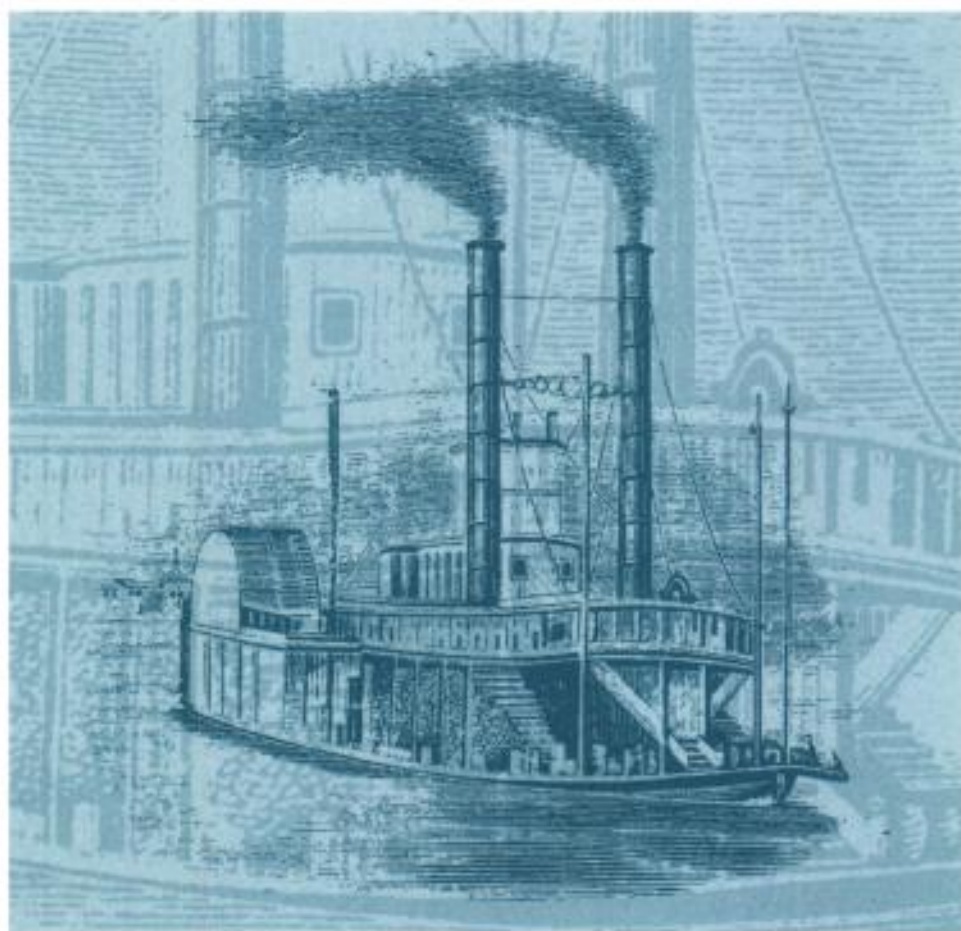


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Fall 1999



# **Business and Economic History**

**The Journal of the  
Business History Conference**

# BUSINESS AND ECONOMIC HISTORY

Volume Twenty-eight, Number 1, Fall 1999

Roger Horowitz, editor  
*Hagley Museum and Library*

Carol Ressler Lockman, associate editor  
*Hagley Museum and Library*

Papers presented at the forty-fifth annual meeting  
of the Business History Conference  
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March 5-7, 1999

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## PREFACE

The Business History Conference held its 45th annual meeting on March 5-7, 1999 in Chapel Hill, North Carolina. Larry Neal was the program organizer and Sally Clarke coordinated the dissertation session. Local arrangements were handled superbly by James Leloudis, Peter Coclanis, Annette Cox and Dorothy Gay Darr. Indispensable financial support for the meeting came from the University of North Carolina, Chapel Hill, the Center for the Study of the American South, and the University of North Carolina Press. The Newcomen Society graciously subsidized travel costs of graduate students who were presenting conference papers.

The Business History Conference awarded three prizes this year. The first annual Hagley Prize in Business History went to the late Roland Marchand for his 1998 book, *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business* (University of California Press). Lisa Marovich received the Herman E. Kroos Prize for the best dissertation, a summary of which appears in this issue. Sean Patrick Adams was awarded the 1998 Newcomen Prize for his article, "Different Charters, Different Paths: Corporations and Coal in Antebellum Pennsylvania and Virginia," *Business and Economic History* 27 (Fall 1998), 78-90.

