

NEW FROM CAMBRIDGE

Coping with Recession

UK Company Performance in Adversity

P.A. Geroski and Paul Gregg

The main issues examined in the book are what makes companies vulnerable to recessionary pressures; how companies typically respond to these pressures; how recessionary pressures have been transmitted back into labor markets and what kinds of institutional changes they have induced and, finally, whether recessionary pressures stimulate innovative activity.

National Institute of Economic and Social Research Economic and Social Studies 38

0-521-62276-X Hardback \$64.95
0-521-62601-3 Paperback \$25.95

Wall Street to Main Street

Charles Merrill and Middle-Class Investors

Edwin J. Perkins

Wall Street to Main Street: Charles Merrill and Middle-Class Investors focuses on the spectacularly successful career of financier Charles Merrill (1885–1956), the founder of Merrill Lynch & Co. Merrill was the most innovative entrepreneur in the United States financial services sector in the twentieth century. Opening more than 100 branch offices across the nation by 1950, his firm solicited millions of middle-class households and became famous for bringing “Wall Street to Main Street” in the post-World War II era. Based on archival sources, this book is the first biography published about the career of this major Wall Street figure.

0-521-63029-0 Hardback \$29.95

Now in paperback...

A History of Corporate Finance

Jonathan Baskin and Paul J. Miranti, Jr.

“A History of Corporate Finance by Baskin and Miranti provides a panoramic account of the evolution of financial organizations and practices from ancient time through the present. It also compares these organizations and practices with the assumptions and conclusions of contemporary financial theories. It is must reading for both history buffs and for students, scholars, and practitioners of financial theory.”

—Harry Markowitz, 1990 Winner of the Nobel Prize in Economics

0-521-65536-6 Paperback about \$18.95

The New Financial Capitalists

Kohlberg Kravis Roberts and the Creation of Corporate Value

George P. Baker and George David Smith

No one would contest the profound impact of Kohlberg Kravis Roberts and the leveraged buyout on American business. But what, precisely, has that impact been? This book offers a close look at the phenomenon of the leveraged buyout, those who perfected it, and what it has meant for business.

0-521-64260-4 Hardback \$24.95

Manufacturing the Future

A History of Western Electric

Stephen B. Adams and Orville R. Butler

Manufacturing the Future: A History of Western Electric is the first full-length history of the Western Electric Company, the manufacturing arm of the Bell System. The book demonstrates, through Western's 1882 acquisition by Bell Telephone, that vertical integration was a lengthy process rather than a single event.

0-521-65118-2 Hardback \$34.95

Paths of Innovation

Technological Change in 20th-Century America

David C. Mowery and Nathan Rosenberg

Between discovery and application, between invention and widespread use, there is a world of innovation, of tinkering and improvements and adaptations. This is the world that David Mowery and Nathan Rosenberg map out in *Paths of Innovation*, an engaging tour of the intersecting routes of technological change and economic growth in twentieth-century America.

0-521-64119-5 Hardback \$27.95

Available in bookstores or from

CAMBRIDGE
UNIVERSITY PRESS

40 West 20th Street, N.Y., NY 10011-4211

Call toll-free 800-872-7423

MasterCard/VISA accepted.

Prices subject to change.

Web site: <http://www.cup.org>

Business History

BOOKS FROM TEXAS A&M

TEXAS MERCHANT

Marvin Leonard and Fort Worth

VICTORIA BUENGER

WALTER L. BUENGER

From fur coats to farm tractors, the Leonards department store in early twentieth-century Fort Worth purveyed a combination of the spectacular and the familiar. This biography of the downtown institution's owner also tells the story of Fort Worth's evolution, from its early status as an urban center for rural Texans to a suburb-dominated city using tourism to attract people to the downtown area. 264 pp. 19 b&w photos. 2 figs. 6 maps. Table. \$36.95s

BUILDERS

Herman and George R. Brown

JOSEPH A. PRATT

CHRISTOPHER J. CASTANEDA

Herman and George R. Brown combined their individual strengths to develop Brown & Root, one of America's preeminent construction companies. This biography of the brothers examines their lives and the nature of business in mid-twentieth-century America. The authors also address the brothers' relationship with Lyndon Johnson and labor, as well as their philanthropic activities. 352 pp. 15 b&w photos. Figs. Tables. \$36.95s

TEXAS A&M UNIVERSITY PRESS WWW.TAMU.EDU/UPRESS/
COLLEGE STATION, TEXAS • 800-826-8911 • FAX: 888-617-2421

Steam Laundries

Gender, Technology, and Work in the United States and Great Britain, 1880-1940
Arwen P. Mohun

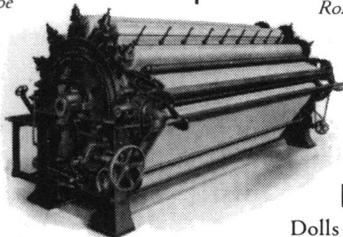
"Should provoke others to turn their attention to the array of important but neglected topics it treats, but by its own breadth it should challenge its successors to look broadly as well."—

Judith A. McGaw, editor of *Early American Technology: Making and Doing Things from the Colonial Era to 1850*

Johns Hopkins Studies in the History of Technology:
Merritt Roe

Smith, Series Editor

\$48.00 cloth



Making the Amalgamated

Gender, Ethnicity, and Class in the Baltimore Clothing Industry, 1899-1939
Jo Ann E. Argersinger

"An extremely well researched and intelligently written piece of work which clearly reflects Argersinger's effort to break down the artificial lines which once divided the history of immigration, ethnicity, shop-floor relations, unionism, and political economy in the first half of this century."

