990"
Tom Haigh, University of Pennsylvania

"The Role of Government in the Industrial and Economic Development of Norway, 1960-1978, as Seen through the Shipbuilding Industry"
Hans K. Mjelva, Norwegian Centre for Organisation and Management

"Global Drink: The Evolution of Multinational Strategies in the Alcoholic Beverages Industry"
Teresa da Silva Lopes

d. **Banks for the People**
Maple Room
Chair: Edwin Perkins, University of Southern California, *emeritus*

"Banking in the Community: Risk, Regulation, and Regions in Nineteenth-Century England"
Lucy Newton, University of Reading

"Migrant Savers: The Problem of Transience and the Development of Savings Banking in Nineteenth-Century America"
Rohit Daniel Wadhwani, University of Pennsylvania

"Penny Banks in Glasgow, 1850-1914"
Duncan M. Ross, University of Glasgow

"Credit, Capital, and Community: Lending and Local Economic Development in Turn-of-the-Century American Immigrant Communities, 1890-1910"
Jared N. Day, Carnegie Mellon University

Commentator: Youssef Cassis, University of Grenoble, II