

**BUSINESS HISTORY NEWS**

**The Newsletter of the Association  
Of Business Historians**

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## **Presidential Report** *Geoffrey Jones (University of Reading)*

I have been privileged to serve as the Association's President over the last year. The annual conference in Portsmouth showed an academic society whose members are intellectually alive, extremely active in research, and exceptionally pleasant and warm colleagues. During the year we took several steps to build the ABH and the services it offers to members, notably the new Website, launched with the skill of Simon Mowatt.

Over the last two years I have held visiting professorships in both the Netherlands and the United States. This has enabled me to put some perspective on the state of business history in Britain. I am struck by two contradictory observations. First, in my judgement, business history research in Britain is among the best, perhaps the best, in the world. The quality of many books and articles published by British researchers, and their papers at international conferences, are exceptional. Excellent empirical research is often combined with exciting use of theoretical concepts. Second, this research output is achieved by people working in an appalling environment. We are all aware of the poverty of British universities and the ludicrous salary conditions. Within that impoverished little world, first class research is conducted by a group of scholars who cling to the margins. Some have no jobs and others fear they will lose their jobs. Business historians are conspicuous by their absence in most of Britain's leading research universities.

There are two choices over the next decade. British business historians can settle down to be an ageing club of fine scholars who mainly talk to each other, not least because few even have funds to buy a Eurostar ticket. Or they can develop a concerted campaign against marginalisation. In the current RAE, the ABH was able to raise the subject's visibility by obtaining its recognition as a sub-area of Business & Management UOA, though it remains under-represented in the History Panel. Now, however, we need to pursue a strategy of growth. It is vital to reach out beyond the subject, inviting academics from other disciplines to our meetings, and attending their meetings. We need to build stronger links with the business community and to institutionalise our subject by persuading Deans and Vice Chancellors to appoint business historians and support new research centres. We must develop imaginative ways to teach the subject, so it can flourish in a range of markets from MBAs to History undergraduates. We cannot do much about underfunding of British universities, but we can strive to use our excellent research to get a larger share of what resources exist.

## VISIT THE ABH WEBSITE

<http://www.sbu.ac.uk/abh>

The Association's website gives members up-to-date information about the ABH and its activities, promotes awareness of the association, and encourages the study of business history. The site has detailed links to resources for business historians, such as archives, organisations and business history centres. The links are up-to-date, and the site also offers descriptions and evaluations of the resources available. In addition there are conference announcements, conference reviews and funding information – including information on awards such as the Coleman and Cass prizes. The ABH aims to continuously develop the site into a resource which business historians and their students will be able to use as the first port of call. The site is hosted at South Bank University by Simon Mowatt. Please let Simon have feedback on additional resources that members feel should be added to the site. Please bookmark the new site and be sure to spread the address to interested colleagues and students.

Contact: Simon Mowatt (Mowattsw@sbu.ac.uk)

## Business History on the WWW

Other key Website addresses:

European Business History Association (EBHA)

[www.univ-tlse1.fr/EBHA](http://www.univ-tlse1.fr/EBHA)

E-mail: <[ebha@univ-tlse1.fr](mailto:ebha@univ-tlse1.fr)>

The Business History Conference Server

<http://cs.muohio.edu/~BHC/>

Business Archives Council

<http://www.hmc.gov.uk/business/busarchives.htm>

### Errata:

*In the listing of Business History theses in Issue No. 21, Janet Greenlees thesis on 'Women's impact on capitalist development' should have been shown as co-supervised by Chris Clark and David Jenkins..*

# FEATURES

## ARCHIVES FOR BUSINESS HISTORY

### THE BP ARCHIVE

Michael Gasson  
(Group Archivist, BP Archive)

*“It is an essential...that we should retain our own individuality”* - Lord Greenway, Chairman 1914 - 1927

BP plc was incorporated in 1909 as the Anglo-Persian Oil Company Ltd (renamed in 1935 the Anglo-Iranian Oil Company Ltd) to exploit the discovery of oil in Iran in 1908 by the Concessions Syndicate Ltd, which had been largely owned by The Burmah Oil Company Ltd (BOC). Anglo-Persian was also largely owned by BOC, but because it was floated on the stock exchange, BOC soon lost majority control, and BOC was, under its new name of Burmah Castrol plc, itself taken over by BP in 2000. Anglo-Persian was the first company to produce oil in commercial quantities in the Middle East. In 1914 the British Government invested £2 million in the Company, as part of a deal to secure a source of fuel for the Royal Navy, but the Company was never nationalised. The government relinquished its majority shareholding in 1967, and sold almost all its remaining shareholding in 1987.

From the time of its incorporation the Company rapidly developed into all areas of the oil business, and expanded its exploration, refining and marketing activities worldwide. From 1947 it also entered the petrochemicals business. In addition it soon came to hold interests in several major joint venture companies, including the Iraq Petroleum Company Ltd (IPC), which discovered an immense oil field in Iraq in 1927 (although Anglo-Persian had already made the first oil discovery in Iraq, in 1923), and Kuwait Oil Company Ltd (KOC), which discovered oil in Kuwait in 1938. In 1951 the Company's assets in Iran were nationalised and so, in 1954, having had to rethink itself out of Iran into a more multi-national frame of mind, the Company was renamed The British Petroleum Company Ltd (plc from 1982). In 1917 Anglo-Persian bought from the Public Trustee a company called the British Petroleum Company Ltd (a German registered marketing company incorporated in 1906) and, following the repeal of advertising restrictions after the War, used the BP letters for its marketing image. This was almost too successful, because people did not always associate the wholly-owned subsidiary, BP, with Anglo-Persian. This might explain the choice of the new name for the parent in 1954, thereby correcting this anomaly.

BP was the first successful oil company in the British sector of the North Sea, finding gas at West Sole in 1965, and then the large Forties oil field in 1970. It also pioneered extensive exploration and production in Alaska from 1969 onwards. At the same time it merged its US interests with the Standard Oil Company (incorporated in Cleveland, Ohio, in 1870), of which it acquired full ownership in 1987. On 31 December 1998 BP merged with Amoco Corporation (incorporated in 1889 as the Standard Oil Company (Indiana)), in a 60/40 merger, on which date BP was renamed BP Amoco plc. On 1 May 2001 the Company was yet again renamed, this time simply BP plc.

***“A little something some others haven’t got” - BP Plus advert, 1932***

It is often suggested that “the twentieth century...has been completely transformed by the advent of petroleum” (Daniel Yergin, *The Prize*, p13 (Simon & Schuster Ltd, 1991)). If that is the case, then the holdings at BP Archive constitute a major part of the record of that process, and certainly the major part that is accessible to the public.

BP Archive is BP plc's main Archive centre, owned and managed by BP at the University of Warwick in premises that are also occupied by the University's Modern Records Centre (which was described in the October 2000 issue of *Business History News*). The Archive was officially opened to the public in 1993.

At BP Archive are held in six major Archive groups: the BP plc Archive itself; that part of the Burmah Castrol plc Archive which relates to BOC; and the Archive groups of four major jointly-owned oil companies - KOC, IPC, Shell-Mex and BP Ltd (SMBP), and Iranian Oil Participants Ltd (IOP).

The Archive of BP plc is currently open to the public for the period to the end of 1954. The records mainly date from the 1880s onwards and the Archive is ongoing. KOC Archive dates from 1934 to the early 1970s and is also currently open to the end of 1954. The Archive of IPC, which dates from 1901 and is ongoing, is open in accordance with a 30 year rule. The PR material and artwork of the SMBP collection are open, but the file material is closed at the request of Shell. SMBP was a joint UK marketing operation which lasted from 1932 to the early 1970s. IOP, which dates from 1954 and was wound up in the late 80s, is closed to the public. The BOC Archive, which mainly dates from the early 1900s onwards, has just been received and will be reviewed, and where necessary re-listed, before opening to the public in line with the access period for the BP plc Archive. The acquisition of the BOC Archive makes the BP Archive the principal centre of record for the history of the wholly British managed oil industry.

The BP plc Archive is ongoing. Up to 100,000 records a year are reviewed, with an accession rate of 1 - 2%. The IPC Archive is also ongoing, although IPC no longer operates in Iraq.

***“The Best Possible Subject” - BP Motor Spirit advert, c 1928***

It appears that an Anglo-Persian Oil Company Archive may have been in existence by 1921. There are now at the BP Archive nearly 4,000 linear metres of records, mainly dating from the turn of the 20th century up to the present day. The records of BP plc and of KOC are catalogued on an electronic database accessible in the public search-room. Printed lists are available for the IPC Archive and SMBP Archive. The usual core business records (board minutes, accounts schedules, etc) are kept, with more detail of the company's operations being found in the bulk of reports, agreements, correspondence and working papers that make up roughly half the collection. Company magazines, annual reports and accounts, photographs and public relations material can also prove interesting, and these are all open for the lives of the companies.

Because of the role of oil, the BP Archive is a major source for many of the histories which form significant parts of twentieth century history as a whole: company history, particularly of course that of the Parent Company and of the major jointly-owned subsidiaries; industrial history, particularly that of hydrocarbons and petrochemicals, and to a lesser degree minerals and nutrition; national industrial histories (including labour relations), particularly the Iranian oil industry from its beginning in 1901 until the Revolution in 1979, the oil industry of Kuwait from its beginning in 1938 until nationalisation in 1975, the oil industry of Iraq from its beginning in 1923 until nationalisation in 1972, the British oil industry from 1917 onwards, and the US oil industry from 1930 onwards; other aspects of the national and local histories of these and many other countries, but particularly those of the Middle East, covering a range of large topics including political, social, cultural, tribal and topographical; the history of advertising; the history of transport and communications; the history of technologies; and the history of warfare - civil war and international conflict. BP Archive also contains records which touch in a smaller way upon a number of many other large topics such as architectural history and the history of consultancy. The Archive has also proved useful to genealogists, particularly those who are interested in people who served on the Company's oil tankers during the Second World War. In the future the Archive may become an important source for the study of the history of HSE.

