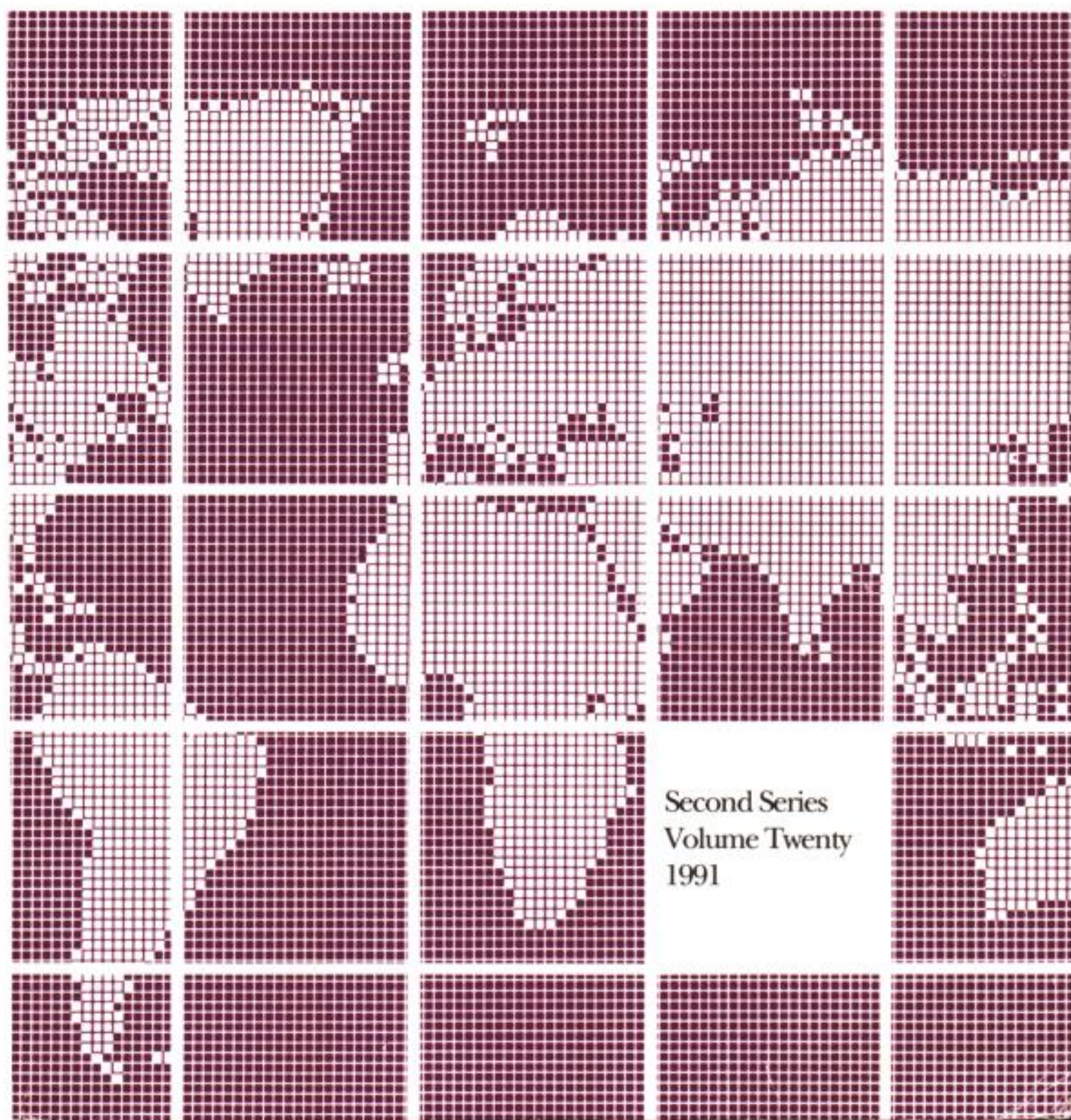


# Business and Economic History

The Journal of the Business History Conference



Second Series  
Volume Twenty  
1991

# BUSINESS AND ECONOMIC HISTORY

Second Series Volume Twenty 1991

William J. Hausman, editor  
*College of William and Mary*

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Business History Conference  
March 22-24, 1991  
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## Preface

The 37th annual meeting of the Business History Conference was held jointly with the Third Canadian Business History Conference on March 22-24, 1991 at Ryerson Polytechnical Institute in Toronto, Ontario. President-Elect Lou Galambos was the program chair for BHC papers; the dissertation session was organized by JoAnne Yates. Graham Taylor organized the CBHC program. Viv Nelles was responsible for local arrangements. His dedicated efforts, with the assistance of Margaret Mcmillan, Tom Barcsay, Sydney Stagg, and Adrian Foti, are deeply appreciated. Financial assistance was provided by the Winthrop Group, Cambridge University Press, the Business History Group, the Hudson's Bay Company, the Ontario Heritage Foundation, Ryerson Polytechnical Institute, and the Humanities Research Council of Canada. We gratefully acknowledge this support.

