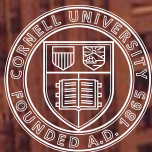


The **Cornell** Conference on

# Histories of American Capitalism

the inaugural conference of the  
Cornell History of Capitalism Initiative

November 6-8, 2014 ILR Conference Center in King-Shaw Hall



Cornell University  
ILR School

## Section One:

Thursday, Nov. 6, 7:30-9:00 p.m. 423 ILR Conf. Center  
Public Keynote Address and Kickoff Event. Reception to follow.

**Orlando Patterson**, John Cowles Professor of Sociology, Harvard University, "Freedom and Disenchantment in American Capitalist Culture"

Friday, Nov. 7, 8:00-9:00 a.m. Breakfast and Registration  
ILR Conf. Center Lobby

### 9:00-10:30 a.m. Race and Ethnicity Panels

#### Panel 1:1 Capitalism and Slavery 225 ILR Conf. Center

Chair and Comment: Joshua Rothman, University of Alabama

Kathryn Boodry, Lang College, The New School, "Making Money: Cotton, Slavery and Finance Across the Atlantic, 1815-1837"

Calvin Schermerhorn, Arizona State University, "Masters of a Knowledge Economy: Virginia Slave Labor Brokers and Industrial Capitalist Development, 1840-1860"

Edward Baptist, Cornell University, "The Half Has Never Been Told: Slavery and the Making of American Capitalism"

#### Panel 1:2 Biography: Malcolm X, Muhammad Ali, and Jesse Jackson 525 ILR Conf. Center

Chair and Comment: Russell Rickford, Cornell University

Michael Ezra, Sonoma State University, "Muhammad Ali and the Struggle for African American Economic Power"

Mark Malisa, The College of Saint Rose, "Capitalism is Racism: Seeing this Country through the Eyes and Words of Malcolm X"

Enrico Beltramini, Notre Dame de Namur University, "History of Black Capitalism: Jesse Jackson's Economic Thought"

## Race and Ethnicity

#### Panel 1:3 Native America and Capitalism 425 ILR Conf. Center

Chair and Comment: Brian Hosmer, University of Tulsa

Chantal Norrgard, Independent Scholar, "Treaties, Industrial Capitalism, and Ojibwe Labor in the Lumber Industry"

Daniel Mandell, Truman State University, "Meeting the Challenges of Capitalism: New England Indians in the Nineteenth Century"

James Carson, Queen's University, "A Culture of Capitalism: The Market Place Economy of the Native South, 1780-1840"

#### Panel 1:4 African Americans and Economic Rights 329 ILR Conf. Center

Chair and Comment: N.D.B. Connolly, Johns Hopkins University

Joshua Clark Davis, Duke University, "Liberation through Literacy: How Black Power Booksellers Sought to Remake Black Business"

Andrew W. Kahrl, University of Virginia, "Dispossession via Taxation: Fiscal Policies and Coastal Capitalism in the Sunbelt South"

Shirley E. Thompson, University of Texas at Austin, "The Lives of Black Folk: African-American Life Insurance and the Business of Posterity"

#### Panel 1:5 Capitalism and Cool 229 ILR Conf. Center

Chair and Comment: Naeem Inayatullah, Ithaca College

Jim McGuigan, Loughborough University (UK), "Cool Capitalism: The Signs and Symbols of Disaffections in Mainstream Neoliberal Culture"

Donnell Alexander, Journalist / Independent Scholar, "Capitalism and Hip-Hop Mixtape Culture Cool, 1986-Present"

Joel Dinerstein, Tulane University, "The History of Cool from the Postwar (Not Selling Out) to the Present (Selling In)"

10:30-11:00 a.m. Break

## Section Two:

Friday, 11:00 a.m. -12:00 noon Plenary

423 ILR Conf. Center

**Richard White**, Margaret Byrne Professor, Stanford University, "Nature as Commodity? Nature as Capital? Nature as Exogenous? Nature as Ecosystem Services? The Odd and Confusing History of Nature's Nation"

12:00 noon -1:00 p.m. Lunch

429 ILR Conf. Center

1:15-2:45 p.m. Built and Natural Environment Panels

### Panel 2:1 Real Estate

525 ILR Conf. Center

Chair and Comment: Matthew Lassiter, University of Michigan

Claire Dunning, Harvard University, "Community Development Corporations and Capital Investment in 1980s Urban Development"

Paige Glotzer, Johns Hopkins University, "'We Are the Men Higher Up:' Early Suburban Developers and Their Networks"

Sara Stevens, Rice University, "From Swindlers to Experts: Professionalization in Real Estate Development"

Ben Zdenkanovic, Yale University, "'The Invisible Congress:' The American Real Estate and Building Lobby, Transatlantic Housing Policy, and the Making of Free Enterprise Conservatism, 1943-1949"