The Archive is particularly strong on national and international political history. As Sir Peter Walters, Chairman 1981 - 1990, stated, "To be in the oil industry is

to be involved in politics at the highest level" (Cadman Lecture, 31 October 1989 (BP 109206)). The Archive is possibly also the primary single source of record in the world for the transformation of the Middle Eastern countries following the rise of oil economies. But BP has operated in most other parts of the world, and this is reflected in the Archive.

***"Just Try It" - Power Ethyl advert, c 1935***

With regard to possible research areas, the above description of the wide range of subject areas shows how difficult it is to narrow this down - petroleum has touched nearly every aspect of life, in nearly every area of the world. A selection of the topics studied at the Archive resulting in dissertations, theses, prospective publications and publications includes: *British Propaganda During the Iranian Oil Crisis, 1951 to 1953*; *Abadan - Planning and Architecture Under the Anglo-Iranian Oil Company*; *Road Tankers*; *Industrial Change in South Wales, 1900 to 1939 - A Study of the Social and Economic Development of Llandarcy Refinery*; *Doing Business with the Nazis - Britain's Economic and Financial Relations with Germany 1931 to 1939*; *Creating Corporate Loyalty in Large Scale Businesses*; *Multinational Cross-Investment between Britain and Switzerland 1914 to 1945*; *The British Tanker Company and the Marine Diesel Engine, 1929*; *Road Transport Buildings Post-1939*; *States, Firms, and Oil - British Policy 1939 to 1954*; *Safawi: A Study in Oleaginous International Relations*; *Dylan Thomas*; and *Oil Interests and the Works of Western Travellers*. But no material covering subject areas which researchers have already looked into at the Archive can be said to have been fully exploited. We can only say, come and browse the catalogue. Most visitors have been excited by the range and depth of material available. In addition, the possibility of opening the BP and KOC Archive groups to the 30 year rule is currently being looked into.

Access: Use of the Archive is by prior appointment. Please contact Michael Gasson (Tel (024) 7652 4521, email michael\_gasson@bp.com) or Katy Green (Tel (024) 7657 3929, email greenk3@bp.com).

Publications: The History of BP plc is published in three volumes for the period up to 1975: *Volume 1: The Developing Years 1901 - 1932*, by R W Ferrier (Cambridge University Press, 1982); *Volume 2: The Anglo - Iranian Years 1928 - 1954*, by James Bamberg (Cambridge University Press, 1994); *Volume 3: British Petroleum and Global Oil, 1950 - 1975: The Challenge of Nationalism*, by James Bamberg (Cambridge University Press, 2000).

A fourth volume is in progress, covering the period up to 2000.

# **Rescue, preservation and education: The History of Advertising Trust (HAT) Archive**

*Michael Cudlipp (chief Executive)*

The History of Advertising Trust (HAT) Archive is about rescuing material, conserving it and making it available as cheaply as possible to as many people as possible. The material we rescue is the UK's marketing communications heritage – advertising, marketing (in particular retail marketing), media and public relations. The collection starts at 1800 and ends at last month's television commercials, or with whatever was delivered today.

The Archive was founded in 1976 and this year we celebrate our 25<sup>th</sup> anniversary. We began in London, started by a small group of people who worked in advertising and who felt that the study of advertising should be encouraged and subsidised. We became a registered charity, The History of Advertising Trust, two years later. In London the Archive was housed in a couple of rooms in the same building in Victoria that houses The Advertising Association. Not surprisingly, one of the first archives to be set up was the AA's own, lovingly catalogued by HAT's first archivist Gordon Phillips, formerly a distinguished Librarian at *The Times*, responsible also for its archive.

The need for HAT Archive was apparent to the founding group, because they discovered quickly that there was not a great deal to be studied. To rectify that situation, there was a real need for advertising agencies and others to be persuaded of the worth of depositing their material in a central source rather than throwing it away. The culture within agencies demanded, as to some extent it still does, that their previous work had little relevance and was therefore valueless. Only today's and tomorrow's work still to come was important. Therefore, when an account was lost the material was often binned; when a new creative director arrived, he had little interest in the work of his predecessor which was thrown out; when an office manager wanted car parking space, he raided the basement where the agency kept its published material; when an agency moved material went into the skip.

One agency's move some years ago led to one of HAT's more celebrated rescues. The agency decided to throw out 40 years of its print archive

including all BOAC/British Airways'<sup>1</sup> press advertising from 1948 to the arrival of Concorde in the 1980s. It was dissuaded thanks to an employee who complained and tipped off HAT. We then had 24 hours to save over 400 guard books<sup>2</sup> without any financial help. It is a remarkable portfolio of consumer advertising from the 1940s onwards and of very considerable historical value. The British Airways material records the huge expansions of passenger flights following World War II. In due course, when the agency wished to celebrate an anniversary, they had to come to HAT who provided examples of the campaigns they were proud of but had not thought worth keeping.

HAT is an independent archive. That is, it is nothing to do with public record offices and is not supported by a local authority except through the rating relief accorded to all charities<sup>3</sup>. We have no funding from a University (though we do have close links with University of East Anglia at Norwich) and receive no government funding. We are entitled, as are all charities, to apply for Heritage Lottery Funding for specific projects rather than core funding. We like our independence, and pride ourselves on being fast moving and pro-active, non bureaucratic and on depending as little as possible on donations. We raise some 60% to 70% of our outgoings by archiving and researching for clients, by providing copies of material and images, and through our publications. We receive and seek donations from private trusts, organisations, companies and individuals and through legacies.

HAT Archive left London (Butlers Wharf) for Norfolk in 1990 because London rents prohibited expansion. Now we are based in largely custom built premises in a Victorian farm yard. The Archive occupies some 6,000 fs and continues growing fast. At Butlers Wharf we had 600 fs. Our present space costs us only £3,500 more than the London premises did 11 years ago. We also have a small financial reserve, whereas then we had nothing.

HAT Archive is used to rapid growth which brings logistical and financial problems. Last year, for example, we took in a record amount of material without any financial backing. It included the marketing archive of C&A<sup>4</sup>, which closed its 120 UK shops at the end of the year. This

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<sup>1</sup> Now BA.

<sup>2</sup> Guard books were volumes measuring 26" high by 22" wide, often beautifully bound in leather in which a client's paper advertising was preserved. It was neat and tidy but a poor system because the glues, particularly the more modern glues of the later C20th tend to rot the material. Today we spend time dismantling guard books and storing the contents in more friendly ways.

<sup>3</sup> Charities may claim 80% relief on their rates and in some circumstances up to 100%.

<sup>4</sup> C&A Modes material is important because it represents clothing in the lower end of the market. It contains 75 years of women's fashion and 50 years of menswear and children's

covers 75 years, from 1924 to the end of the century. We also saved the archive of Sturmev Archer<sup>5</sup> when it ceased trading and, with the assistance of its controlling company NMEC and its advertising agency, formed a collection of The Dome's marketing. This means we have a useful research tool for when, say in 45 years time, there are thoughts about a successor. Probably nearly all the above material would have been eliminated. 2000 was a record year for admissions and included a number of smaller but interesting collections, important for future research.

At present we see no halt to this level of growth. In 2002 we will almost certainly have to take on a further 1,500 fs during the second half of that year. Archives must always have spare space, simply because we can never envisage what is coming through the door. Our main premises at Raveningham were built for us in 1996 and we then envisaged them lasting for 10 years without expansion. In fact, they lasted less than four years.

Besides taking in new collections, we continue to expand many of the archives we already possess. A 'living' archive is an important concept. For example, Selfridges archive starts at 1908 with the architect's drawings and the leases. 93 years later, scarcely a week passes without Selfridges passing additional material to us which adds to the over 600 boxes that make up Selfridges archive. These contain every kind of marketing concept from maquets of Christmas grottos, to lift girls' uniforms from the 1920s, to advertising (including the first ever full page advertisement in this country) to staffing instructions. This archive covers the complete retail store and as such reflects its marketing concepts in the round. Actual marketing communications are only one aspect of a major store's marketing policy. When Selfridges opened in 1909 it did so with carpeted floors rather than linoleum. Gordon Selfridge's philosophy was to make people welcome even if they did not buy. He wished a visit to Selfridges to be an event and attended to every detail meticulously, as do today's management. The breadth of its archive, which includes a store in Manchester and one being built in Birmingham reflects this.

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clothing. Setting up the C&A archive at HAT is costing us in the region of £7,000 of which we have so far raised some £4,000. This does not include any costing for space, merely that of providing acid free materials and shelving etc. to house it.

<sup>5</sup> Bicycle parts designer and manufacturer which ceased trading in 2000 after nearly 100 years. It was at one time part of Raleigh Cycles of Nottingham.

The material HAT keeps falls broadly into four sections which are set out in our website <hatads.org.uk> in the section called Archive Collections<sup>6</sup>. These are:

- *Corporate archives*, either of organisations or companies, containing business records, minutes, policy decisions, correspondence with clients etc., and, if relevant, examples of their product, staff regulations, historic photographs of work processes and, of course, advertising. It also includes collections of marketing communications material that may be held under the name of a brand or be the product of an advertising agency.
- *Specialist archives*, for example self-regulation material from early in the C20th. onwards; on women and their relationship with advertisers (a subject on which we have produced a most successful travelling exhibition); an archive detailing the use of people of ethnic origins in advertising, which we have just begun to compile. This *Specialist* category also contains certain collections, for example our Victorian and Edwardian advertising.
- *Advertising product*, which may be press or poster advertising, artwork, proofs, chromalins, photography etc., or material concerning cinema, radio and television commercials. Every new UK television commercial comes into HAT Archive, normally within a month of its first appearance. This section also contains collections of advertising from single advertising agencies (for example, all of Ogilvy & Mather's print advertising from 1900 to the present day) or from advertisers (e.g. SmithKline Beecham's advertising from 1900 to the early 1960s, fascinating because of the claims that were allowed before the introduction of new protective legislation in the 1960s which heralded the arrival of the Advertising Standards Authority.
- Finally our *Library*, currently containing some 4,000 books and many thousands of journals and consumer magazines.