—Nelson Lichtenstein, University of Virginia

Studies in Industry and Society:
Philip B. Scranton, Series Editor

\$39.95 cloth

Engendering Business

Men and Women in the Corporate Office, 1870-1930
Angel Kwolek-Folland

"Whether tracing the emergence of the 'office wife' and secretary, the concept of the corporation as mother, or the architectural and spatial character of corporate headquarters, the author brings a clever twist to well-known developments in business history."—*Journal of American History*

Gender Relations in the American Experience: *Joan E. Cashin and*

Ronald G. Walters, Series Editors

\$15.95 paper

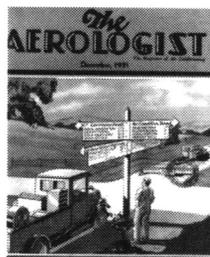
Made to Play House

Dolls and the Commercialization of American Girlhood, 1830-1930
Miriam Formanek-Brunell

"The vivid portraits of the female entrepreneurs with an agenda for childhood are the book's most significant contribution to the literature of history and business."—

Mary Lynn Stevens Heinger, *Business History Review*

\$15.95 paper



Air-conditioning America

Engineers and the Controlled Environment, 1900-1960
Gail Cooper

"Examining engineers, consumers, and corporations in factories, schools, theaters and homes, Cooper presents a large cast of fascinating characters fighting over 'man-made weather.'"—Susan Smulyan, Brown University

The Johns Hopkins Studies in the History of Technology:
Merritt Roe Smith, Series Editor
\$35.00 cloth

Advertising Progress

American Business and the Rise of Consumer Marketing
Pamela Walker Laird

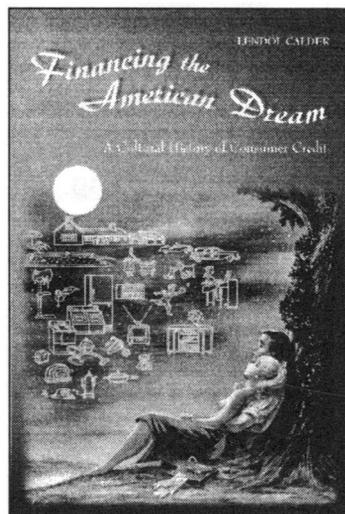
"This is the story of the formative years of America's most formative institution—advertising. Drawing upon a wealth of archival and trade sources, Laird explores the way in which advertising came to be a propaganda for modernity and progress."—Richard W. Pollay, University of British Columbia

Studies in Industry and Society:
Philip B. Scranton, Series Editor
\$35.95 cloth

THE JOHNS HOPKINS UNIVERSITY PRESS

1-800-537-5487 • www.press.jhu.edu

New from Princeton



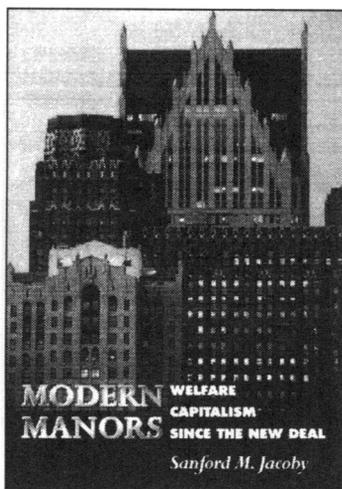
Financing the American Dream

A Cultural History of Consumer Credit
Lendol Calder

Lendol Calder presents the first book-length social and cultural history of the rise of consumer credit in America. He focuses on the years between 1890 and 1940, when the legal, institutional, and moral bases of today's consumer credit were established, and in an epilogue takes the story up to the present. He draws on a wide variety of sources to challenge the idea that consumer credit has eroded traditional values.

Combining clear, rigorous arguments with a colorful, narrative style, *Financing the American Dream* will attract a wide range of readers.

Cloth \$29.95 ISBN 0-691-05827-X *Due April*



New in paperback

Winner of the 1998 Taft Labor History Award

Modern Manors

Welfare Capitalism since the New Deal
Sanford M. Jacoby

"A powerful and authoritative work that explores the hidden history of some of America's most celebrated companies. . . . [An] impressive book."—Nelson Lichtenstein, *The New York Times Book Review*

"Jacoby's book is beautifully written, lovingly crafted, and thoroughly researched. . . . For its combination of novel arguments, nuanced insights, rigorous evidence, and a deep appreciation of the phenomenon being studied, this book should set the standard in our field."

