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PREFACE

The 1998 Business History Conference, the 44th annual meeting of the organization, was held in College Park, Maryland at the University of Maryland and the National Archives and Records Administration (Archives II). David Sicilia was in charge of local arrangements, Jeremy Attack was the program organizer, and Dan Raff was the dissertation session convener. These people deserve our utmost thanks for organizing a very successful conference. In addition, we would like to thank Andrea Bassing and Barbara Wilks at Archives II, Kerri Schepers at the Inn and Conference Center, and Kathy Russell at the University of Maryland for their excellent work on local arrangements. Finally, it needs to be said that without financial assistance it would be impossible to maintain the quality of these conferences. This year we received very generous assistance from the University of Maryland, thanks to the support of Dean James Harris of the College of Arts and Humanities. In addition, the Winthrop Group, the most consistent financial supporter of the conference, again made a generous contribution. Thanks very much.

Two prizes were awarded this year. Ross Bassett was named recipient of the Herman E. Krooss Prize for best dissertation, a summary of which appears in this volume. By vote of the Trustees, William M. Tsutsui was awarded the Newcomen Prize for 1997 for his article "Rethinking the Paternalist Paradigm in Japanese Industrial Management," *Business and Economic History*, 26 (Fall 1997), 561-72.

Because of the larger number of papers given at the meeting this year it was deemed impractical to try to referee papers for the second issue of the journal. Thus, the papers submitted for publication after the conference have been divided roughly in half. This issue contains the dissertation session, the plenary session, and about half the conference papers. The other half of the papers will be published in the second issue, which I hope to get out by this fall.

The 1999 Business History Conference will be held March 5-7 in Chapel Hill, North Carolina. Session and paper proposals should be sent by October 1, 1998 to Larry Neal, Department of Economics, University of Illinois (email: l-neal@uiuc.edu).

I again want to thank Jonathan Kajeckas for his expert editing and technical skills in preparing this volume for publication. Without him, it would not get done. I also thank Joe Gilley for designing the cover.

Will Hausman
June 1998

In Memory of Roland Marchand

Roland Marchand passed away November 14, 1997. Perhaps more than any other scholar, he bridged the study of culture and business history, and he taught us to think critically about the modern firm's power as exercised in its use of popular media. He received his B.A. in Journalism in 1955, his M.A. in History in 1961, and his Ph.D. in History and the Humanities in 1964, all from Stanford University. He published *The American Peace Movement and Social Reform, 1898-1918* (Princeton University Press) in 1973, and *Advertising the American Dream: Making Way for Modernity, 1920-1940* (University of California Press) in 1985. As professor of history at the University of California at Davis, Marchand matched his research with the skills of a superb teacher, receiving early in his career the UC-Davis Distinguished Teaching Award (1970).

Marchand is best known for *Advertising the American Dream*. In this work, he studied advertisers in terms of their social and cultural interests, and surveyed advertising through several different media – newspapers, tabloids, radio, and cartoons. He examined the verbal themes of advertising: recall the parables of “the first impression,” “the captivated child,” or “the democracy of goods.” These messages were complemented by the visual images distinctive to modern advertising – images that often had played a role in Americans' culture, such as religion, but were now incorporated into advertising's visual displays. Marchand analyzed advertisements for the good times of the 1920s and the lean years of the Great Depression. Distilling these many different perspectives, he wrote: “Advertising spoke a language of urbanity. To learn it, just as to learn the language of another national culture, was to experience a transformation – to acquire new perspectives, accept new assumptions, and undergo an initiation into new modes of thinking.” And while advertising may not have had a specific grammar, “it established and disseminated a vocabulary of visual images and verbal patterns that acculturated people into life on a complex urban scale” [p. 335].