HAT Archive is the national collection in its field. As we have built up this collection over the years we have also acquired considerable knowledge. This becomes valuable for example, when guiding students or advising an advertising agency considering a pitch for a new client. We currently employ the equivalent of five full-time staff and have about 10 volunteers, who each give a day or more a week. Without volunteers, many of whom stay with HAT for a long time and become as useful and knowledgeable as staff, we could not exist.

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<sup>6</sup> For those who are interested, the website also publishes our collections policy in full and recently added a Picture Gallery to give some indication of material we keep in the Archive.

Archiving is labour intensive and meticulous, which means that it is costly. At the same time we have to offer our services to 'non profit' areas either free or very nearly free. Therefore our commercial clients are essential to us. We can take an advertising agency's back material, which has been bundled into a basement over many years and turn it into a well-kept archive. For the agency to do this would be too expensive and time consuming. But they can afford to pay us to take a year over it because we are relatively inexpensive. They find that although we are outsiders, given our knowledge we know what should be kept. If an agency attempts the job itself, it either goes to older staff who find the sheer physical activity hard and therefore cut corners, or to the very young and inexperienced who have no knowledge beyond the last three to five years and are quickly bored. This makes HAT the perfect solution. The services we offer are unique.

HAT Archive is a People's Archive. If this sounds corny it is true. We welcome all here provided they make an appointment. As the population ages, more of our clients are retired people researching private projects as opposed to academics. The website, which we set up in July 1998 and which has since expanded brings in many new clients from both the UK and abroad. We are now actively looking at a way of re-cataloguing our material and offering it with low-resolution images from our website. We wish to do anything we can to encourage access, hence our devotion to travelling exhibitions, of which we always have one or two on the road. These include *The Image of Women in Advertising, from Victorian Times to Today* (1995 onwards), which tells how advertisers have regarded women from a period when they had no vote, were not allowed to own a business or have a bank account to today when as a body, women in the UK are about to earn more than men as a body; *Gilroy is good for you* (1998), about the work of one of the UK's finest C20th. illustrators who worked for over 50 advertising accounts, notably Guinness, but was also a fine and fashionable portrait painter of the 1950s/60s, which itself has spawned a number of smaller exhibitions including one last year in Milwaukee; *Ephesus to e-commerce: 2010 Years of Advertising* (2000-), which tells how advertising has made use of new technologies from Greek and Roman times to the age of the internet and interactive advertising. We are now considering an exhibition to open in 2003 on the marketing of women's fashion in the C20th. All our exhibitions are free to the visitor; contain a significant amount of material from HAT Archive, and are enjoyable as well as educational. They travel, for the most part, to museums, art galleries and colleges.

We call this policy our ‘Museum without Walls’. We also see a time approaching when we may be available on-line via the local public library, though this still has difficulties to be overcome, for example issues of revenue through sponsorship and copyright problems.

*The History of Advertising Trust Archive, 12 Raveningham Centre, Raveningham, Norwich NR14 6NH. T: 01508 548623, F: 01508 548478, E-mail: [archive@hatads.org.uk](mailto:archive@hatads.org.uk) (Although in the Norwich postal district, we are some 16 miles south of Norwich, between Loddon, Norfolk and Beccles, Suffolk).*

### **Michael Cudlipp**

Michael Cudlipp has been associated with HAT since he became a trustee in the 1980s. He was appointed to run the Archive in 1994. He has held senior positions in press and radio and in public relations in Whitehall and private industry. His personal interests are countering prejudice, conservation and popular education and Welsh rugby football. (*For full biography see Who's Who*).

## **CONFERENCE REPORTS**

### **ANNUAL MEETING OF THE BUSINESS HISTORY CONFERENCE, MIAMI 2001**

*Mike French, University of Glasgow*

The annual meeting of the Business History Conference (BHC) took place in Miami with a programme of 170 speakers. The conference theme of ‘Services and the Global Economy’, neatly complementing its location, produced an extraordinarily diverse range of topics in terms of geography and chronology. This report offers a general guide to the meeting, but full details, including abstracts of the papers are available on the BHC’s web site at [www.eh.net/bhc/Conference/abstr01.html](http://www.eh.net/bhc/Conference/abstr01.html).

Naomi Lamoreaux’s Presidential lecture considered the role of business leaders in defining the agendas or frameworks within which decision are taken. Lamoreaux argued that business historians’ ability to explain or evaluate entrepreneurship is constrained by a ‘gap’ between the making of a decision and subsequently rationalising that decision. Indeed the methodological problems extend to the assumption of rationality in any

decision-making. In addition to being sceptical about post-hoc justifications, business historians were urged to be comparative and to adopt counterfactual approaches. Despite the uncertainties, Lamoreaux suggested that a blend of the methodologies of economics and history provided the best tools for evaluating business activities and the programme illustrated the variety of excellent work using these and other perspectives. Some conference papers assessed approaches to innovation and technology and the historiography of business history.

The BHC is currently debating and developing its use of the Internet. Some of the issues involved were debated in a roundtable session on the implications and opportunities of the Internet for teaching and research in business history. There were positive views of the achievements and further potential for making primary sources and archives accessible via the Internet, and several speakers emphasised the developing uses of multimedia formats to present, and extend, historical analyses for academic and general audiences. Sam Williamson highlighted H-Net's vision of a 'third way' between the commercial search engines and web sites and the 'thousand stars' of the individual person's website. Among the concerns raised were the costs of digitising materials and an associated pressure on budgets for research funding, and the perils of social divisions in access to Internet facilities. There were practical questions about the implications for publication of placing conference papers on the web and doubts about the merits of proliferating activities in the new medium, such as book reviews, which are already widely available in paper journals.

The theme of globalisation received attention in terms of contemporary economic systems and their historical precursors in international trading and finance. Papers examined the international activities of accounting, legal and consultancy firms, signalling a growing interest in integrating the service sector into the manufacturing-based literature on multinational enterprise. Contributions in financial history generally focused on the strategies and multinational activities of European and US insurance companies, but several papers considered other national banking systems as well as financial activities in China (Choi) and Hong Kong (Schenk). There were complementary sessions on retail distribution and trading companies, including Black on retail book-selling and trans-Atlantic trading networks, 1750-1820. Indeed those interested in retailing had the opportunity to sample from alcohol, coffee, real estate and much else and across Africa, Latin America, the US, and New Zealand. Several papers dealt with shipping and trade, often in terms of the operation of business networks, notably Boyce's study of operators and agents in liner

shipping, as well as a session on the US merchant marine. With the addition of several contributions on the spread of specific consumer goods, multinational business clearly continues to attract considerable research interest. Merrett reflected on the extent and character of Australian multinational enterprises. The service theme also prompted a number of fascinating papers on leisure, films, and tourism, including Cain and Meritt on zoos and aquariums and Blackford on the environmental effects of tourism in Maui.

Across the programme the study of new technologies was well to the fore whether as the broad frameworks behind Silicon Valley, military research and development, the new electronic forms of communication or the mechanisms of technology transfer. Several contributions addressed relations between governments and business, whether in the debate over Japanese industrial development (Tolliday), or the introduction of technical systems in sectors like electricity, telephones, aviation, pharmaceuticals, or rail (Gourvish). Indeed the relationships between governments and business was analysed in relation to technology transfer in relation to advertising and consumerism as well as the more traditional concerns with hardware. One session contributed to the ever growing research on business and the Nazi state. Finally there was further evidence of the broadening scope of business history. The entrepreneurial activities of women were evaluated in retailing cosmetics and Tupperware (Manko), real estate (Hornstein), self employment (Parkinson), early modern France (Brunelle) and innovation (Marovich). In addition portrayals of businesswomen in post-war films were discussed (Davis). Corporate capitalism on Wall Street (Fisher) and female business cultures in Vienna (Bandhauer-Schoeffmann) and Japan (Hinz) were all assessed. Finally Sykes highlighted the conservative philosophies associated with Amway's founders and their company's business rhetoric and guidance to agents. In a session on African-American business, Chambers traced the influence of black advertising executives in major corporations' adoption of advertising aimed at the African-American consumer with paradoxical consequences for black-owned manufacturing companies. Other papers discussed associations among black entrepreneurs and the activities of the Small Business Administration. The overall impression was of many developing research agendas that spanned the frontiers of the histories of business, labour, gender, popular culture and technology. In this respect business historians continue to become a more diverse grouping, linking to other social sciences. This perhaps poses a challenge of integrating the new and fascinating research into effective syntheses or, for some, whether such integration has any

merit. Whatever the perspective on that issue, the Miami conference maintained the BHC's high reputation.

From a strong field, the dissertation prize was awarded to Christopher McKenna (Johns Hopkins) for a study of management consultancy in the 20th century. The Hagley prize went to Regina Lee Blaszczyk's Imagining Consumers: Design and Innovation from Wedgwood to Corning and the Newcomen article prize was awarded to Jonathan Zeitlin for 'Reconciling Automation and Flexibility?' in Enterprise and Society, volume 1.

**Association of Business Historians 2001 Conference  
Responses to Innovation  
Business History Unit, University of Portsmouth, 29-  
30<sup>th</sup> June**

*Andrew Popp  
Royal Holloway, University of London*

The Association of Business Historians 2001 conference, the third since the event became annual, provided a solid and potentially significant foundation on which both the discipline and the Association can look to build and develop in the future. In particular, attendance was encouragingly healthy. In turn, delegates were faced with an expanded choice of papers, the conference running in three sessions throughout. Both the number of delegates and the breadth, depth and quality of the sessions are proof of the current vitality of British business history.

The theme of the conference, 'Responses to Innovation', prompted a wide range of different approaches, from studies of specific instances of innovatory activity, through explorations of the frameworks that might be deployed in order to better understand how innovation occurs to attempts to generate innovations in the practice of history itself. Similarly, speakers identified a wide range of spurs to innovation, from the technological to the societal, and many different dimensions along which innovation may occur, from the organizational to that of product design. Technology is of course important as both a stimulus of and expression of innovatory impulses and formed the core theme of two sessions. The first, focusing on information and communication technology, ranged from Janet Delve's (Portsmouth) case-study of early programming for the Leo

computer to Ian Gow's (Nottingham) sweeping survey of institutional change in Japanese telecommunications from 1850-2000. In the second technology centred session Alan Booth and Mark Bufton (Exeter) and Peter Scott (Portsmouth) examined respectively automation and Americanization in the 1950s and path dependency and mechanization of the British coal history, 1880-1939.

