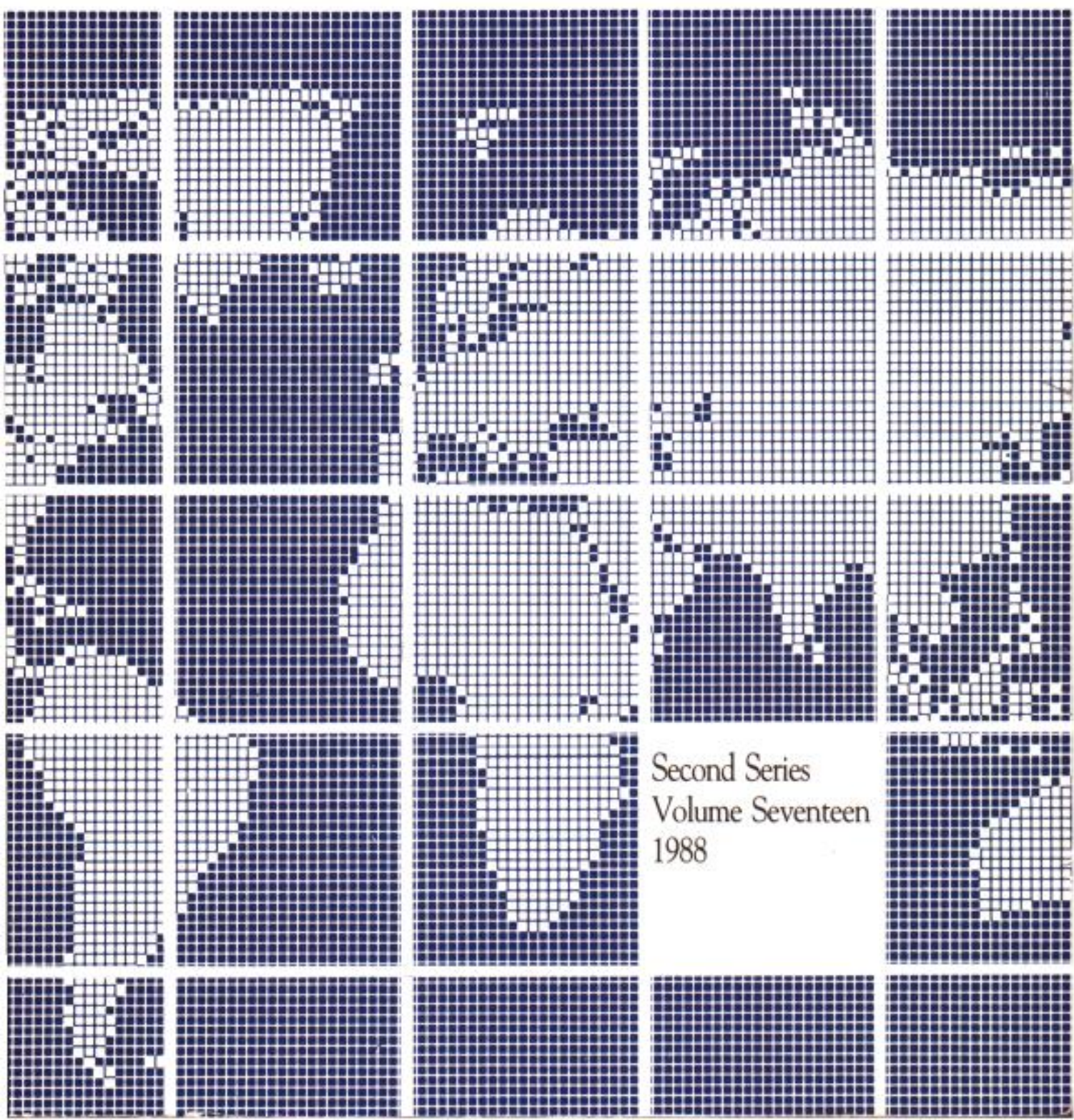


Business and Economic History

Edited by William J. Hausman
College of William and Mary



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BUSINESS AND ECONOMIC HISTORY

Second Series Volume Seventeen

William J. Hausman, editor
College of William and Mary

**Papers presented at the thirty-fourth annual meeting of the
Business History Conference
March 18-20, 1988
Atlanta, Georgia**

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Preface

The 34th annual meeting of the Business History Conference was held March 18-20, 1988 in Atlanta, Georgia. The theme of this year's conference was "competitiveness." President-Elect Wayne Broehl selected and organized the superb program. Paul Tiffany assembled the dissertation session. Gus Giebelhaus was responsible for local arrangements and his unstinting work assured that the meetings ran smoothly. Jack Blicksilver arranged the tour of the Atlanta Federal Reserve Bank. We regret that he was unable to attend the conference because of an illness in the family. We thank all of these people for their dedicated labor on behalf of the Business History Conference.

The Atlanta conference was sponsored in part by the Coca-Cola Company and the School of Social Sciences at the Georgia Institute of Technology. A grant from the Cargill Corporation helped to defray the travel expenses of overseas scholars on the program. The support of these organizations is sincerely appreciated.

The papers appear below in the order in which they were delivered at the meeting, with the exception of the Presidential address and the dissertation session. Mary Yeager and Maury Klein decided not to submit their papers for publication. Theo Barker withdrew his paper at the request of Pilkington plc. We hope to publish his paper in a future issue. The heritage session, featuring the informal remarks of Harold F. Williamson, Sr., Donald Kemmerer, Alfred D. Chandler, Jr., and Wayne Broehl reading the comments of Thomas Cochran was videotaped. Inquiries regarding copies of the tape should be addressed to the Secretary-Treasurer.

I believe that I now have obtained copies of all extant publications of the Business History Conference. I have prepared a cumulative author index to these publications which appears at the end of the journal.

This is the first volume of *Business and Economic History* to be produced at the College of William and Mary. I would like to thank Acting Dean John Selby and Dean David Lutzer of the College of Arts and Sciences for their support. The College provided the editor with a computer, printer, software, and secretarial help to produce the journal. June Skalak designed the new cover. Finally, I would like to offer my most sincere thanks to Karen Dolan. Without her inestimable skills this volume would have remained nothing but a pile of manuscripts and disks.

Will Hausman
September 1988

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