**Strand 3 – The Nature of Work: Business and Corporate Philosophies**

**1900 – 1910**

1900 - Booker T. Washington, founder of Alabama’s Tuskegee Institute, invited prosperous African-American business owners to meet and discuss the formation of a national organization. <http://www.spartacus.schoolnet.co.uk/USAbooker.htm>

1902 – Indiana Business College was founded and has developed as the most respected business school in Indiana. <http://www.academicinfo.net/online-schools/indiana-business-college>

1904 – The philosophy and morals of the “Ground Floor” concept as applied to Wall Street are publically discussed for the first time. <http://news.google.com/newspapers?id=o-I0AAAAIBAJ&sjid=MuEIAAAAIBAJ&pg=3233,2540785&dq=timeline+business+and+corporate+philosophies&hl=en>

1906 - George Constant Washington invented a way to mass-produce instant coffee for storage and sale. The consumer appetite for the powdered beverage increased as supply was more readily available. This set the stage for the formation of businesses in America for decades to come. <http://inventors.about.com/od/cstartinventions/a/coffee.htm>

1909 - Henry Ford sold the first Model T automobile, proving that his assembly line concept was viable as a business practice. <http://www.modelt.ca/background.html>

**1911 - 1920**

1911 - The American Tobacco Company, established by the Duke family in 1890, grew to control the manufacture of a variety of tobacco products. The United States Supreme Court ordered the dissolution of the company in an anti-trust movement. <http://www.associatedcontent.com/article/404164/a_history_of_the_american_tobacco_company.html?cat=15>

1914 - Woods Directory was published and offered African- Americans an opportunity to advertise their businesses and services. <http://nutrias.org/exhibits/black96.htm>

1914 - The Federal Reserve Act became effective in August, 1914, and proved of invaluable during the period of readjustment of American business to meet war conditions. <http://books.google.com/books?id=HswQAAAAYAAJ&pg=PA260&sig=Kuf6Szsrwo5h5g1vcxMNRwE4ZIo&hl=en#v=onepage&q&f=false>

1918 - Congress passed the Webb-Pomerene export act, which gave American business men an opportunity to enter into combinations for the purpose of avoiding competition. <http://encyclopedia2.thefreedictionary.com/Webb-Pomerene+Act>

1920 – The merger of the Bethleham and Youngston steel companies was barred by justice department anti-trust prosecutors in an effort to avoid the formation of a monopoly in the steel industry. <http://select.nytimes.com/gst/abstract.html?res=F00A15FF3B5B167B93C3A9178BD95F408585F9>

**1921 - 1930**

1923 - The Goodyear- Zeppelin Corporation, a German- American business alliance, was formed as a subsidiary of Goodyear Tire and Rubber, and assumed ownership of all the zeppelin patents. <http://www.goodyear.com/corporate/history/history_byyear.html>

1926 - Dr. Carter G. Woodson began Negro History Week, an initiative to bring attention to the contributions of [black](http://www.google.com/search?hl=en&tbs=tl:1,tl_num:100&q=black&sa=X&ei=OCZPTdXwNM_TgQeHoJn8Dw&ved=0CCcQ0AEwAA) Americans throughout history. <http://blog.pfaw.org/content/african-american-history-awareness-month-chance-prove>

1928 – The Federal Trade Commission announced the widening (increasing) of the rules of self-governance of American Business abroad. <http://select.nytimes.com/gst/abstract.html?res=F40D13FA395A127A93C2A81789D95F4C8285F9>

**1931 - 1940**

1932 - Elmer Doolin of San Antonio, Texas and Herman W. Lay of Nashville, Tennessee founded the Frito-Lay company with the philosophy, "Provide the customer with a product of the highest quality and value; sell it for a fair profit; and make service a fundamental part of doing business." <http://www.reallynatural.com/archives/cheetos_natural_white_cheddar.php>

1934 - Hubert Rutland espouses a business philosophy (based on the efficiency of every department independently and as a whole) that explains the success of his clothing company and is soon picked up by many other businesses. <http://news.google.com/newspapers?id=nkRPAAAAIBAJ&sjid=1k0DAAAAIBAJ&pg=7128,561124&dq=business+philosophies+timeline&hl=en>

1936 – President Roosevelt organized a national meeting of businessmen to work out difficulties of the New Deal. <http://select.nytimes.com/gst/abstract.html?res=F50715FB3E5E167B93C1A9178ED85F428385F9>

1938 – President Roosevelt called for a new national conference of “small businesses” to work out difficulties in the administration’s New Deal. <http://select.nytimes.com/gst/abstract.html?res=F20F1EFE355A157A93C3AB178AD85F4C8385F9>

**1941 – 1950**

1942 – American business changes its focus from victory at the bank to victory on the battlefield as it begins a mobilization against fascism. <http://news.google.com/newspapers?id=ZthQAAAAIBAJ&sjid=ac8MAAAAIBAJ&pg=4741,3613487&dq=business+philosophies+timeline&hl=en>

1944 – The post-war business council announced that the recovery of the country would be on the shoulders of the American business as it organized the transition from war time to peace time footing. <http://pqasb.pqarchiver.com/latimes/access/411383631.html?dids=411383631:411383631&FMT=ABS&FMTS=ABS:AI&type=historic&date=Jan+18%2C+1944&author=&pub=Los+Angeles+Times&desc=Free+Business+Council+Urged+for+Postwar+Period&pqatl=google>

1950 – The Truman administration was seen as a business philosophy based on government by threat, especially concerning minority groups. <http://select.nytimes.com/gst/abstract.html?res=F20B16FC3E59157B93CBA8178FD85F448585F9>