In more recent years, Marchand appraised the cultural and political mission inherent in the modern firm's public relations. At a conference sponsored by the Hagley Museum and Library in 1997, he took up this topic in his essay “Where Lie the Boundaries of the Corporation? Explorations in ‘Corporate Responsibility’ in the 1930s” (published in *Business and Economic History*, 26, Fall 1997). During the Great Depression, he wrote, the firm's “quest for social and moral legitimacy” extended into new activities or spheres as executives “recoiled” against the New Deal and especially FDR's stunning victory in 1936. Marchand offered numerous examples, such as the efforts of leading executives to plan community events, allocate funds for charitable giving, organize corporate displays for the World's Fair, support public surveys, and especially, help select radio programming. In these and many other ways, the country's most powerful business executives sought to enlarge what Marchand called their “sphere” of influence in communities across the nation. While Marchand focused on the Great Depression, he wrote that this example fit a more general problem: he invited historians to consider as a promising area of research for the future the “analysis of both the opportunities and the dangers which corporate leaders and other Americans saw in the expansion of

the sphere of the large business enterprise” [p. 81]. In 1998 the University of California Press will publish his book *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business*.

Roland Marchand's death is a great loss for the historical profession. He will be remembered warmly for his good humor and generosity. He happily shared his work and ideas and, by assisting colleagues in his friendly way, asked us to think broadly about the social and cultural dimensions of the nation's most powerful corporations. That so many young historians have chosen to write about cultural topics testifies to Roland Marchand's scholarship and humanity.

In memory of Roland Marchand, the University of California at Davis has created a fund for the support of research by graduate students. Anyone wishing to contribute a gift to the Roland Marchand Fund should make checks payable to the University of California Regents with a notation that the gift is for the Marchand Fund, and mail them to

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CONTENTS

Dissertation Session

New Technology, New People, New Organizations: The Rise of the MOS
Transistor, 1945-1975

Ross Bassett • 1

“Business Shall Proceed in the Following Manner”: Corporate Managers, the
Bureaucratization Process, and the Creation of Divergent Corporate Cultures,
1880-1932

Christiane Diehl-Taylor • 8

Growth, Stagnation, and Transition: Economic Implications of Soviet
Ministerial Organization

Kerry Ellen Pannell • 16

Managing the Mills: Labor Policy in the American Steel Industry, 1892-1937

Jonathan Rees • 23

Plenary Session

Why No Corporatism in the United States? Business Disorganization and its
Consequences

Colin Gordon • 29

Industrial Policy and the Developmental State: British Responses to the
Competitive Environment before and after the 1970s

W.R. Garside • 47

Fateful Choices: AT&T in the 1970s

Peter Temin • 61

Conference Papers

Different Charters, Different Paths: Corporations and Coal in Antebellum
Pennsylvania and Virginia

Sean Patrick Adams • 78

Principals, Agents, and Control in the American Fire Insurance Industry,
1799-1872

Dalit Baranoff • 91

Free Banking and Financial Entrepreneurship in Nineteenth Century New
York: The Black River Bank of Watertown

Howard Bodenborn • 102

Joint-Stock Banking in the English Provinces 1826-1857: To Branch or Not to
Branch?

Lucy Newton and P.L. Cottrell • 115

Customers and Neighbors: Women in the Economy of Lawrence, Kansas,
1870-1885

Angel Kwolek-Folland • 129

“Let Her Have Brains Too”: Commercial Networks, Public Relations, and the
Business of Invention

Lisa A. Marovich • 140

Engineering Success: Pratt & Whitney Aircraft, 1925-1940

Bayla Singer • 162

Business as an Anathema to Government: The Path to Private Business in the
USSR

Donald F. Dixon and Evgeny V. Polyakov • 173

The Politics of GATT Expansion: Japanese Accession and the Domestic
Political Context in Japan and the United States, 1948-1955

Aaron Forsberg • 185

Redefining the “Terms of Trade?”

A Brief History of Social Protectionism

Susan Ariel Aaronson • 196

Business, Government, Tourism, and the Environment: Maui in the 1980s and
1990s

Mansel G. Blackford • 207

The Commercial Launch Industry, Reusable Space Vehicles, and
Technological Change

Andrew J. Butrica • 212

Factors Affecting U.S. Commercial Space Launch Industry Competitiveness

Craig R. Reed • 222

Space Policy Redefined: The Reagan Administration and the
Commercialization of Space

W.D. Kay • 237

The Center for Economic Studies Program to Assemble Economic Census
Establishment Information

Alfred R. Nucci • 248

Business Statistics and the National Economy: Electronic Records of the
Department of Commerce in the National Archives and Records

Administration

Theodore J. Hull • 257

Business Trends and Forecasts: Using Securities and Exchange Commission’s
Electronic Records from the National Archives and Records Administration

Albert C. Minnick • 264