However, as noted above, innovation is expressed through or shaped by many other forces than the purely technological. Thus, for example, Mary Rose (Lancaster) presented a fascinating account of how product development in outdoor equipment has been dependent on the personal networks of key actors, those networks acting above all else as conduits of information and knowledge. The ferment of interaction between product development, changing markets and organizational change also featured in a paper on Unilever by Peter Miskell (Unilever History Project) and one on Beechams from Tony Corley (Reading). Retailing provided the sectoral focus for a number of presentations, for example with regard to the impact of foreign multinational entry into British retailing (Andrew Godley, Reading) and of the introduction of self-service by supermarkets from the 1950s onwards (Bridget Williams, Sainsbury's Archives and Reading). Networks and trust remain appealing and rewarding yet difficult concepts and those delegates who stayed for the very final sessions were rewarded by thought-provoking explorations of these and other ideas by Lucy Newton (Reading) and Francesco Galassi's (Warwick) attempt to quantify the value of reputation in English provincial bank lending and by Chris Reid's (Portsmouth) account of change in Scottish inshore fishing prior to WW1

As ever though, it is not possible to do justice to either the papers mentioned specifically here or to the many others presented across the two days of the conference. It is to be hoped that many of them will subsequently see the light of day in one form or another. Given the diversity of the papers, sectorally and methodologically, it is not easy to identify any unifying themes. However, for me, issues of governance, whether at the level of the firm or at that of wider institutional frameworks, formed an important recurring motif. Indeed governance, broadly defined, was central to Steve Toms (Nottingham) and John Wilson's (Queen's, Belfast) ambitious attempt to fashion a new paradigm from within which to explore the evolution of British business. Whether their ambitions will be fulfilled remains to be seen but the paper was further proof of both the continuing, profound effect that Chandler has had on British business history and of the vigour of the response offered by British practitioners.

A relatively novel feature of the conference was the awarding of the Coleman prize for best new research dissertation. As winner of the prize last year it fell to me to act as a judge this year, alongside Richard Wilson (UEA) and to announce the result. The prize this year attracted several excellent dissertations, as diverse in their subject and approach as the conference itself, but the prize was awarded to Janet Greenlees, now at Leicester, for her thesis *Women's Impact on Capitalist Development: A Comparative Study of the Lancashire and American Cotton Industries, 1790–1860*, completed at York. The other finalist, Andrew Millward (UCE) also gave an excellent, concise summation of his work *The British Cycle Industry, 1870–1939*, completed at Birmingham, but the Coleman session was otherwise sadly depleted by late cancellations. Both supervisors and authors of recently completed Doctoral dissertations in business history either completed at British institutions or having a British subject are recommended to consult the call for entries for next year's Coleman Prize to be found elsewhere in this newsletter and on the ABH website and to give serious consideration to entering.

The Council of the Association and, I am sure, all delegates would like to record their thanks to the University of Portsmouth, the Queen's Hotel and, in particular, Peter Scott for organizing and hosting such an enjoyable and stimulating conference. Next year's conference, at which we will strive to build on this year's success, is to be held at the University of Reading on 28-29<sup>th</sup> of July and has the theme of Images and Consumption. All members are urged to submit proposals to conference organiser Andrew Godley and to promote the event amongst all colleagues with a potential interest. The date and location of the 2003 conference are yet to be confirmed but the Council promises a radical and innovative format.

## **EBHA Conference, Oslo, 31 August - 1 September 2001**

*Peter Miskell* (University of Reading)

This year's EBHA conference was held in the pleasant and relaxed atmosphere of Norway's capital city. The weather may have been rather British (and the cost of living decidedly Scandinavian), but the organisation was smoothly efficient and the views from the conference venue afforded a scenic backdrop to proceedings. Congratulations must go to the organisers for such a well-managed event - not even the late running trams could prevent the sessions running to time. (Even if the

malpractice of various travel agents almost prevented some of our number from arriving there at all.)

The conference theme was knowledge and business, and for the most part the papers reflected this. In some papers the link was more tenuous than in others, but in virtually all cases some effort was made to relate to the general theme - which cannot be said of all academic conferences. So, what did we learn? Unfortunately I cannot claim to have come away from Oslo with a radically new perception of what knowledge means for business organisations, but then, I was hardly expecting to. The intellectual value of the meeting, as I saw it, was that it allowed us to form a clearer appreciation of how knowledge has been applied in a variety of business situations over a broad historical period. Few of us will need to totally re-think our work in the light of what we heard, but we will, perhaps, feel re-assured that there was some consistency in the important themes to emerge.

The clearest of these themes, for me at least, was the distinction between know-how (*knowledge*), and know-about (*information*). The former, which is often tacit or only acquired by individuals or organisations after long experience, is not something that can be written down or easily explained. It is usually more noticeable by its absence than its existence in an organisation. The latter, information, is more like a commodity that can be bought, sold or duplicated. When we are discussing knowledge, therefore, we are referring to an individual's intuitive understanding or an organisations institutional makeup and culture, not just access to information. From this, it follows that knowledge cannot be transferred between or within organisations as easily as information. Knowledge emerges within, and cannot easily be separated from, its social/cultural context. When it does spread, it is often through personal or social networks.

These theoretical points were illustrated clearly in a number of the papers. Richard Coopey, for example, explained that attempts in the Soviet Union to mass produce imitations of IBM computers came to nought even though engineers there had access to the hardware itself. Possessing the information about how these machines were technically constructed was not enough. Without the institutional and managerial knowledge of how to go about organising the production of these machines little could be achieved.

In Mary Rose's paper, on the outdoor clothing industry, the importance of tacit knowledge in relation to the market was brought out. Successful

entrepreneurs in this business understood not only the fundamental principles of design, manufacture and marketing, they were profoundly involved in the outdoor pursuits culture themselves and had an intuitive appreciation of the needs and concerns of the customer base. In the case of Berghaus, the business has struggled since being taken over by a larger (and less *knowledgeable*) corporation.

Roger Horowitz, who presented one of the three fascinating papers on the meat industry, showed how American debates surrounding safe meat, though ostensibly based on hard scientific evidence, were in fact more revealing about the contemporary social/political environment: a message all too familiar for those of us following news of BSE or foot and mouth outbreaks in the UK.

There were of course, many other interesting papers that could be mentioned, but the value of conferences such as this should not be judged purely on the evidence of the formal sessions. These provide us merely with *information*, helping us to *know-about* the activities of other business historians. For the *know-how*, or tacit understanding of how business history is done, we need to look to the evidence of informal social or personal networks. If the number of conference delegates enjoying themselves in the hotel bar on Saturday night is any guide, the knowledge transfer mechanisms of the EBHA are in sound working order.

## Future Business History Conferences:

### ASSOCIATION OF BUSINESS HISTORIANS

#### 2002 ABH Conference – Call for Papers

The 2002 ASSOCIATION OF BUSINESS HISTORIANS conference will be held at the University of Reading on Friday 28<sup>th</sup> to Saturday 29<sup>th</sup> June. Papers will be considered on any topic and period, though the main theme will be IMAGE, INNOVATION AND CONSUMPTION. This is interpreted widely, and should not be taken to embrace only a narrow element of business history to include such interconnected topics as:

- ◆ **Fashion and Image** – in business, in products, in retailing, in the presentation of business information, gender and image.
- ◆ **Advertising and PR** – theories of advertising, creating the public image of business, business and the press, media and advertising.
- ◆ **Design, Innovation, marketing and strategic response** – technology, R and D, product development, evolution of designs, competitive strategy.
- ◆ **Networks, markets and distribution** – industrial districts, supply chains, relationship marketing, brands as networks, globalisation.
- ◆ **Building Brands** – theory and practice, brands and trust, innovative branding.
- ◆ **Image and the service sector** – financial services, tourism, retailing.
- ◆ **Culture, Image and business** – business culture and public image.
- ◆ **Consumers and consumption** – retailing , patterns of consumption, gender and consumption patterns.
- ◆ **Process innovation and market characteristics** – mass production and mass consumption, flexible specialisation, just in time, quality.

The organisers welcome expressions of interest from historians working in all disciplines and on any time period or country. Panel and paper proposals (including a 1-2 page abstract) should be submitted to Dr Andrew Godley, Department of Economics, University of Reading, Whiteknights, Reading RG6 6AA. Tel +44 (0) 118 987 5123 x4051; Fax : +44 (0)118 975 0236 E-mail [a.c.godley@reading.ac.uk](mailto:a.c.godley@reading.ac.uk). Deadline for submissions is 31<sup>st</sup> December 2001.

***European Business History Association Annual  
Congress  
in Helsinki, August 23<sup>d</sup>-25<sup>th</sup> 2002:  
«Companies, Owners, Employees»***

The Conference will be organised by the Department of Social Science History at the University of Helsinki, in cooperation with the Helsinki School of Economics and Business Administration. The theme of the conference is *Companies - Owners - Employees*. The institutional separation of ownership and management is one of the most fundamental changes in the history of capitalism. Issues concerning its implications for ownership structures, corporate governance, shareholder value tensions between owners and management, and worker participation will be the focus of the conference. Proposals for papers and for subsessions relevant to the themes are welcome!

- A doctoral thesis session will also be held and individuals who have recently published theses are invited to take part.
- The time schedule is as follows:
- Call for papers: August 2001.
- Deadline for proposals for papers and sessions: November 30<sup>th</sup> 2001.
- Notification of acceptance: January 30<sup>th</sup> 2002.
- Deadline for final papers: June 15<sup>th</sup> 2002.
- In addition to the scientific program there will be receptions and excursions. The University of Helsinki main building is the conference site and it is situated in the core of the city centre. All hotels are within a short walking distance.
- More detailed information about the conference programme, registration and accommodation will be announced at our webpages in autumn 2001.