### Panel 2:2 Land and Nature

229 ILR Conf. Center

Chair and Comment: Aaron Sachs, Cornell University

Emma Hart, University of St. Andrews, Scotland, "From Field to Plate: Commercial Space and Capitalizing Cultures in the British Atlantic Livestock Trade before 1783"

Jonathon Free, Duke University, "Grounding Risk: From Mine Disasters to Mountaintop Removal in the U.S. Coal Industry"

William D. Bryan, Pennsylvania State University, "'Permanent' Growth and Environmental Degradation in a Developing Region"

Jason Newton, Syracuse University, "Common Labor, Common Lands: Farmers, Lumberjacks and the Rise of Industrial Wage Work in the Northern Forest, 1850-1900"

## Built and Natural Environments

### Panel 2:3 Corporations and the Environment

225 ILR Conf. Center

Chair and Comment: Benjamin Waterhouse, University of North Carolina

Bartow Elmore, University of Alabama, "Towards a History of Sustainable Business?: What Coca-Cola Company Can Tell us about the Ecological Causes of Corporate Restructuring"

Charles Halvorson, Columbia University, "'No Known Way:' The Cornwall Conflict and the Management of Environmental Protection at Con Ed"

Gavin Benke, Southern Methodist University, "A New Energy and Environmental Order: Enron and the Globalization of Houston and 'Green' Business"

### Panel 2:4 Managing the City

425 ILR Conf. Center

Chair and Comment: Samuel Zipp, Brown University

Michael Reagan, University of Washington, "Capital City: New York in Fiscal Crisis"

Destin K. Jenkins, Stanford University, "'The Public Housing Monster:' Race, Municipal Bonds, and the Problem of Capital"

Brent Cebul, American Academy of Arts and Sciences, "Our 'responsibility to the city and the people of Cleveland:' The Rise of Business Producerism and Municipal Default in Cleveland, Ohio"

Betsy A. Beasley, Yale University, "Wildcat: Outsourcing, Expertise, and Oil in Postwar Houston"

2:45 – 3:00 p.m. Break

## Section Three:

Friday, 3:00-4:00 p.m. Plenary

423 ILR Conf. Center

**Jackson Lears**, Board of Governors Distinguished Professor of History, Rutgers University, "The Wild Card: Animal Spirits in American Economic and Cultural Life"

4:15-5:45 p.m. Intellectual and Cultural Panels

### Panel 3:1 Schooling for Business

425 ILR Conf. Center

Chair and Comment: Glenn Altschuler, Cornell University

Amy C. Offner, University of Pennsylvania, "The War on Poverty and Business's War on Public Education"

Ansley T. Erickson, Teachers College, Columbia University, "Paradoxes of Growth and Schooling in Nashville, Tennessee, 1963-1973"

Bryant Etheridge, Harvard University, "Substandard Wages or Substandard Workers?: Human Capital Development and Racial Inequality in 1960s Houston"

### Panel 3:2 Management Culture

229 ILR Conf. Center

Chair and Comment: Julia Ott, New School

Ryan Acton, University of California, Berkeley, "'We have the Best or We Are Dead:' Harvard Business School, Meritocratic Culture, and the Origins of the Great Divergence, 1945-1980"

AJ Murphy, Columbia University, "Creativity and Coercion: the Idiom of Culture in Management Theory"

Gerald Zahavi, University of Albany, SUNY, "Cross-Dressing Lamp Salesmen, Loyal Brazilian and Japanese Test Men, A Communist Business Agent, Foreign Service Wives, and an Engineer's Attempt to Understand "The Arab Mind": Unexplored Dimensions of Strategy, Structure, Culture and Globalization at the General Electric Company in the 20th Century"

### Panel 3:3 Religion

225 ILR Conf. Center

Chair and Comment: Kevin Kruse, Princeton University

Heath W. Carter, Valparaiso University, "Christianity, Capitalism, and the Power of Working-Class Belief"

## Intellectual and Cultural

Christopher D. Cantwell, University of Missouri-Kansas City, "God's Foremen: The Evangelical Imperatives of Industrial Management"

William J. Schultz, Princeton University, "The Making of Jesus Springs: Capitalism and Culture War in Colorado Springs"

Katherine Mohrman, University of Minnesota, "A Materialist Spirituality: The Translocation of Political Economy and Sexuality in Mormonism at the Turn of the Twentieth Century"

### Panel 3:4 The Bureaucracy of Information

525 ILR Conf. Center

Chair and Comment: Josh Lauer, University of New Hampshire

Tamara Plakins Thornton, University at Buffalo, SUNY, "Blank Forms and Interchangeable Parts: Mathematical Values and the Creation of Impersonal Bureaucracies in the Early American Republic"

