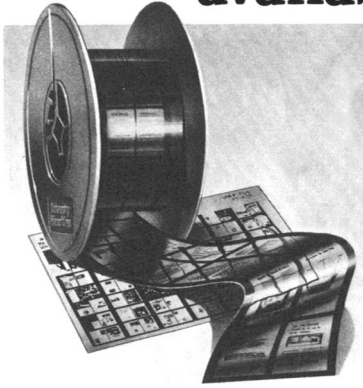


# This publication is available in microform.



University  
Microfilms  
International

University Microfilms International reproduces this publication in microform: microfiche and 16mm or 35mm film. For information about this publication or any of the more than 13,000 titles we offer, complete and mail the coupon to: University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106. Call us toll-free for an immediate response: 800-521-3044. Or call collect in Michigan, Alaska and Hawaii: 313-761-4700.

Please send information about these titles:

\_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_

Company/Institution \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_

**A. P. GIANNINI AND THE  
BANK OF AMERICA**  
By Gerald D. Nash  
Volume 5 in *The Oklahoma  
Western Biographies*

"Giannini was a feisty, hardworking entrepreneur . . . (his) small San Francisco savings bank catering to immigrants evolved into a multinational financial institution . . . an engaging and often enthralling story."—*Library Journal*. Presents Giannini's roots in the Italian immigrant community and his personal ties with President Franklin D. Roosevelt.

**\$24.95**

**THE NEXT GENERATION**  
*Dialogues Between Leaders  
and Students*  
Written and Edited by  
Ronald M. Peters, Jr.

"It may well be that this enterprise will pioneer techniques of developing exchanges between leaders and students that help students in turn to become leaders."—**James MacGregor Burns**, author of *Cobblestone Leadership*. Contains major statements by: Admiral William J. Crowe, Jr., U.S. Senators David Boren and Don Nickles, and others.

**\$19.95 Cloth; \$9.95 Paper**

From your bookseller, or

**University of Oklahoma Press**

(Call 1-800-627-7377, or write)

Dept. MAS0—1005 Asp Ave.—Norman, OK 73019-0445

Add: \$1.50 Post/hand. Accept: MC/Visa/AE/Checks. Write for FREE catalogs.



In the age of casino capitalism,  
one tiny, secretive,  
powerful firm won *big*.

Photo: Mary Hilliard



With borrowed money, borrowed management, and a lot of nerve, Kohlberg Kravis Roberts acquired one Fortune 500 company after another — and changed the face of American business.

“Refreshing and important: a book that reckons seriously with Wall Street’s innovations and achievements, even as it chronicles its recklessness and intrigues.”

— *The New York Times Book Review*

## MERCHANTS OF DEBT

KKR AND THE MORTGAGING  
OF AMERICAN BUSINESS

GEORGE ANDERS

Excerpted in *The Wall Street Journal* • Immediate bestseller on both coasts



**BasicBooks**

A Division of HarperCollins Publishers

Also available from HarperCollins Canada Ltd

Fourth printing!

From Edward Elgar Publishing Company,  
The International Library of Critical Writings in  
**Business History Series**

This essential new series focuses on the last 100 years—the era of the rise of capitalism and the appearance of the multinational enterprise. It presents seminal articles and key papers in business history, many of which are not readily accessible elsewhere. It's an essential reference tool for teachers and researchers, and for others who are increasingly interested in this important subject.

Titles in the series include:

✓ **The Growth of Multinationals**

Edited by Mira Wilkins  
1 85278 370 2 1991 624pp.

✓ **Government and Business**

Edited by Steven W. Tolliday  
1 85278 371 0 1991 608pp.

✓ **Mergers and Acquisitions**

Edited by Gregory P. Marchildon  
1 85278 430 X 1991 608pp.

✓ **Antitrust and Regulation**

Edited by Giles H. Burgess Jr.  
1 85278 451 2 1992 509pp.

✓ **The Rise of Big Business**

Edited by Barry E. Supple  
1 85278 571 3 July 1992 670pp.

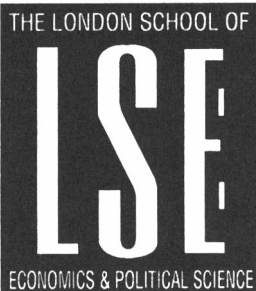
✓ **Marketing**

Edited by Stanley C. Hollander and Kathleen M. Rassuli  
1 85278 601 9 March 1993 c500pp.