**1951 - 1960**

1952 – More friendly and concerned loan services began reflecting a different philosophy in lending money. <http://select.nytimes.com/gst/abstract.html?res=F20B16FC3E59157B93CBA8178FD85F448585F9>

1954 – Former President Truman attacked the administration on foreign and domestic policies concerning employment of American workers. <http://select.nytimes.com/gst/abstract.html?res=F70914FC3A5C167B93C5A8178BD95F408585F9>

1956 –Secretary of State Ezra Benson stated in a speech to the Grain and Feed Dealers National Association that the Farm Bill was unacceptable and that President Eisenhower should keep government out of the grain storage business. This was a popular thought among businessmen of all walks concerning the interference of government with business. <http://news.google.com/newspapers?id=p_ctAAAAIBAJ&sjid=-80FAAAAIBAJ&pg=2791,3242776&dq=benson&hl=en>

1958 – Common thought with many was that it would be "good Republican philosophy" to reduce taxes if the recession affecting businesses across the country continued. <http://news.google.com/newspapers?id=c2snAAAAIBAJ&sjid=0dcEAAAAIBAJ&pg=2233,3131247&dq=business+philosophies+timeline&hl=en>

**1961 - 1970**

1962 – The business philosophy of DuVeaux Television and Appliances in Toledo, Ohio, sets a new standard for business with their slogan, “We beat them all on service”. <http://news.google.com/newspapers?id=RLxOAAAAIBAJ&sjid=MgEEAAAAIBAJ&pg=7234,74417&dq=business+philosophies+timeline&hl=en>

1962 – In his speech to Yale, President Kennedy makes his philosophy clear that he wants government and business to work together. <http://news.google.com/newspapers?id=rDwiAAAAIBAJ&sjid=-aoFAAAAIBAJ&pg=2801,6439590&dq=business+philosophies+timeline&hl=en>

1968 – Presidential candidate Richard Nixon vowed to end the “Heavy handed bureaucratic regularly schemes” practiced by members of the Johnson administration. Nixon also stated that he rejected the philosophy that the government could make decisions for the investor better than the investor himself. <http://news.google.com/newspapers?id=NZwgAAAAIBAJ&sjid=D2gFAAAAIBAJ&pg=1093,3979508&dq=business+philosophies+timeline&hl=en>

**1971 - 1980**

1972 – President Nixon is implicated in the Watergate break-ins, largely negating all that he has said concerning honesty in politics and big business. <http://watergate.info/>

1974 – President Nixon resigned the office of the presidency, making Gerald Ford the 38th American president. <http://watergate.info/>

1976 – Many dubious business practices and philosophies of then modern day business were reflected in the television series, “Executive Suite”. <http://www.imdb.com/title/tt0073988/>

1977 – OMD was founded asa software development group within Modern Business Systems, Inc., espousing a business philosophy including total automation and business cohesiveness. <http://www.omdcorp.com/about.htm>

1980 – President Jimmy Carter opposed the continued Reagan philosophy of getting "government off the back" of business and the public still being practiced by the strengthened Republicans. <http://wiki.answers.com/Q/Who_controlled_the_house_and_senate_during_the_Reagan_years>

**1981 - 1990**

1984 - Conservatives held control over Congress and business, with Reagan - era philosophy apparent everywhere. <http://millyardcommunications.com/index.php?src=news&srctype=detail&category=News&refno=1170>

1985 – Eastern airlines stated that “significant changes” in its business philosophy were needed to continue to be solvent in modern business. <http://news.google.com/newspapers?id=ne8vAAAAIBAJ&sjid=2fsDAAAAIBAJ&pg=3485,341135&dq=business+philosophies+timeline&hl=en>

**1991 – 2000**

1992 – Ken Heller, president of Nutech Environmental Corp, stated that women reflect a different business philosophy that will carry them through to the next century. <http://nl.newsbank.com/nl-search/we/Archives?p_product=RM&p_theme=rm&p_action=search&p_maxdocs=200&p_topdoc=1&p_text_direct-0=0EB4DB8D21D96F2F&p_field_direct-0=document_id&p_perpage=10&p_sort=YMD_date:D&s_trackval=GooglePM>

1993 – Daniel Brier of the United States Hosiery Company stated that his business philosophy had to do with treating the families of workers well to have the best work force available. <http://nl.newsbank.com/nl-search/we/Archives?p_product=CO&s_site=charlotte&p_multi=CO&p_theme=realcities&p_action=search&p_maxdocs=200&p_topdoc=1&p_text_direct-0=0EB6CB5501613528&p_field_direct-0=document_id&p_perpage=10&p_sort=YMD_date:D&s_trackval=GooglePM>

1999 – Bankcorp. Practices a business philosophy of growth by consolidation, growing by absorbing other, smaller banking businesses. <http://google.brand.edgar-online.com/EFX_dll/EDGARpro.dll?FetchFilingHTML1?ID=1512150&SessionID=EBGJHSPZzEPNvz7>

**2001 – 2010**

2003 – Many business organizations are plagued with frequent changes in top management, making it very difficult to consistently implement successful business philosophies. <http://google.brand.edgar-online.com/EFX_dll/EDGARpro.dll?FetchFilingHTML1?ID=3045503&SessionID=cvzZHCxxrrexGG7>

2008 – Business and personal philosophies began to merge as more and more individuals left lucrative positions to take up “more necessary” positions in society. <http://hamptonroads.com/2010/01/nurse-finds-new-calling-pet-sitter>

2009 – The Templeton Plan, the 21 step philosophy of John Templeton for business and life became more widespread among American businesses with excerpts such as always find the positive in the negative and always put first things first. <http://whatwouldjohntempletonsay.com/2009/07/>