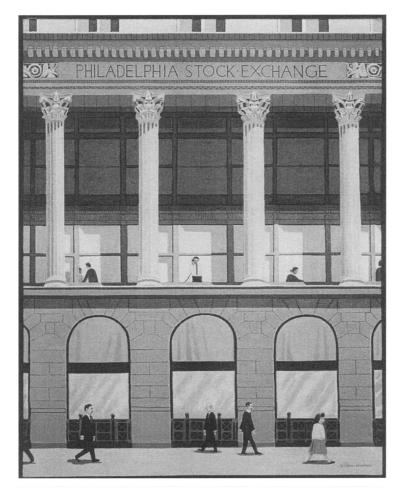
# BUSINESS HISTORY REVIEW

AUTUMN 2004



1411 Walnut Street, home of the Philadelphia Stock Exchange from 1913 to 1951

Cover: The Philadelphia Stock Exchange dates its founding to 1790, making it the oldest one in the country. Even so, very little has been written about it, or other, regional exchanges. John Caskey's article, "The Philadelphia Stock Exchange: Adapting to Survive in Changing Markets," examines the strategies of the exchange in the latter half of the twentieth century as it competed against its larger rival in New York. Image of painting, completed in 2000 by William S. Hudders, used by permission of the Philadelphia Stock Exchange.



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ISSN 0007-6805

Periodical postage paid at Boston, Mass., and additional offices.

# REVIEW

Published Quarterly by Harvard Business School Volume 78 Number 3 Autumn 2004

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The Business History Review is published in the spring, summer, autumn, and winter by Harvard Business School and is printed at Capital City Press in Vermont.

- Manuscripts, books for review, commentary, and all editorial correspondence should be sent to Walter A. Friedman, Coeditor, at the address below.
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Business History Review
Harvard Business School
Soldiers Field
Boston, MA 02163
Editorial office: 617-495-1003
Subscription inquiries: 617-495-6179

• E-mail correspondence and inquiries can be sent to bhr@hbs.edu.

Fax: 617-495-0594

• Subscription rates for the volume year 2005:

Individuals \$50.00
Institutions \$130.00
Students (with photocopy of current student identification) \$30.00

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- Business History Review articles are listed in Business Methods Index, Book Review Index, The Journal of Economic Literature, Historical Abstracts, America: History and Life, and ABI/INFORM.
- Notice of failure to receive issues must reach the office no later than six months
  after the date of mailing. Postmaster: Send address changes to Business History
  Review, Harvard Business School, Soldiers Field, Boston, MA 02163.
- The paper used in this journal meets the minimum requirements of the American National Standard for Permanence of Paper for Printed Library Materials, Z.39.48 and is 50% recycled, 10% post-consumer.
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Cheryl Lyon-Jenness is faculty specialist and director of undergraduate studies in the Department of History at Western Michigan University in Kalamazoo, Michigan. Her research interests include nineteenth-century horticulture and agricultural history, environmental history, and material-culture studies. Her book, For Shade and For Comfort: Democratizing Horticulture in the Nineteenth-Century Midwest (2004), examines ornamental plant use in midwestern domestic landscapes. An article entitled "Picturing Progress: Assessing the Nineteenth-Century Atlas Map Bonanza" appeared in the fall 2004 issue of the Michigan Historical Review. Currently, she is exploring the role of women in the nineteenth-century horticultural trade and assembling an edited volume of letters based on the correspondence of nineteenth-century Illinois nurseryman John Kennicott.

Wyatt Wells is professor of history at Auburn University Montgomery, where he served as Distinguished Research Professor from 2001 to 2003. He was a Fulbright Fellow at the University of Hong Kong from 2001 to 2002. His research concentrates on political economy, particularly the intersection of business and government. Professor Wells is author of Economist in an Uncertain World: Arthur F. Burns and the Federal Reserve, 1970–1978 (1994), Antitrust and the Formation of the Postwar World (2002), and American Capitalism, 1945–2000 (2003). His article "Certificates and Computers: The Remaking of Wall Street, 1967–1971," published in the Business History Review, won the 2000 Newcomen Article Award.