Both issues of *Business and Economic History* in 1999 will contain papers from this annual meeting. This issue includes the presidential address, dissertation summaries, and one-half of the conference papers. Issue two will contain the rest of the papers submitted for publication.

In 2000 the BHC will replace *Business and Economic History* with a quarterly refereed journal, *Enterprise & Society: The International Journal of Business History*, published by Oxford University Press. *Enterprise & Society* will be a forum for new research on the historical relationships between business enterprises large and small and the social, economic, cultural, and political contexts in which they have operated. One issue each year will be devoted to papers delivered at the annual meeting of the BHC, continuing the role played by this journal.

The 2000 annual meeting of the Business History Conference will be held March 10-12, 2000, in Palo Alto, California. The call for papers is included in this issue.

I want to thank Carol Ressler Lockman for her expert editorial assistance and Adam Albright for his design work on this issue.

Roger Horowitz  
September 1999

## CALL FOR PAPERS

"ENTERPRISE IN SOCIETY"  
ANNUAL MEETING OF THE BUSINESS HISTORY CONFERENCE  
MARCH 10-12, 2000

To celebrate the launching of its new journal, *Enterprise & Society: The International Journal of Business History*, the Business History Conference will organize its next meeting around the theme "Enterprise in Society." This conference will meet from March 10 to 12, 2000, in Palo Alto, California. The conference host is The Prologue Group.

We invite proposals for papers that explicitly situate business enterprises within larger social, cultural, and political contexts. Papers might explore, for example, how these contexts shape decisions by business men and women, influence entrepreneurs' organization of their enterprises, and even affect business leaders' goals for their firms. Papers also could explore how these larger systems channel information flows within and among business enterprises and between businesses and the environment in which they operate. Submissions on topics outside this theme also are welcome.

Proposals may be submitted for individual papers or for entire panels. All proposals should include one page abstracts and one page CVs or resumes for all participants. Panel proposals also should have a cover letter containing a title, a one paragraph panel description, suggestions for a chair and commentator, and contact information for the panel organizer.

In addition to submitting regular paper proposals, graduate students in the process of writing their dissertations may apply for inclusion in a special works-in-progress session. Interested students should submit a one page abstract of their project and a one page CV. All graduate student presenters (except for previous grant recipients) are eligible for a Newcomen Travel Grant.

Some of the papers presented at the conference will be selected for inclusion in the annual proceedings issue of *Enterprise & Society*. The best conference paper published in this journal will receive the Newcomen Prize (\$1,000).

The deadline for submission is October 15, 1999. Please send five copies to:  
Roger Horowitz  
Secretary-Treasurer  
Business History Conference  
P.O. Box 3630  
Wilmington DE 19807  
fax: 302-655-3188; email: rh@udel.edu.

Dissertations completed in the previous three years (1997-1999) are eligible for the conference's dissertation session. Proposals are welcome from Ph. D recipients in history, economics, history of technology and other fields whose work is on business history, broadly defined. Completed dissertations should be sent by October 15, 1999 to:

Professor Kenneth Lipartito  
Department of History  
Florida International University  
Miami FL 33199  
email: lipark@fiu.edu

The Program Committee consists of Colleen Dunlavy (chair), Glenn Bugos, and Regina Blaszczyk. Naomi Lamoreaux (BHC president-elect) and Roger Horowitz (BHC secretary-treasurer) are ex officio members. Address questions about the program to Colleen Dunlavy by email (dunlavy@alum.MIT.edu) or by phone (until June 24, [212] 750-6031; after July 2, [608] 257-4206).

Acceptance letters will be sent by 30 November. Presenters are expected to submit abstracts of their papers in electronic form for posting on the BHC website. Authors also are encouraged to post electronic versions of their full papers in advance of the March meeting.

## IN MEMORIAM

It is a sad duty to inform our membership that Dr. Jack Blicksilver, emeritus professor of economic history at Georgia State University and a longtime BHC member, has passed away. Dr. Blicksilver received his doctorate in economic history from Northwestern University and taught at GSU from 1955 to 1991. During his career he wrote *Defenders and Defense of Big Business in the United States, 1880-1900* and edited *Views on U.S. Economic and Business History*. A scholarship fund has been established in his name. Donations may be sent to: Anne Bramlette, School of Policy Studies, Georgia State University, 53 Broad Street, Atlanta GA 30303.

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