The recipient of the 1991 Herman E. Krooss Prize for the best dissertation presented at the meeting was David Sicilia for his work on the marketing efforts of the Boston Edison Company.

The next meeting of the Business History Conference will be held on Friday and Saturday, March 6-7, 1992 in Pasadena, California. This will be the first west coast meeting of the organization. Ed Perkins is handling local arrangements. K. Austin Kerr is the program chair.

I would like to thank the College of William & Mary for its continuing support of the Business History Conference. Sandy Burr was my editorial assistant this year, and she wielded her green pencil with consummate skill. My most sincere thanks go to Mary Ferraro, without whose help this journal could not be published, and to Paulette Parker, the most recent addition to department's support staff.

I am pleased to announce that University Microfilms of Ann Arbor, Michigan has agreed to make current and back issues of the journal, as well as individual articles, available in microfilm and microfiche. This means that libraries can now purchase a complete run of the journal, which has been published annually since 1975.

Articles appearing in *Business and Economic History* are abstracted or indexed in *Historical Abstracts*, *America: History and Life*, the *Index to Social Sciences and Humanities Proceedings*, and the *Index of Economic Articles*, and are included in the online Economic Literature Index.

Will Hausman  
July 1991

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## Past Annual Meetings of the Business History Conference

1. Feb. 27, 1954 Evanston, Illinois (*Northwestern University*)
2. Nov. 20, 1954 Ann Arbor, Michigan (*University of Michigan*)
3. Apr. 21-22, 1956 Bloomington, Indiana (*Indiana University*)
4. Feb. 15, 1958 Madison, Wisconsin (*State Historical Society*)
5. Feb. 14, 1959 Allerton Park, Illinois (*Univ. of Illinois*)
6. Feb. 27, 1960 Milwaukee, Wisconsin (*Marquette University*)
7. Feb. 18, 1961 W. Lafayette, Indiana (*Purdue University*)
8. Feb. 24, 1962 E. Lansing, Michigan (*Michigan State University*)
9. Feb. 16, 1963 Evanston, Illinois (*Northwestern University*)
10. Feb. 28-29, 1964 Bloomington, Indiana (*Indiana University*)
11. Feb. 26-27, 1965 Kent, Ohio (*Kent State University*)
12. Feb. 25-26, 1966 Dallas, Texas (*Southern Methodist University*)
13. Mar. 3-4, 1967 London, Ontario (*University of Western Ontario*)
14. Feb. 23-24, 1968 Champaign-Urbana, Illinois (*University of Illinois*)
15. Feb. 21-22, 1969 Lincoln, Nebraska (*University of Nebraska*)
16. Apr. 3-4, 1970 Iowa City, Iowa (*University of Iowa*)
17. Apr. 2-3, 1971 Oberlin, Ohio (*Oberlin College*)
18. Mar. 24-25, 1972 Chicago, Illinois (*Loyola University*)
19. Mar. 30-31, 1973 Ft. Worth, Texas (*Texas Christian University*)

20. Mar. 1-2, 1974                      Wilmington, Delaware
21. Feb. 28-Mar.1,1975                Evanston, Illinois (*Northwestern University*)
22. Mar. 12-13, 1976                    Moline, Illinois (*John Deere and Company*)
23. Feb. 25-26, 1977                    Columbus, Ohio (*Ohio State University*)
24. Feb. 24-25, 1978                    Wilmington, Delaware (*Eleutherian Mills-Hagley Foundation*)
25. Mar. 2-3, 1979                      New Orleans, Louisiana (*Tulane University*)
26. Mar. 6-8, 1980                      Bethlehem, Pennsylvania (*Lehigh University*)
27. May 5-7, 1981                        Philadelphia, Pennsylvania (*Wharton School*)
28. Apr. 15-17, 1982                    St. Paul, Minnesota (*James J. Hill Reference Library*)
29. Mar. 10-12, 1983                    Peoria, Illinois (*Bradley University*)
30. Mar. 8-10, 1984                      Hartford, Connecticut (*Univ. of Connecticut/Trinity Univ.*)
31. Mar. 14-16, 1985                    New York, New York
32. Mar. 13-15, 1986                    Columbus, Ohio (*Ohio State University*)
33. Mar. 12-14, 1987                    Wilmington, Delaware (*Hagley Museum and Library*)
34. Mar. 18-20, 1988                    Atlanta, Georgia (*Georgia Institute of Technology*)
35. Mar. 31-Apr.2, 1989                Boston, Massachusetts (*Harvard Business School*)
36. Mar. 23-25, 1990                    Baltimore, Maryland (*Johns Hopkins University*)
37. Mar. 22-24, 1991                    Toronto, Ontario (*Ryerson Polytechnical Institute*)