

***The Third Canadian Business History Conference
Meeting Jointly With
The 37th Annual Business History Conference***

Toronto, Ontario

March 22 - 24, 1991

The organizers gratefully acknowledge the financial assistance provided by the Hudson's Bay Company, the Ontario Heritage Foundation, Ryerson Polytechnical Institute and the Social Sciences and Humanities Research Council of Canada. We are all indebted to Margaret Mcmillan, Thomas Barcsay, Adrian Foti and Sydney Stagg of Ryerson for their assistance with local arrangements.

***The Third Canadian Business History Conference
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The 37th Annual Business History Conference***

***Toronto, Ontario
March 22-24, 1991***

Friday, March 22, 1991

10:15 - 12:15
Jorgenson Hall
A1410
(Board Room)

Dissertation Session

Chair: JoAnne Yates, MIT

- 1. Christopher J. Castaneda, University of Houston, "Regulated Enterprise: Natural Gas Pipelines and the Competition for Northeastern Markets, 1938-1954"**
- 2. David Sicilia, Ohio State University, "Selling Power: Marketing and Monopoly at Boston Edison, 1886-1929"**
- 3. Duncan Ross, Victoria University of Wellington, "The Clearing Banks and the Finance of British Industry, 1930-1959"**
- 4. James D. Kraft, Ohio State University, "Stage to Studio: American Musicians and Sound Technology, 1890-1945"**

1:30 - 3:00
Jorgenson Hall
A250

First Plenary Session. "Ideologies and Innovation: Gender Dimensions of Business History"

Chair: Patricia O'Brien, Harvard Business School

Participants: Alice Kessler-Harris, Rutgers University; Jane Humphries, Cambridge University; Joy Parr, Ontario Institute for Studies in Education; Mary Yeager, University of California at Los Angeles

3:30 - 5:00
Jorgenson Hall
A344

A. Technological Innovation

Chair: Naomi Lamoreaux, Brown University

Comment: John Kenly Smith, Lehigh University; Steven W. Usselman, University of North Carolina, Charlotte

- 1. Ross Thomson, "The Roles of Firms in U.S. Lathe Invention, 1800-1920," New School for Social Research**
- 2. Andre Millard, "Thomas Edison and the Theory and Practice of Innovation," University of Alabama, Birmingham**
- 3. James Alexander, "Technological Innovation in Steel Fabrication: Marketing and Production Considerations in the Manufacture of the Johnson Rail," University of Pittsburgh, Johnstown**

Jorgenson Hall
A1402

B. Business, Planning and the International Economy After the
Second World War

Chair: Robert Bothwell, University of Toronto

Comment: Mira Wilkins, Florida International University;
Chris Rosen, University of California at Berkeley

1. Daniel Ritschel, "Planning for Private Enterprise: The
Business Vision of Postwar Reconstruction in Britain During the
Second World War," University of Windsor

2. Susan Aaronson, "Disintegrative Trade," Johns Hopkins
University

3. William McClenahan, "The Growth of Voluntary Export
Restraints and American Foreign Economic Policy, 1956-1969,"
George Washington University.

Jorgenson Hall
A1410

C. Canadian Banks, International Finance and Securities
Regulation

Chair: Duncan McDowall, Carleton University

Comment: Ronald Rudin, Concordia University; Geoffrey
Jones, University of Reading

1. Gregory Marchildon, "Obtaining International Capital for
Canadian Industry: Canadian Financiers in London Before the
Great War," SAIS, Johns Hopkins University

2. James Darroch, "Global Competitiveness and Public Policy:
The Case of Canadian Multinational Banks," York University

3. Christopher Armstrong, "Canadian Securities Speculators
and Regulations in the 1960s," York University

5:00 - 7:00
Arts and Letters
Club (see map)

Reception for Conference Participants

Host: The Canadianists and the Ontario Heritage Foundation

Saturday, March 23

8:30 - 10:00
Jorgenson Hall
A344

- A. Government Barriers to Change
Chair: Robert Cuff, Harvard Business School
Comment: William Childs, Ohio State University; Sally Clarke, University of Texas
1. E. P. Fitzgerald, "The Compagnie Française des Pétroles and the International Oil Cartel in the Middle East, 1928-1948," Carleton University
 2. Marc A. Weiss, "Real Estate Cycles, Industrial Restructuring, and Public Policy Reform in American History," Columbia University