- For more information, please contact the organisation committee:

*Head of organising committee*

Prof. Riitta Hjerppe

Dept. of Social Science History

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## **Formation of a gender discussion group within the European Business History Association**

*Mary Rose (Lancaster University) , Ioanna Minoglou (Athens University of Economics)*

In the last few years there has been a growing academic interest among historians, economists and other social scientists regarding gender. Testimony to this is the rising number of new publications in the field and the no longer so timid flowering of gender studies.

The basic goal of this discussion group is to contribute to the current discourse (within the EBHA and the wider academic community) on gender from a historical perspective, and in specific to explore issues such as gender and entrepreneurship; gender and business in general; wealth creation and gender.

Could anyone interested please let us know: 1)What aspects of gender studies they are researching, 2) If they have any recent papers that could be made available to the EBHA website; and 3) If they would be interested in discussing the possibility of participating in a workshop.

Contact person: Ioanna Minoglou, e-mail: [minoglou@compulink.gr](mailto:minoglou@compulink.gr))

## **BUSINESS HISTORY CONFERENCE 2002**

**Call for Papers: *Corporate Governance* is the theme for the annual meeting of the Business History Conference, Hagley Museum & Library, Wilmington, Delaware, USA, April 19-21, 2002.**

We invite proposals for papers concerned with the historical evolution of corporate governance in all of its forms, including but not limited to: entrepreneurial and managerial styles and innovations; the historical construction of norms and formal rules of governance; relationships between governance systems and corporate strategies and structures; and the ideological and political dimensions of governance regimes. Submissions are invited on all chronological periods, and those on non-traditional and non-U.S. forms of corporate governance are especially encouraged. Submissions on topics beyond the theme are welcome as well. Proposals may be submitted for individual papers or for entire panels. Each proposal should include a one-page abstract and one-page curriculum vitae or résumés for each participant. 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 organiser.

➤ Graduate students in the early stages of writing dissertations may apply for inclusion in designated workshops intended to discuss preliminary conclusions and methodologies in an informed but informal environment. Interested students should submit a one-page abstract of their project and a one-page vita. These proposals should indicate they are intended for the Dissertations in Progress sessions. Dissertations completed in the previous three years (1999-2001) are eligible for the conference's dissertation session. Proposals are welcome from Ph.D. recipients in history, business administration, history of science and technology, economics, legal studies, and other fields whose work is on business history broadly defined. Presentations made at this session will be published in *Enterprise & Society*, the BHC journal. One dissertation will receive the Herman E. Krooss Prize for the best dissertation in business history, which includes a \$500 award. Proposals should consist of a cover letter, the dissertation abstract, and the author's C.V., and indicate they are intended for the Krooss Prize Dissertation Session. The deadline for receipt of submissions is October 15, 2001. All graduate students presenting papers are eligible for travel grants to defray costs associated with attending the annual meeting. Please send five copies of proposals to Roger Horowitz, Secretary-Treasurer, Business History Conference, P.O. Box 3630, Wilmington DE 19807, USA.

Presenters are expected to submit abstracts of their papers in electronic form for posting on the BHC web site. Authors also are encouraged to post electronic versions of their full papers in advance of the April meeting. All papers presented at the annual meeting are eligible for inclusion in the BHC's on-line proceedings volume, *Business and Economic History*. The Program Committee consists of David Sicilia (chair), Mark Mason, Mary O'Sullivan, and Jonathan Russ. Address questions about proposals to David Sicilia, Department of History, University of Maryland, College Park, MD, 20742, USA. Email: ds190@umail.umd.edu; and: Carol Ressler Lockman, Business History Conference, Hagley Centre, PO Box 3630, Wilmington DE 19807 [email: Carol Lockman: crl@UDel.Edu].

## **ABH CONFERENCE 2003**

**30-31 May 2003:** ABH Annual Conference will be held at the Moller Centre, Churchill College, Cambridge. Further information from Dr. Jim Bamberg [bamberjh@bp.com](mailto:bamberjh@bp.com)

## **BUSINESS HISTORY CONFERENCE 2003**

**July 2003, University of Massachusetts, Lowell USA**

The 2003 Conference will be an international meeting that will be held in the USA, jointly organised by the Business History Conference (USA) and the European Business History Association. For further information, contact: Dr. Roger Horowitz, Associate Director, Center for the History of Business, Technology, and Society, Hagley Museum and Library, PO Box 3630, Wilmington DE 19807. email: [rh@udel.edu](mailto:rh@udel.edu); direct fax: 302-655-3188

## **OTHER FUTURE CONFERENCES**

### **20-22 September 2001: American Influences in Twentieth Century Europe: Companies, Cultures and Mass Consumption**

This is a pre-conference for the 2002 Economic History Congress in Buenos Aires. It will be held in Roubaix, near Lille in Northern France. It is organised jointly by Matthias Kipping (Centre for International Business History, The University of Reading) and Nick Tiratsoo (University of Luton and LSE Business History Unit). Building on the existing work on corporate-level Americanisation in the post-WWII period, this conference aims at enlarging its scope to the twentieth century as a whole and issues beyond technology and management.

In particular, we welcome contributions focusing on one of the following themes: 1. Changes in management practice: the impact of the American example on management practice and corporate culture in European companies or industries. The US models at the company level include for

instance scientific management, the M-form, budgetary control, marketing or human relations policies. 2. Consumption aspects: We are interested in the influence of American distribution and consumption patterns on Europe during the twentieth century; for example the transfer of different sales methods (mail order, the supermarket, etc.) and their adaptation to the European context or different aspects of consumer society and their business implications, for example the development of advertising agencies or tourism. 3. Cultural influences: We would like to find out about the different “carriers” through which American cultural models were transferred to Europe, for example music and films, but also styles in the widest sense, including architecture or “life styles”.

Inquiries about the Conference should be directed to: Mrs Margaret Gallagher at the Centre for International Business History by e-mail ([m.m.gallagher@reading.ac.uk](mailto:m.m.gallagher@reading.ac.uk)) or fax (0118 / 975-0236).

**12-13 October 2001: ‘Commodifying Everything: Consumption and Capitalist Enterprise’. Hagley Museum and Library, Wilmington, Delaware.**

Sessions include: Medicine and Healthcare; *This is for sale?*; Commodification and identity; sacred material culture; commodifying ideology.

For further information, contact: Dr. Roger Horowitz, Associate Director, Center for the History of Business, Technology, and Society, Hagley Museum and Library, PO Box 3630, Wilmington DE 19807. email: rh@udel.edu; direct fax: 302-655-3188

**18-20 October 2001: 23<sup>rd</sup> Annual North American Labor History Conference, Wayne State University. ‘Labour migration and the global economy. Past, present and future’**

Themes include: the relationship between immigration and labour movements: labour internationalism; the rise and/or decline of international labour standards: the gendered nature of labour migration: sweated labour, past and present: child labour in the United States and internationally: the persistence of unfree labour in the global economy:

internal migration within nations: connections between migration and changing ideas of class, race, gender, and citizenship.

Organiser: Elizabeth Faue, Coordinator, North American Labour History Conference, Department of History. 3094 Faculty Administration Building, Wayne State University, Detroit. MI 48202. Tel: 313 577-2525 Fax: 313 577-6987 E-mail: ad5247@wayne.edu

### **26-28 October 2001: Economic History Association Annual Meeting. [NOTE THE CHANGE OF DATE]**

The meeting has been rescheduled in the same hotel, but the number of rooms available is somewhat reduced. Room-shares are encouraged. For all details of revised arrangements, contact <eha-mtgs@socs.berkeley.edu>

### **2 November 2001 AGM and Annual Conference of the Business Archives Council. British Bankers' Association, Pinnars Hall, 105-108 Old Broad Street, London EC2N 1EX**

The financial sector has always been an important area of BAC activity, and this Conference marks the successful completion and publication of the Council's new survey of banking records by discussing new discoveries and developments in the archives and history of British finance.

For further information, contact the Conference Chairman: Prof. Philip Cottrell, University of Leicester. <xpc@le.ac.uk>

### **11-14 December 2001. International Conference on Maritime History and Heritage, Fremantle, Australia.**

The aim of this conference is to bring together all those interested in maritime history to present the latest findings in maritime historical research and review the state of the discipline. Papers are especially invited on the following themes: Cultural images and heritage; Commerce and trade; Shipping and shipbuilding; Ports and port cities;

Fisheries and fishing communities; Naval history and strategic studies; Labour and unionism; Maritime environment.

For further information contact: Professor Malcolm Tull, School of Economics, Murdoch University, Murdoch, WA 6150, Australia. E-mail: [tull@central.murdoch.edu.au](mailto:tull@central.murdoch.edu.au).

**Tuesday 11 December 2001 at 6.30 pm LSE**

**The 2001 Pasold Lecture** : Sir Geoffrey Owen : Globalisation in textiles - corporate strategy and competitive advantage

**14 December 2001. A History of Clothing: the business of fashion, or the fashion of business?, University of Reading.**

For too long our understanding of the historical development of the clothing industry has been far from comprehensive. Business and economic historians have typically explored the industry in terms of its labour intensity and have generally failed to incorporate the influence of fashion. On the other hand, while informed by the insights offered by several disciplines, fashion historians have tended to neglect the potential that an economic analysis might offer to an understanding of historical transformations in dress. This conference aims to bring together leading historians of the clothing industry and to examine afresh the impact of fashion on the historical evolution of the clothing industry.