Craig Robertson, Northeastern University, "Information at Your Fingertips: Teaching Filing in 1910s and 1920s America"

Richard K. Popp, University of Wisconsin-Milwaukee, "Addresses and Alchemy: Mailing Lists and the Making of Information Commodities in Industrial Capitalism"

### Panel 3:5 Time and Capitalism

329 ILR Conf. Center

Chair and Comment: Daniel Katz, Metropolitan College of New York

Emily Pawley, Dickinson College, "A Change in Season: Capitalism and Shifts in the Experiences of Agricultural Time, 1825-1860"

Carolyn N. Biloft, Georgia State University, "The Short Run and La Longue Durée: Economics, History and the Politics of Time"

Marc Flandreau, The Graduate Institute of Geneva, "Science and the Stock Exchange Modality in the Time of Victoria"

6:00-7:30 p.m. Reception  
The Robert & Helen Appel Lobby,  
The Johnson Museum of Art

7:30-9:30 p.m. Dinner  
The Lynch Conference Room,  
The Johnson Museum of Art

**Guy Standing**, University of London,  
"A Precariat Charter: From Denizens to Citizens"

## Section Four:

Saturday, Nov. 8, 8:30-9:30 a.m. Breakfast ILR Conf. Center Lobby

9:30-10:30 a.m. Plenary 423 ILR Conf. Center

**Julia Ott**, Associate Professor of History, New School, "Capitalism and Democracy"

10:30–10:45 a.m. Break

10:45 a.m. -12:15 p.m. Democracy, State, and Nation Panels

### Panel 4:1 Capitalism and the Carceral State: A Roundtable 423 ILR Conf. Center

Donna Murch, Rutgers University  
Heather Ann Thompson, University of Michigan  
Julilly Kohler-Hausmann, Cornell University  
Melanie Newport, Temple University

### Panel 4:2 Empire and War 425 ILR Conf. Center

Chair and Comment: Stephen Ortiz, Binghamton University

Helen Pho, University of Texas at Austin, "American GI Consumerism and Inflation in South Vietnam, 1965-1973"

Gabrielle Clark, New York University, "Planned Migration in World War II"

Fritz Bartel, Cornell University, "Détente: The Privatization of the Cold War"

### Panel 4:3 Early Military and Capitalist Development 329 ILR Conf. Center

Chair and Comment: Rosanne Currarino, Queen's University

Lindsay Schakenbach, Brown University, "Manufacturing Advantage: War, State, and the Origins of American Industrialization, 1790-1840"

Andrew J. B. Fagal, Princeton University, "America's First Military-Industrial Complex: State Directed Economic Development in the Early Republic"

A. Hope McGrath, University of Pennsylvania, "'An Army of Working-Men': American Soldiers and the Making of Capital's Empire"

## Democracy, State, and Nation

Panel 4:4 Politics of Moral Capitalism 229 ILR Conf. Center

Chair and Comment: Nick Salvatore, Cornell University

Sarah Elvins, University of Manitoba, "Putting Money to Work in the Community: Great Depression Scrip and the Contradictory Appeal of Local Capitalism"

Elizabeth Harmon, University of Michigan, "From Public Works to the Welfare of Humanity: Federally Chartered Nonprofit Corporations and American Capitalism"

Christian Olaf Christiansen, Aarhus University (Denmark), "The Market Reformers: From Late Nineteenth Century Industrial Betterment to Present Day Corporate Social Responsibility"

Thomas Dorrance, University of Illinois at Chicago, "Excavating the 'White Spot': The Moral Economy of the Open Shop in Depression-Era Los Angeles"

Panel 4:5 Too Much Failure to Be Big 225 ILR Conf. Center

Chair and Comment: Louis Hyman, Cornell University

Daniel Platt, Brown University, "From the Urban Crisis to Too Big to Fail: The Politics of Bank Failure in America, 1971-1984"

Dustin Walker, University of California, Santa Barbara, "The Crisis Before the 'Crisis': The Savings and Loan Industry before the 1980s"

Jefferson Decker, Rutgers University, "How the World Worked: The Bull Market and the 1980s"

Panel 4:6 Neoliberal Political Cultures 525 ILR Conf. Center

Chair and Comment: Jefferson Cowie, Cornell University

Ana Raquel Minian, Stanford University, "'Boundless Aliens': U.S. Immigration Policies in the 1970s Economic Recession"

John Terry, University of Wisconsin-Milwaukee, "'Dirty Work Goin' On': The Maxwell Street Market, Free-Market Capitalism and Urban Renewal"

Dawson Barrett, Del Mar College, "'Working to Overturn the Power Structure of this Country': Activism in the Reagan Era"