Jorgenson Hall
A1402

- B. The Government as Innovator: Canada and the U.S.
Chair: George Smith, Stern School, New York University
Comment: Christopher J. Castaneda, University of Houston; Mary Schweitzer, Villanova University
1. Michael A. Hennessy, "Canadian War-Ship Construction and the Shipyard Lobby, 1949-1966," University of New Brunswick
 2. John Majewski and Christopher Baer, "Road Transport in Antebellum America," University of California, Los Angeles, and Hagley Museum

Jorgenson Hall
A1410

- C. Comparative Perspectives: Industrial Structure, Location, Markets and Innovation
Chair: Peter George, McMaster University
Comment: Douglas McCalla, Trent University
1. Fritz Lehmann, "Two Coasts, Two Fisheries, Two Companies and a Common Solution: How Vivian and Acadian Powered the Fishing Fleets," University of British Columbia
 2. Kris Inwood and Tim Sullivan, "Industrial Structure and Economic Development: Ontario and the American Middle West compared, 1850-1890," Guelph University and Towson State University, respectively

10:15 - 12:15
Jorgenson Hall
A250

- Second Plenary Session. "Political Innovations and the Quest for Efficiency: Regulation, Deregulation and Privatization in Canada and the U.S."
Chair: Tom Traves, York University
Comment: Jack High, George Mason University; Alan Anderson, Energy Planning, Inc., Houston, Texas

1. Ken Cruikshank, "Innovation in Government-Business Relations: The Expansion of Public Authority in the Age of Laurier and Borden," Trent University

2. Richard Viator, "Deregulation: An American Experiment," Harvard Business School

1:30 - 3:00

Jorgenson Hall
A344

A. Innovation in Twentieth-Century, "High-Tech" Firms

Chair: Jeffrey Sturchio, Merck & Co., Inc.

Comment: Glenn Bugos, University of California, Berkeley;
Kenneth Lipartito, University of Houston

1. M. Cusumano, Y. Mylonadis, R. Rosenbloom, "Strategic Maneuvring in Home-Video Standardization: Mass Market Dynamics and 'Second Mover' Advantage," Harvard Business School

2. Ernest Englander, "The Political Economy of Biotechnology: Innovation and Politics in an Emerging Industry," George Washington University

Jorgenson Hall
A1410

B. Business in Maritime Canada

Chair: Peter Baskerville, University of Victoria

Comment: Rosemary Ommer, Memorial University

1. Marilyn Gerriets, "The General Mining Association and the Nova Scotia Coal Industry, 1825-1858," Saint Francis Xavier University

2. Margaret E. McCallum, "The Problems of Succession at Ganong Bros., 1917-1946," University of New Brunswick

Jorgenson Hall
A1402

C. Agriculture, Government and Price Regulation in Canada

Chair: William L. Marr, Wilfrid Laurier University

Comment: John H. Thompson, Duke University

1. Mark Cox, "Innovation on Trial: B.C. Fruit Growers and the Rise and Retreat of Marketing Legislation, 1923-31," University of Victoria

2. Ruth Dupre, "The First Case of Price Support in Quebec Agriculture: The Quebec Dairy Commission, 1933-34," Ecole des Hautes Etudes Commerciales

3:30 - 5:00

Jorgenson Hall
A250

Third Plenary Session. "Innovation in Marketing -- A Global Perspective"

Chair: Richard Tedlow, Harvard Business School

Comment: Margaret Levenstein, University of Michigan; Carl G. Ryant, University of Louisville

1. Nico J. Vink, "A Cultural Historical Decision-Making Theory: The Marketing of the Philips Corp. of Holland, 1965-1980," Delft University

2. Patrick Fridenson, "Selling the Innovation: French and German Colour TV Devices in the 1960s," Ecole des Hautes Etudes en Sciences Sociales