Organisers: Andrew Godley, Dept of Economics, University of Reading [a.c.godley@reading.ac.uk](mailto:a.c.godley@reading.ac.uk) and Katrina Honeyman, School of History, University of Leeds [k.honeyman@leeds.ac.uk](mailto:k.honeyman@leeds.ac.uk)

**March 2002: The Business/Corporate Culture area of the Popular Culture Association invites submissions for the 32nd annual national meeting of the PCA, to be held March 13-16, 2002, in Toronto, Ontario, Canada.**

Since we live in a consumer culture, it seems appropriate to acknowledge and analyse the role of business in shaping this culture and, consequently, our everyday lives. The Business/Corporate Culture area will hence examine the effects of business on both political and popular culture,

providing an interdisciplinary forum for current research. Papers from all geographic areas and time periods are encouraged. Full panel proposals will also be considered. Possible themes include: corporate histories; biographies of corporate leaders; representations of business/corporate culture in popular culture (e.g. "Dilbert"); roles of gender/race/sexuality/class etc. in business culture; social implications/contexts of marketing campaigns; media and business (including public relations); corporate ethics; concepts of leadership; business or self-help oriented literature (e.g. The Magic of Thinking Big and its ilk)

Please send a 250-word abstract and C.V. by September 10, 2001 (complete papers will be due March 1, 2002), to the area chair at the following address: Marc R. Sykes, Department of History, Van Dyck Hall, Rutgers University, New Brunswick, NJ 08901-1108, U.S.A.

You may also send queries or abstracts by e-mail to [msykes@eden.rutgers.edu](mailto:msykes@eden.rutgers.edu).

Those unfamiliar with the PCA and ACA might wish to consult our website at: <http://h-net.msu.edu/~pcaaca>

### **Spring 2002: Call for Papers: Towards Comparative Coalfield Histories. Regional conference of the Society for the Study of Labour History, to be held at the University of Glamorgan, Spring 2002**

Much work has been done on the history of miners, their unions, and their struggles. But with the demise of trade unions in the industry, there is a need for rethinking approaches to the history of the industry and its workers. This conference will focus on 'coalfield societies' and the singularity and differences in their experiences. It strongly encourages international comparisons. It will be organised into three separate but interlocking themes. 'Communities', 'identities', and 'organisations'. Topics within these themes that may be of particular interest to business historians include: the impact of unemployment and pit closures, patterns of housing and spatial development in the coalfields; migration; strikes and lockouts; the role of coalowners and their associations; the role of organized labour.

Please send proposals to: Stefan Berger/Andy Croll, Dept of History,  
School of Historical and Social Studies, University of Glamorgan,  
Pontypridd CF37 1DL. Tel. 01443-482534

**5-7 April 2002: The ECONOMIC HISTORY SOCIETY  
ANNUAL CONFERENCE will be held at the University of  
Birmingham. Further information is available at  
[www.ehs.org.uk](http://www.ehs.org.uk)**

**4-6 April 2002: “Industrializing organisms: plants, animals,  
and technology”. A Conference sponsored by the Rutgers  
Center for Historical Analysis project on Industrial  
Environments: creativity and consequences.**

While the breeding and manipulation of plants and animals for human purposes has been occurring for millennia, efforts to produce standardized and more efficient organisms suitable for large-scale agricultural and industrial processes are more recent phenomena tied to the rise of modern industrial societies. When, where and how have industrializing humans sought to ‘improve’ plants and animals in order to better integrate them into technological processes and systems? To what extent was the modification of organisms an essential element of modern technology? What have been the consequences of such modifications? Proposals for papers on these themes are invited on these developments during the period since 1750. Some measure of travel support may be available.

Please send abstracts and CVs by 1<sup>st</sup> December 2001 to:  
Philip Scranton and Susan Schrepfer, Co-directors, Rutgers Center for  
Historical Analysis, 88 College Avenue, New Brunswick, NJ 08901  
USA. E-mail: [rcha@rci.rutgers.edu](mailto:rcha@rci.rutgers.edu)

# **BUSINESS HISTORY AT THE INTERNATIONAL ECONOMIC HISTORY CONGRESS 2002**

**July 22-26, 2002: XIII Congress of the International  
Economic History Association, Buenos Aires,**

*For more information on the conference, please consult  
<http://www.eh.net/XIIICongress>.*

## **Sessions of special interest to business historians:**

### **(1) "Child Labor in Historical Perspective"**

This session will examine the use of child labor in the 19th and early 20th century United States and Western Europe. In particular, the nature and extent of exploitation of children and their labor will be a common theme of the papers in this session. The concept of exploitation will also be examined in detail: is the presence of child labor sufficient evidence to confirm the existence of exploitation, or does the relationship between earnings and expropriation need to be examined more closely?

In response to current political concern over the exploitation of children in sweatshops in developing countries, economists have raised the question does child labor hurt children in the long run, or does their labor raise the family's standard of living sufficiently to benefit the child as well as his parents? This session will provide perspective on this current issue by examining how extensive exploitation was in the past. It will look at the economic conditions under which child labor was useful, and it will identify factors that resulted in its disappearance.

We currently have four papers and a discussant scheduled and are seeking about 2-3 more papers for the session.

Those interested in participating in the session should send an abstract (hardcopy or Word attachment) of their proposed paper by December 15, 2001 to:

Jon Moen, University of Mississippi, School of Business Administration,  
PO Box 1848, University MS 38677, USA E-mail:  
[moen@bus.olemiss.edu](mailto:moen@bus.olemiss.edu)

## (2) Understanding the Global Economy through the History of Things, 1000-2000

The production, trade, and consumption of commodities such as silk, salt, oil and cotton have woven together different parts of the world throughout the centuries. This panel will explore the character of these international links and show how they have changed during the past 1000 years. Papers will investigate the connections between agriculture, trade, industry and consumption created by particular commodities, examine the impact of an increasing global integration of markets on the way things were produced and ask how we can understand the particular ways specific places were integrated into the world economy. Taken together, the papers will inquire into the impact of states, diverse resource endowments, non-state actors, and the distribution of social power in particular places on the spatial structure of the production and consumption of a number of core commodities. We will pay particular attention to the people who facilitated these global networks--merchants, diaspora communities, and migrant workers, among others.

During the past years, historians have increasingly become interested in understanding processes, identities and networks that transcend the nation-state. For this panel, we invite paper proposals that explore more global approaches to understanding the development of past economies by interrogating the changing relationships between the economies of different towns, cities, regions and nation-states to one another through the history of particular commodities. Case studies are welcome, as are more theoretical explorations of the themes raised. We are interested in historical, economic, anthropological and sociological approaches that will allow us to focus on diverse and seemingly contradictory developments, such as the spread of free labor and slavery, industrialization and deindustrialization, markets and states--in short, to think about the unity of the diverse.

The session chairs are: Sven Beckert and Cemal Kafadar.

If you are interested in participating in the panel, please submit (by October 15, 2001) a short proposal along with a copy of your c.v. to

Sven Beckert, Dunwalke Associate Professor of History, Harvard University, Department of History, 210 Robinson Hall, Cambridge, MA 02138, USA. Tel. (617) 495-0697. Fax (617) 496-3425  
Email: [beckert@fas.harvard.edu](mailto:beckert@fas.harvard.edu)

### (3) INFORMATION TRANSMISSION AND MARKET INTEGRATION - PAST AND PRESENT

The emphasis in traditional market integration research has been on the impact of transport cost reductions and trade policy changes. This session will focus on the role of information transmission on market performance. It is meant to be a forum for research into the evolution of particular modes of information transmission technology, say the postal system, the telegraph, the specialized commercial press, the internet etc. Relevant studies might look into the speed, reliability and cost of diffusion of information. The session organizers also wish to invite papers which look at the impact of changes in information technologies, say the introduction of the telegraph, on market integration and market efficiency.

Those interested in participating in the session should send an abstract of their proposed paper by January 15, 2002. We shall inform all those who submit proposals of the status of their submission in due course.

Please send your proposal to the organizers:

Yrjö Kaukiainen, History, University of Helsinki, P.O.Box 59, FIN-00014 Helsinki, Finland. Fax: +358919122834

email: [yrjo.kaukiainen@helsinki.fi](mailto:yrjo.kaukiainen@helsinki.fi)

and

Karl Gunnar Persson. Economics, University of Copenhagen, Studiestræde 6, DK-1455 Denmark. Fax:+4535323000

email: [karlgunnar.persson@econ.ku.dk](mailto:karlgunnar.persson@econ.ku.dk)

### (4) Banking in Latin America, 1870-1940: Structure, Regulation & Crises

We are pleased to invite proposals for papers to be included in the session at the 13th World Congress of the International Economic History Association, to be held in Buenos Aires, July 22 - July 26th, 2002,. Proposals should be submitted to either of the organizers by 1 December 2001.

Session organisers are R. Jacob and Gail Triner.

At the end of the nineteenth and beginning of the twentieth

centuries, a number of Latin American economies organized their banking systems to open their markets to the globalizing financial system. The major international financial centers had committed to the gold standard and were eager to export capital to attractive markets. Latin American economies responded to the new opportunities presented to them. Many redesigned the banking and monetary laws to meet the requirements of the international financial system, while at the same time various political interests debated the best models to assure domestic economic growth. The emerging banking and regulatory structures attempted to balance and satisfy competing economic demands. Once open to the international markets, increasingly solid banking systems grew rapidly, but they also faced new challenges and found themselves more exposed to international and regional crises. The era ended with the crisis of 1929 and the subsequent Great Depression, with the associated profound disruptions to capital movements. In their subsequent development, banking systems had to adapt to closed capital markets without the gold standard.

This session offers a new opportunity to compare the experiences of Latin American banking systems between 1870 and 1940. It brings to bear theoretical and methodological approaches that take into account interdisciplinary perspectives from economics, political economy and history. Papers could include such topics as the experiences of individual organizations or events ("crises"), perspectives on the effects of monetary history and policy, formation of regulatory systems, the role of banking in economic development, among others.

It is the intention of the organizers to publish the collected papers of this session. We will notify authors of the composition of the panel at the end of December 2001.