—Daphne Gottlieb Taras, *Relations Industrielles / Industrial Relations*

Paper \$16.95 ISBN 0-691-00743-8

Princeton University Press

AT FINE BOOKSTORES OR CALL 800-777-4726 • HTTP: //PUP.PRINCETON.EDU



THE CUSTOMER'S VICTORY

From Corporation to Cooperation

FRANÇOIS DUPUY

A case-by-case portrait of what managers need to know to run a successful business in the 21st century.

The Customer's Victory describes and analyses how managers need to understand organizations in order to effectively implement the changes necessary to operate in today's competitive environment.

François Dupuy completed his studies in political science and became a researcher in the French National Centre for Scientific Research, specializing in organizational analysis. He is currently adjunct professor at the Kelley School of Business, Indiana University, and visiting professor, INSEAD.

February 1999, refs., index

cloth \$39.95, paper \$18.95

at bookstores

INDIANA UNIVERSITY PRESS

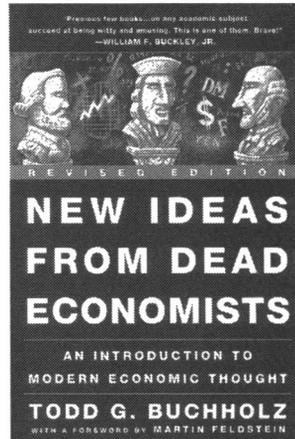
Orders: 1-800-842-6796 www.indiana.edu/~iupress

NEW IDEAS FROM DEAD ECONOMISTS

An Introduction to Modern Economic Thought • Revised Edition

Todd G. Buchholz with a Foreword by Martin Feldstein. "If you only read one economics book this year, read this one."—Lawrence H. Summers, Professor of Political Economy, Harvard University. Todd G. Buchholz takes the ideas of the great economists of the past two hundred years and applies them to contemporary issues. Featuring a brand-new section on the latest shifts in the world economy, including the Asian crisis, the Social Security/Medicare debate, and the new welfare policy, this is a balanced guide to understanding our economy—past and present—and essential reading for a nation at the millennium.

PLUME 336 PP. 0-452-28052-4 \$13.95



PENGUIN PUTNAM INC.

ACADEMIC MARKETING DEPT. • 375 HUDSON ST. • NY, NY 10014-3657
<http://www.penguinputnam.com>

GUIDELINES FOR CONTRIBUTORS

GENERAL INFORMATION

Manuscripts are considered for publication on the understanding that they are not concurrently under consideration elsewhere and that the material—in substance as well as form—has not been previously published.

Three copies of the manuscript should be submitted.

Authors should identify themselves only on a separate title page that provides name, mailing address, and telephone number. Authors must also remember not to identify themselves in the body of the manuscript; specifically, references to their own work in the text should be in the third person, and citations should be written without possessive pronouns—not “See my”

Potential contributors should initially submit hard copy, not diskettes, but it will save considerable work for all parties in the event of acceptance if authors follow a few rules from the beginning:

- In general, use as few formatting commands as possible.
- Left justify text.
- Do not hyphenate words at the end of lines.
- ALL material—including extracted quotations and notes—must be double spaced.
- Notes should be numbered consecutively and citations should be placed as footnotes or endnotes formatted as indicated by *The Chicago Manual of Style* (1993).
- Each table and figure must be accompanied by a complete source.

Each article should be accompanied by an abstract of 75–100 words outlining the main point(s) of the paper and placing the article in context. Subheads should be used to divide the manuscript into three or four sections (or more, depending on length). We do not have an upper or lower page limit, but articles usually run between 25 and 50 typescript pages, including notes and other material.

We are always eager to publish illustrations, but authors should not include originals of illustrative materials at the time of submission; photocopies of such material may be included. Authors are responsible for obtaining all illustrative materials and permissions for reproduction, and for writing captions.

Authors of accepted manuscripts will receive two copies of the issue in which the article appears, and twenty-five free offprints.

MANUSCRIPT PREPARATION

We use the 14th edition of *The Chicago Manual of Style* (1993) and spell and hyphenate words according to Webster's *Ninth New Collegiate Dictionary*.

The journal encourages authors to use gender-neutral prose in all cases where it is not anachronistic to do so; male nouns and pronouns should not be used to refer to people of both sexes. We use the day-month-year form for dates, as 11 February 1998. Double quotation marks should be used for journal titles and direct quotation; single quotation marks are used for quoted material inside quotations.

SAMPLE CITATION FORMS

Book: Alfred D. Chandler, Jr., *The Visible Hand: The Managerial Revolution in American Business* (Cambridge, Mass., 1977), 321-22.

Journal: Charles Cheape, “Not Politicians but Sound Businessmen: Norton Company and the Third Reich,” *Business History Review* 62 (Autumn 1988): 444-66.

Note that we do not include the publisher in book citations. We do not use loc. cit., op. cit., or idem., but ibid. (not italicized) may be used.



<https://doi.org/10.1017/S000768050000327X> Published online by Cambridge University Press

0007-6805(199921)73:1:1-F