3. Daniel Raff, "Robert Campeau and Innovations in Internal and Industrial Organization of Department Store Retailing," Harvard Business School

6:00 - 8:00 p.m.
Jorgenson Hall
A250

Keynote Address: William Lazonick, Barnard College, 6:00-7:00pm

Reception: 6:00 - 8:00 p.m., Oakham Lounge, Oakham House

Host: The President of Ryerson Polytechnical Institute

Sunday, March 24

8:30 - 10:00
Jorgenson Hall
A344

- A. Innovation and the Small Firm
Chair: K. Austin Kerr, Ohio State University
Comment: Bruce Seely, Michigan Technological University;
Mansel Blackford, Ohio State University
1. Philip Scranton, "Small Business, Family Firms, and Batch Production: Three Axes for Development in American Business History," Rutgers University
 2. John Ingham, "Iron and Steel in the Pittsburgh Region: The Domain of Small Business," University of Toronto

Jorgenson Hall
A1402

- B. Cultural Dimensions of Innovation
Chair: William Becker, George Washington University
Comment: Robert Ankli, University of Guelph; Paul Tiffany, Wharton School
1. Ann Carlos, "Agent Opportunism and the Role of Company Culture: The Hudson's Bay and Royal African Companies," University of Colorado
 2. Claire Badaracco, "Innovative Industrial Design and 'Modern' Public Culture: The Monotype Corporation, 1922-1932," Marquette University
 3. David King, "Finding an Ideology for a German Railway: The Case of the Nuremburg-Furth Railway," Johns Hopkins University

Jorgenson Hall
A1410

- C. Business and Labour: Comparative Perspectives
Chair: Ian McKay, Queen's University
Comment: Eric Tucker, York University Law School; Ian Radforth, University of Toronto
1. Michael Huberman, "Industrial Relations and Industrial Structure: Evidence from M'Connell and Kennedy, 1810-1840," Trent University
 2. Paul Craven, "Regulating Railway Work in Mid-Nineteenth Century Ontario," York University

10:15 - 12:15
Jorgenson Hall
A250

- Fourth Plenary Session. "Innovative Failure: Decline in Britain"
Chair: William Lazonick, Barnard College
Comment: Ian Drummond, University of Toronto
1. Daniel Shiman, "Managerial Inefficiency and Technological Decline, 1860-1914," State University of New York

2. Wayne Lewchuk, "Getting and Giving the Wrong Signals: Transactions Costs, Technical Change, and Decline of Manufacturing since 1870," McMaster University

3. Edward Lorenz, "Managerial Strategies and Competitive Decline: The British Shipbuilding Industry, 1890-1970," Harvard University

1:30 - 3:00

Jorgenson Hall
A1402

A. Innovations in Finance

Chair: Edwin Perkins, University of Southern California

Comment: Martha Olney, University of Massachusetts

1. Stuart Jones, "The Impact of Technology and Competition upon a Conservative Financial Institution: The Allied Building Society of South Africa," University of the Witwatersrand

2. Martha Reiner, "Innovation and the Creation of Venture Capital Organizations," University of Richmond

3. Thomas Barcsay, "Banking in Hungarian Economic Development, 1867-1919," Ryerson Polytechnical Institute

Jorgenson Hall
A344

B. Family Capitalism in Canada

Chair: Michael Bliss, University of Toronto

Comment: Donald F. Davis, University of Ottawa

1. Barbara Austin, "Five Generations of Organizational Adaptation: The Young Family of Hamilton, 1832-1991," Brock University

2. Henry Klassen, "Family Firms and Inheritance in Alberta and Montana in the late 19th and Early 20th Centuries," University of Calgary

Jorgenson Hall
A1410

C. Mapping Canadian Capitalism

Chair: H. Vivian Nelles, York University

Comment: Graham D. Taylor, Dalhousie University

1. Deruk Holdsworth and Günter Gad, "Mapping Canadian Capitalism: Illustrated by vol. III of The Historical Atlas of Canada," Pennsylvania State University and Erindale College, respectively