Contact: Gail D. Triner, Department of History, Rutgers University,  
New Brunswick, NJ 08901-1108, USA  
Tel: 732-932-6696  
[triner@ix.netcom.com](mailto:triner@ix.netcom.com)

### (5) Savings banks as financial intermediaries: role, performance and impact

Savings banks have performed a wide variety of functions and roles since they spread across Europe and North America from the late 18<sup>th</sup> century. Primarily serving as savings vehicles for the less well off, they complemented the activities of commercial banking systems by focusing

on deposit gathering rather than lending. The extent to which they could develop this latter aspect of their business was generally constrained by domestic regulation: in the UK for example, savings banks made very few personal or business loans until well into the 20<sup>th</sup> century. In other countries, they acted primarily as mortgage or municipal financing vehicles, or, as in Germany for example, by bringing together aspects of commercial banking with savings gathering in a new and innovative manner. In the process of financial deregulation in the late 20<sup>th</sup> century, these differences within and between countries have been eroded: savings banks have become in some places fully fledged financial intermediaries, but in others they have retained some of their special characteristics.

The session takes a comparative approach to the role, performance and impact of savings banks in the process of economic and financial development. We wish to encourage long-term and comparative perspectives; analysis of both institutions and customers; the contribution of savings banks to savings behaviour; the changing nature and identity of savings banks as a form of organisation separate and distinct from commercial banks.

Proposals should be sent to: Dr. Duncan M. Ross, Dept of Economic and Social History, University of Glasgow, 4 University Gardens, Glasgow G12 8QQ, Scotland. Tel: 44-141 330 3586. Fax: 44 141 330 4889  
E-mail: [D.Ross@socsci.gla.ac.uk](mailto:D.Ross@socsci.gla.ac.uk)

### **(6) American Influences in Twentieth Century Europe: Companies, Cultures and Mass Consumption**

*(See details under meetings 20-22 September above)*

Organisers: Matthias Kipping (Centre for International Business History, The University of Reading) and Nick Tiratsoo (University of Luton and LSE Business History Unit).

Inquiries should be directed to: Mrs Margaret Gallagher at the Centre for International Business History by e-mail ([m.m.gallagher@reading.ac.uk](mailto:m.m.gallagher@reading.ac.uk)) or fax (0118 / 975-0236).

# **BUSINESS HISTORY SEMINAR PROGRAMMES 2001-2**

## **BUSINESS HISTORY UNIT SEMINARS MICHAELMAS TERM 2001**

**The Business History Unit has arranged seminars on the following dates :**

- 15 October            Max-Stephan Schulze (LSE)**
- ‘Structural change and productivity growth in late  
19<sup>th</sup> century Austria-Hungary**
- 29 October            Andrew Jenkins (Institute of Education)**
- ‘Government-industry relations in the nationalised  
gas industry, c.1948-1970’**
- 12 November        Teresa da Silva Lopes (University of Reading)**
- ‘Management and Strategy in the Multinational  
Distribution of Alcoholic Beverages’**
- 26 November        Oscar Calvo-Gonzalez (LSE)**
- ‘The political credibility and business sentiment  
effects of the post-war American overseas  
assistance programme : the case of aid to Spain  
during the 1950s’**

**The seminars will take place at 5.30 pm in \*H615, Comnaught House, Aldwych,  
London WC2. All enquiries should be addressed to the Unit's Director, Terry  
Gourvish on 020 7955 7073, e-mail [t.r.gourvish@lse.ac.uk](mailto:t.r.gourvish@lse.ac.uk).**

**\* PLEASE NOTE CHANGE OF VENUE**

**Center for the History of Business, Technology, and Society**  
**9th annual research seminar series**  
**Hagley Museum and Library in Wilmington, Delaware.**

Sept. 20: Ben Fine (School of Oriental and African Studies, University of London), "Cluttered Landscape of Consumption: An Economist's Gaze"

Oct. 11: Kathy Franz (University of North Carolina-Greensboro), "The Open Road: Automobility and Racial Uplift in the Inter-war Years"

Nov. 8: John K. Smith (Lehigh University), "The Chemical Industry in the 1960s: Products, Processes, Pollution, and Public Relations"

Dec. 13: Anna Vemer Andrzejewski (University of Wisconsin-Madison), "Erecting Efficiency: Surveillance and the Architecture of United States Post Offices, 1880-1940"

Jan. 10: Holly Snyder (Hampshire College), "Bound for Esopus: Jewish Merchants in the Hudson Valley Trade, 1660-1780"

Feb. 7: Susan Strasser (University of Delaware), "Making Consumption Conspicuous: Transgressive Topics Go Mainstream"

Mar. 14: Gerald Fitzgerald (Carnegie Mellon University), "The Business of Sterilization: Air-Borne Disease and Air Hygiene Technologies in the United States, 1930-1955"

April 4: Steve Usselman (Georgia Institute of Technology), "Remaking IBM: Riding the Waves of Innovation in Modern Computing"

May 9: Donna Gabaccia (University of North Carolina-Charlotte), "Continental Deconstruction: Immigrant Labor, Mobile Capital, and North American Infrastructure"

May 30: Sydney Watts (University of Richmond), Jeffrey Pilcher (The Citadel), and Roger Horowitz (Hagley Museum and Library), "Meat for the Metropolis: provisioning and political economy in Paris, New York City, and Mexico City"

All sessions will take place in the Copeland Room of Hagley's Library building, just north of Wilmington, Delaware. We assemble at 6 PM for refreshments and casual conversation, and begin the formal seminar at 6:30.

The papers are circulated in advance. To join the mailing list for the seminar and the papers, contact Hagley's Center for the History of Business, Technology, and Society email [crl@udel.edu](mailto:crl@udel.edu) or contact: Dr. Roger Horowitz, Associate Director, Center for the History of Business, Technology, and Society, Hagley Museum and Library PO Box 3630, Wilmington DE 19807. Telephone: 302-658-2400; fax: 302-655-3188; email: [rh@udel.edu](mailto:rh@udel.edu)

## GRANTS

### **PASOLD RESEARCH FUND Ph.D GRANTS FOR TEXTILE HISTORY**

The Pasold Research Fund is a charitable trust established to provide support for research into the history of textiles . Its fields of interest include the economic and social history of textiles, their technological development, design and conservation, as well as the history of dress and other uses of textiles.

Applications are invited from individuals at institutions within the UK for PhD bursaries of up to £2,500 which may be either for fees or other forms of support in any area or period of textile history.

**DEADLINE FOR APPLICATIONS 30 June 2002.** Further details and application forms can be obtained from : Dr Mary Rose, Director, Pasold Research Fund, Department of Economics, University of Lancaster, Lancaster LA1 4YX. E-mail [m.rose@lancaster.ac.uk](mailto:m.rose@lancaster.ac.uk) Further details are also available on the Pasold Website <http://www.lums.lancs.ac.uk/pasold/>

### **John W. Hartman Center for Sales, Advertising and Marketing History, Duke University, North Carolina**

John W. Hartman Center for Sales, Advertising and Marketing History offers grants to researchers whose work would benefit from access to the library's archival and rare printed collections. The maximum award is

\$1,000. The major collections available at the Hartman Centre are the extensive archives of the J. Walter Thompson Company (JWT), D'Arcy, Masius, Benton & Bowles (DMB&B), and the Outdoor Advertising Association of America. Full details are available at:  
<http://scriptorium.lib.duke.edu/hartman/>

## **Chemical Heritage Foundation**

Chemical Heritage Foundation Invites Applications for 2002-2003 Fellowships. Deadlines are December 1, 2001 for academic year fellowships. Applications must include a research proposal of no more than 1,000 words. For more information, please see our website at [www.chemheritage.org](http://www.chemheritage.org) or email [fellowships@chemheritage.org](mailto:fellowships@chemheritage.org).

Gordon Cain Fellowship: The Cain Fellowship is open to a scholar with a Ph.D. who will carry out historical research on the development of the chemical industries. The outcome of this research should further understanding of the relationship between technology, policy, management, and entrepreneurship, and shed light on the complex development of modern society and commerce. Minimum stipend, \$43,000.

All applications should be sent to: Fellowship Coordinator, Chemical Heritage Foundation, 315 Chestnut Street, Philadelphia, PA 19106-2702  
Fax: 215 925 1954  
email: [fellowships@chemheritage.org](mailto:fellowships@chemheritage.org)

## **Fellowship applications invited for the Rutgers Center for Historical Analysis 2001-03 Project "Industrial Environments: Creativity and Consequences"**

From September 2001 through May 2003, under the auspices of the Rutgers Center for Historical Analysis, Rutgers' new doctoral program in the History of Technology, Environment and Health will sponsor a broad-gauged inquiry into the intersections of technological change, environmental conditions and health/hazard/disease. In year one, we will explore the relations between industry (extraction, transport, and manufacturing) and environment, including creative responses stemming

from industry's environmental impacts, across the era from the late 18th century through World War Two. Year two, 2002-03 will attend to postwar dynamics, focusing on their links to public policy and issues of justice related to the environment and public health, in industrial and industrializing nations globally.

The RCHA is now accepting external applications for senior and postdoctoral fellowships for this project. The deadline for 2001-02 fellowship applications is December 15, 2000. A separate invitation for fellowship applications for our 2002-03 focus on the 1940-2000 period will be announced next fall. For further information: visit the RCHA website: <http://rcha.rutgers.edu> where application forms may be downloaded), email RCHA ([rcha@rci.rutgers.edu](mailto:rcha@rci.rutgers.edu)) or call the Center office: 732-932-8701. Program directors are Prof. Susan Schrepfer ([schrepfe@rci.rutgers.edu](mailto:schrepfe@rci.rutgers.edu)) and Prof. Philip Scranton ([scranton@crab.rutgers.edu](mailto:scranton@crab.rutgers.edu)).

## **PRIZES**

### **Coleman Prize**

#### **The Association of Business Historians, Coleman Prize 2002**

The Association of Business Historians invites submissions for consideration for the 2002 Coleman Prize. Named in honour of Donald Coleman, the prize recognises excellence in new research dissertations in business history and is open to Ph.D. dissertations either having a British subject or completed at a British institution. All dissertations completed in the calendar years 2000 and 2001 are eligible (with the exception of previous submissions).

The Prize is now sponsored by Adam Matthew Publications Limited. Adam Matthew Publications is a scholarly publisher which makes available original manuscript collections, rare printed books, and other primary source materials in microform and electronic format. More details on the company and its products can be found at: [www.adam-matthew-publications.co.uk](http://www.adam-matthew-publications.co.uk).