## Section Five:

12:30-1:45 p.m. Lunch

ILR Conf. Center Lobby

Saturday, 2:00-3:00 p.m. Plenary

423 ILR Conf. Center

**Nancy Folbre**, Professor of Economics, University of Massachusetts, "The Rise and Decline of Patriarchal Capitalism"

3:15-4:45 p.m. Gender and Sexuality Panels

### Panel 5:1 Gender and Labor

229 ILR Conf. Center

Chair and Comment: Dorothy Sue Cobble, Rutgers University

Bridget Kenny, University of the Witwatersrand (South Africa), "Servicing a Racial Regime: Labor, Consumption and the Polity in Department Stores in Baltimore, Maryland and Johannesburg, South Africa, 1940s-1970s"

Allison Elias, Cornell University, "How To Succeed in a Man's World: Clerical Work and Upward Mobility"

Joey Fink, University of North Carolina at Chapel Hill, "The 'Marx' of Capitalism: Working-Class Women's Critiques of Economic Injustice in the 1970s Corporate Campaign Against J.P. Stevens Textiles"

Nicole Greer Golda, University of Michigan, "'The Making of Men': Immigrant Workers and the Gendered Dimensions of American Business in Early Twentieth Century Detroit"

### Panel 5:2 Early American Women, Property, and Markets

525 ILR Conf. Center

Chair and Comment: Mary Beth Norton, Cornell University

Alisa Wade Harrison, The Graduate Center of the City University of New York, "Women's Property and Protection in Early National New York's Market Economy"

Lindsay Keiter, The College of William and Mary, "Marriage and Markets: Wedding Gifts, Dowry Patterns and Economic Complexity in Early America"

Rachel Tamar Van, California State Polytechnic University, Pomona, "Family Capital: Managing Risk and Reputation in Early American Merchant Networks"

## Gender and Sexuality

Panel 5:3 Women and Consumerism

225 ILR Conf. Center

Chair and Comment: Lawrence Glickman, Cornell University

Mary E. Kohler, University at Buffalo, SUNY, "The S&H Trading Stamp Company, 1948-1975: Business, Culture, and the Housewife"

Beth D. Robinson, Texas A&M University, "'Buy Conscious with the League of Women Shoppers': Consumer Organizing during the Great Depression"

Emily A. Remus, University of Chicago, "'Her Hat Will Not Down': Sumptuary Laws and Consumer Rights in 1890s Chicago"

Panel 5:4: American Department Stores

425 ILR Conf. Center

Chair and Comment: Sarah Elvins, University of Manitoba

Traci Lynnea Parker, University of Chicago, "American Department Stores, Consumer Capitalism, and the Growth of the a Modern Black Middle Class, 1929-1950"

Vicki Howard, Hartwick College, "'An Essential Industry': American Department Stores and the State in World War Two"

Stephanie M. Amerian, University of California, Los Angeles, "'A Store is a Citizen': Consumer Culture and Civic Culture at Lord & Taylor Department Store"

6:30-9:30 p.m. Leisure of the Theory Class: Reception and Party  
Big Red Barn, Cornell Campus

# Welcome to the inaugural Cornell Conference on the Histories of American Capitalism!

The History of Capitalism Initiative, sponsored by the ILR School, is Cornell University's intellectual crossroads for ideas, programs, research, and curriculum development on the history of American capitalism. Rather than simply focusing on elite economic actors, or the stories of markets or finance, we seek to blend social history with questions of political economy in order to build the story "from the bottom up" — all the way to the top.

Our hope is that by bringing key questions of social and cultural history into direct contact with issues of political economy, we will promote a rich dialogue around themes that have been separated for too long. Combating the notion that the "history of capitalism" leads to a single story, we very consciously chose to make our title *histories*—plural—in order to avoid the idea of a single, reified narrative of capitalism or capitalist development.

The conference is uniquely organized around five themes not always associated with the scholarly embrace of the history of capitalism: Race and Ethnicity; Built and Natural Environments; Intellectual and Cultural History; Democracy, State, and Nation; and Gender and Sexuality. The program is structured in a hopscotch format, in which we will all come together for a plenary address on one theme before breaking off into respective panels of interest related to that overarching theme. We will then reconvene and repeat the pattern for the next theme. By structuring the conference this way, we hope to combine shared discussions on big questions with focused research on case studies.

As a core part of this undertaking, we should all be asking ourselves one question: what does the history of capitalism as a category of analysis offer our respective fields?

We look forward to new framings of old questions, fresh arguments, new ideas, and exciting collaborations. Welcome again.

The Cornell HoCI Team

P.S. Please tweet thoughts and musings: #HOC2014 and check out our other endeavors at our website: [hoc.ilr.cornell.edu/](http://hoc.ilr.cornell.edu/)

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