---

For more information, or to order, contact:  
**Edward Elgar Publishing Company**  
(Distributed in North America by Ashgate Publishing Co.)  
Old Post Road • Brookfield, VT 05036  
Tel: (802) 276-3162 • Fax: (802) 276-3837

E96



---

# GRADUATE STUDIES IN ECONOMIC HISTORY

---

- **MSc.** Three examined courses and a 10,000 word thesis, □  
over one year full-time (two years part-time)

*The Sources and Historiography of the Economic History of Early Modern England*

*Perspectives on the Industrial Revolution*

*The Economic Analysis of North American History*

*Economic History: Interpretation and Analysis*

*The Economy and Society of London, 1600-1800*

*The World Economic Crisis, 1919-45*

*Interpreting Modern Business: The USA, Europe and Japan*

*British Labour History, 1815-1939*

*Argentinian Economic Development since 1870*

*Economic History of Western Europe since 1945*

*Japanese Economic Development since the Late Nineteenth Century*

*Cobden, Free Trade, and Europe, 1846-82*

*History of Accounting*

*History of Economic Thought*

*Growth, Poverty and Policy in the Third World since 1850*

*Latin America: Welfare, Equity and Development since 1920*

*The Economics of Less Developed Countries and their Development*

*Sociology of Development*

*African Economic Development in Historical Perspective*

- The Department of Economic History at LSE has a staff of thirteen and admits over forty new graduates each year. The doctoral programme of research, led by Professor Leslie Hannah and Professor Alan Milward, offers supervision on a wide range of topics leading to an M.Phil. (2 years) or a Ph.D. (3 years).
- For details of graduate studies in Economic and Social History at LSE, contact: Graduate Admissions Office, The London School of Economics, Houghton Street, London, WC2A 2AE, England.

## Franchising in America

The Development of a Business Method, 1840–1980

by Thomas S. Dicke

"Dicke's book enhances our understanding of not only franchising, but also more generally of distribution and big business's contribution to the creation of small business, the latter a particularly important social development of the post-World War II period. The book should be of genuine interest to business, economic, and social historians."—William H. Becker

216 pp., \$32.50 cloth, \$12.95 paper

---

*forthcoming in December*

## Creating the Modern South

Millhands and Managers in Dalton, Georgia, 1884–1984

by Douglas Flamming

"Flamming brings generations of people to life in a story told with remarkable skill. His book stands out, even among the superb literature on southern textile workers, for its powerful detail, chronological sweep, and empathy for everyone involved."—Edward L. Ayers

approx. 450 pp., \$42.50

Fred W. Morrison Series in Southern Studies

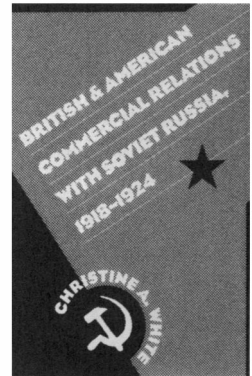
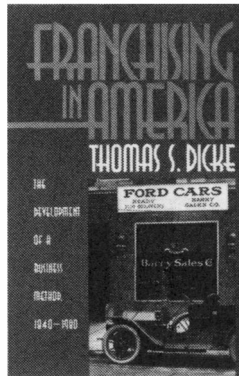
## British and American Commercial Relations with Soviet Russia, 1918–1924

by Christine A. White

"Significantly enhances our knowledge of Western business and economic interests in Russia both during and immediately following the Bolshevik Revolution. It clearly documents the gap between the official governmental policies of the United States and Great Britain and their respective business communities. Drawing upon archival and manuscript sources and statistics, the author's scholarship is sound and her conclusions persuasive."

—Philip J. Funigiello

359 pp., \$39.95



---

*at bookstores or by toll-free order*

## The University of North Carolina Press

Chapel Hill

Phone: (800) 848-6224

Fax: (800) 272-6817

# Business Briefs





**Statement of Ownership,  
Management and  
Circulation**  
(Required by 39 U.S.C. 3685)

|  |   |   |   |   |   |   |   |  |                              |
|--|---|---|---|---|---|---|---|--|------------------------------|
| 1A. Title of Publication<br><b>BUSINESS HISTORY REVIEW</b> | 1B. PUBLICATION NO                        |   |   |   |   |   |   |  | 2. Date of Filing<br>9/28/92 |
|  | 0   | 0 | 0 | 7 | 6 | 8 | 0 | 5  |                              |
| 3. Frequency of Issue<br>Quarterly                         | 3A. No. of Issues Published Annually<br>4 |   |   |   |   |   |   | 3B. Annual Subscription Price<br>\$50.00 |                              |