It is a condition of eligibility for the Prize that short-listed finalists will present their findings to the Association's annual conference, to be held at the University of Reading, 28–29 June 2002. For consideration, please send a hard copy of your dissertation by 31 March 2002 to: Dr. Janet

Greenlees, Economic and Social History, Attenborough Tower,  
University of Leicester, LE1 7RH

## **Hagley Book Prize**

The Hagley Museum and Library and the Business History Conference jointly offer an annual prize for the best book in business history, broadly defined.

The 2001 prize was awarded to Dr. Regina Blaszczyk of Boston University for her book *Imagining Consumers: design and innovation from Wedgwood to Corning* (Johns Hopkins University Press, 2000). It describes the history of the china and glasswares industries and the role that they played in the development of America's consumer culture.

The next Hagley Prize will be presented at the annual meeting of the Business History Conference in Wilmington, Delaware, April 19-21, 2002. The prize committee encourages the submission of books from all methodological perspectives. It is particularly interested in innovative studies that have the potential to expand the boundaries of the discipline. Scholars, publishers, and other interested parties may submit nominations. Eligible books can have either an American or international focus. They must be written in English and be published during the two years prior to the award.

Three copies of a book must accompany a nomination and be submitted to the chair of the prize committee: Dr. Michael Nash, Chief Curator, Hagley Museum and Library, P.O. Box 3630, Wilmington, DE 19807.-0630. E-mail: [mikenash@udel.edu](mailto:mikenash@udel.edu). Other members of the committee are: Professor Mira Wilkins (Florida International University) and Professor Michael French (University of Glasgow). The deadline for nominations is December 31, 2001.

## **New Dissertation Prize: the Richard R. Nelson Dissertation Prize for 2001**

An annual prize in the amount of \$5,000 has been established in honour of Richard R. Nelson for the best doctoral dissertation in any field dealing with technological and organisational innovation in the context of markets and the broader institutional environment of business, government and the not-for-profit sectors.

- 1) *Eligibility*: Doctoral dissertations from an accredited institution of higher learning anywhere are eligible if they were completed and accepted for the degree after July 1 2000 and before October 31, 2001 and if: They are received by the award committee by December 1<sup>st</sup>. They are accompanied by two letters of nomination signed by appropriate faculty members (including at least one from the dissertation committee) that discuss the significance of the work in the light of the selection criteria. And they are submitted in electronic form only; acceptable formats are Adobe Acrobat (pdf); Rich Text format (rtf); or MS-Word (doc).
- 2) *Selection Criteria*: Originality, insightfulness, command of empirical research methods, and relevance to management and policy. Equal weight will be given to each of the above 4 criteria.
- 3) *Selection Process*: The winner will be selected by a committee of 4 faculty members and one practitioner associated with the Consortium on Competitiveness and Cooperation (CCC) and affiliated societies. The selection committee in 2001 will be David Mowery, David Teece, Sidney Winter, Richard Rosenbloom, and William Spencer.
- 4) The winner will be announced at the annual CCC Ph.D. Colloquium in the spring of the following year. Award: \$5,000.
- 5) *Contact*: Richard S. Rosenbloom, David Sarnoff Professor, Emeritus, Harvard Business School, Boston MA 02163, phone: (617) 495-6295, fax: (617) 495-8736, email: rrosenbloom@hbs.edu

## **Program in Early American Economy and Society PAES 2001 Article Prizes The Library Company of Philadelphia**

The Program in Early American Economy and Society will make its annual award(s) to recognize the best journal article or articles published in 2001 relating to an aspect of early American economic history, broadly

defined, to about 1850. The awards committee welcomes submissions in such fields as the history of commerce, business, finance, agriculture, manufacturing, technology, labor, and economic policy. The author(s) of the winning article(s) will each receive \$1,000. Nominations for the award should be made by someone other than the author; complete entries consist of three copies of the article and a nominating letter explaining its importance to the field of early American economic history.

Submission deadline is March 15, 2002. Please send all materials to PEAES, The Library Company of Philadelphia, 1314 Locust Street, Philadelphia, PA 19107. Questions may be directed to Cathy Matson, Director of PEAES, at [cmatson@udel.edu](mailto:cmatson@udel.edu). For information about the Program in Early American Economy and Society, please visit the PEAES links on the Library Company's web page: [www.librarycompany.org](http://www.librarycompany.org).

## **NEWS ON BUSINESS HISTORY JOURNALS**

### **NEW JOURNAL ON SOFTWARE HISTORY**

#### **Iterations: An Interdisciplinary Journal of Software History**

As part of the National Science Foundation Project, "Building a Future for Software History," the Charles Babbage Institute is launching an electronic journal entitled *Iterations: An Interdisciplinary Journal of Software History*. We are currently accepting article submissions for this new peer-reviewed scholarly publication.

*Iterations* provides an outlet for scholarly articles on software history, a forum for first hand accounts of significant events and developments in software, reviews, and feedback from readers and authors. Analyses of software history that draw upon perspectives and methodologies from other disciplines are encouraged.

Articles should be a minimum of 5,000 words. Inquiries and submissions should be sent electronically (MS Word attachment preferred) to [cbi@tc.umn.edu](mailto:cbi@tc.umn.edu)

Please consult [www.cbi.umn.edu/iterations/faq](http://www.cbi.umn.edu/iterations/faq) for frequently asked questions about *Iterations*, or contact: Dr. Jeffrey R. Yost, Editor, or Dr. Philip L. Frana, Associate Editor and Reviews Editor at (612) 624-5050, sending email to [cbi@tc.umn.edu](mailto:cbi@tc.umn.edu)

## **EH NET BOOK REVIEWS**

EH.NET has posted nearly 350 book reviews since September 1996. These reviews are archived at <http://www.eh.net/bookreviews/>

Its goal is to review every important book published in the field of economic history. To achieve this:

- (i) Please let us know of books, including your own, which you think should be reviewed. A list of books already sent out for review is at: [www.eh.net/bookreviews/econ.php](http://www.eh.net/bookreviews/econ.php)
- (ii) Let us know if you are interested in reviewing books. Send a note, including a brief description of your research interests and/or a copy of your cv to [whaples@wfu.edu](mailto:whaples@wfu.edu) (Robert Whaples, EH.NET Associate Director and Book Review Editor)

## **CALL FOR PAPERS: SPECIAL ISSUE OF *ENTERPRISE & SOCIETY***

**“Business History and Economic Theory” , Guest Editor William Lazonick, University of Massachusetts, Lowell, and INSEAD.**

For more than two decades there has been an active debate in business history concerning the relation between their research and economic theory. But despite many efforts to combine business history and economic theory, much remains to be done. This issue will consider in particular: issues concerning the organization, evolution and performance of business enterprises and their relationship to the social environments in which they operate; theoretical perspectives on business enterprise; appropriate empirical and theoretical methodologies; the ways in which the relation between the disciplines of economics and history can best promote intellectual progress. Please send submissions as e-mail attachments to: [William.Lazonick@uml.edu](mailto:William.Lazonick@uml.edu). The deadline for submissions is March 31 2002.

## **BOOKS BY ABH MEMBERS:**

***Jewish Immigrant Entrepreneurship in New York and London, 1880-1914: Enterprise and Culture* Andrew Godley (Palgrave – formerly Macmillan – ISBN 0333960459 £37.50)**

Did British culture influence Britain's poor twentieth century economic performance? Godley demonstrates the presence of anti-entrepreneurial values in Britain through measuring cultural assimilation and entrepreneurship among a carefully selected control population. Using new evidence of Jewish immigration, mobility and assimilation, Godley shows that, despite similar backgrounds and opportunities, the Jews in London were far less entrepreneurial than those in New York. As the Jewish immigrants assimilated either American or British cultural values, those in New York moved *en masse* into self-employment, while those in London opted to remain as workers. Godley then reinterprets British twentieth century economic history, emphasising how these long-standing anti-entrepreneurial values among the English working classes acted as a drag on innovation, investment and growth.

**Gordon H. Boyce, *Co-operative structures in global business: communicating, transferring knowledge and learning across the corporate frontier* (Routledge International Studies in Business History 9, 2000)**

This volume explores how firms operating in industries as diverse as film making, shipping, engineering, mining, bottling and advertising have collaborated to develop innovative services, technologies and products to reach new markets. Using a series of twelve historical case studies based on extensive archival research, the book explains why firms have succeeded or failed in communicating, transferring knowledge, and discovering new expertise.

**Simon Ville and Gordon Boyce, *The development of modern business* (Forthcoming from Palgrave)**

This is an innovative business history textbook that blends economic theory with empirical evidence to chart business development over the last two centuries in the UK, the United States, Japan and Australia. Contents includes: History and theory of the growth of the firm – Entrepreneurship and Management – Information and uncertainty – Corporate Finance – Labour Management – International Business.

## ABH MEMBERSHIP

### Subscription rates for 2001:

**UK residents: £10 (annual) £27 (for 3 years)**

**Overseas: £15 (annual) £40 (for 3 years)**

**Membership also gives a discount to the ABH Annual Conference.**

**Membership application forms, including a bankers' order form, may be obtained from the ABH Secretary Treasurer, Howard Cox.**

## DISCOUNTS TO ABH MEMBERS

The ABH has negotiated the following discounts on journal subscriptions for members for 2001.

**Accounting, Business and Financial History** will be offered to members at the discounted rate of £35 or \$55. Those members wishing to take up this offer should send their name and address and payment (cheque payable to Taylor & Francis Ltd) to the Secretary of the ABH.

**Business History** is offered to members at a 20% discount. Members should contact Karen Newlin ([knewlin@frankcass.com](mailto:knewlin@frankcass.com)) or Brenda Quy ([bquy@frankcass.com](mailto:bquy@frankcass.com)) in the Cass subscriptions department.

**Oxford University Press** offer the following discounts to ABH members:

**Enterprise & Society** at a 20% discount. (£32 UK, \$44 overseas)

**Industrial & Corporate Change** at a 20% discount (£39 UK; \$69 overseas)

**Oxford University Press books** at 25% off list price.