4. Complete Mailing Address of Known Office of Publication (Street, City, County, State and ZIP + 4 Code) (Not printers)  
**Business History Review, Cotting 100, Harvard Business School, Soldiers Field, Boston, MA 02163 US**

5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher (Not printer)  
 Same as item 4

6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor (This item MUST NOT be blank)  
 Publisher (Name and Complete Mailing Address)  
**President and Fellows of Harvard College**

Editor (Name and Complete Mailing Address)  
**Steven W. Tolliday, Cotting 100, Harvard Business School, Soldiers Field, Boston, MA 0**

Managing Editor (Name and Complete Mailing Address)  
 (associate editor) **Patricia Denault, Cotting 100, Harvard Business School, Soldiers Field, Boston, MA 0**

7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed.)

| Full Name                                       | Complete Mailing Address   |
|---|--|
| <b>President and Fellows of Harvard College</b> | <b>Massachusetts Hall<br/>Harvard University<br/>Cambridge, MA 02138</b> |

8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities (If there are none, so state)

| Full Name   | Complete Mailing Address |
|-------------|--------------------------|
| <b>none</b> |                          |

9. For Completion by Nonprofit Organizations Authorized to Mail at Special Rates (DMM Section 424.12 only)  
 The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (Check one)

(1)  Has Not Changed During Preceding 12 Months  
 (2)  Has Changed During Preceding 12 Months (If changed, publisher must submit explanation of change with this statement.)

| 10. Extent and Nature of Circulation (See instructions on reverse side)                              | Average No. Copies Each Issue During Preceding 12 Months | Actual No. Copies of Single Issue Published Nearest to Filing Date |
|--|--|--|
| A. Total No. Copies (Net Press Run)  | 2,350  | 2,300  |
| B. Paid and/or Requested Circulation   | 0  | 0  |
| 1. Sales through dealers and carriers, street vendors and counter sales                              |  |  |
| 2. Mail Subscription (Paid and/or requested)   | 1,837  | 1,839  |
| C. Total Paid and/or Requested Circulation (Sum of 10B1 and 10B2)                                    | 1,837  | 1,839  |
| D. Free Distribution by Mail, Carrier or Other Means (Samples, Complimentary, and Other Free Copies) | 329  | 329  |
| E. Total Distribution (Sum of C and D)   | 2,166  | 2,168  |
| F. Copies Not Distributed  | 184  | 132  |
| 1. Office use, left over, unaccounted, spoiled after printing  |  |  |
| 2. Return from News Agents   | 0  | 0  |
| G. TOTAL (Sum of E, F1 and 2—should equal net press run shown in A)                                  | 2,350  | 2,300  |

11. I certify that the statements made by me above are correct and complete  
 Signature and Title of Editor, Publisher, Business Manager, or Owner  
**Ann T. Chaney, Business Manager**

# 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. . . .”

Each article should be accompanied by a précis 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 60 typescript pages, including notes and other material.

Articles must contain notes in the humanities style, not references as in the social sciences.

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

## *Manuscript Preparation*

ALL material—including extracted quotations and notes—must be double-spaced. Legible photocopies or word-processed originals may be submitted. Use of dot-matrix printers is discouraged.

Notes should be numbered consecutively and citations should be placed at the end of the text. Do not place footnotes at the bottom of the page (see word-processing instructions).

Each table or figure should occupy a separate page and should be numbered (in arabic numerals) and grouped together between the text and the notes. The position of these items should be indicated in the text (as, “see Table 3”), but they should not be mingled with the text and no extra space should be left for them there. Each table and figure must be accompanied by a complete source.

We use the 13th edition of *The Chicago Manual of Style* (1982) 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 1990.

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.

## *Word-Processing Guidelines*

The journal can accept disks of all standard sizes and densities, but they must be formatted in MS-DOS; we cannot use Apple or MacIntosh software. WordPerfect is directly compatible, but we may be able to accept your document if it can be converted into an ASCII file.

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

In general, use as few formatting commands as possible.

Do not justify or half-justify the right-hand margin.

Do not hyphenate words at the end of lines.

Do not use hard returns except for new paragraphs or required page ends except as absolutely necessary (for example, to break between text and notes).

Do not use special fonts; underline material that is to be set in italics.

Most important, do not use the word processor’s automatic footnote functions: do not embed notes in the text. Notes should be keyed in at the end of the text (after any tables) or as a separate file.

