**Immigrant Entrepreneurship: German-American Business Biographies, 1720 to the Present**

**Guidelines for Biographical Essays**

We seek to produce a high-quality, peer-reviewed reference work. The essays should present original scholarship, in-depth research, and a fresh, critical look at German-American immigrants and their entrepreneurial ventures.

**Content**

I. Planning your article  
II. Writing your article  
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**I. Planning your article**

**Language and length:** The essay should be written in English. It should be 15 to 20 pages in length (1.5 spaced, 11-point Arial, 8,000 words max).

**Sources:** Use only reliable sources and ensure the accuracy of all references to people, places, and dates. Please keep in mind that sources, whether official or autobiographical, often reflect (self-) representations, and should thus be viewed critically. Consult the list of databases for a selection of useful databases, literature, and further resources for locating archival and visual materials.

**Academic standards:** Write for a broad audience with little or no prior knowledge of the candidate and his or her business. The essay must adhere to academic standards but remain easily readable.

**II. Writing your article**

**Avoid clichés:** Please do not revert to clichés: rags to riches, pillar of society, genius, etc. The aim is not a triumphal narrative detailing the rise of an extraordinary individual, but rather a thorough and critical analysis of the way in which ethnicity, the immigrant experience, and entrepreneurship were interconnected, and thus may have led to specific business strategies, entrepreneurial activities, and enterprise development.

**Visualization:** Please submit 10-15 supporting digital images (photographs, advertisements, etc.) and 10-15 scanned documents (business records, letters, contracts, journal entries, etc.) with descriptive captions and source information. Integrate and refer to the images in your narrative whenever possible.

**Contextualization:** Contextualize individual life stories in a broader historical, economic, social, and political setting. Please consult the standard literature on the respective regions, industries, markets, and technologies.
**Structure of the article:** Your article should roughly adhere to the following structure:

1. **Introduction** (1 paragraph max.)
   This section should give a brief idea of who the person is/was and of his/her entrepreneurial activities.

2. **Family and Ethnic Background**
   This section should describe (if available) the candidate’s and his/her family’s background: geographical origins, occupation, religion, education, social milieu, circumstances of the candidate’s or his/her parents’ migration. Include as much biographical data as possible on relevant individuals, especially family members.

3. **Business Development**
   This section should form the core of the article, examining the development and history of the immigrant business, the role that the candidate played in it, and the impact of his/her ethnicity on the business as a whole. Please include information on how and when the candidate either founded or joined the firm in question, as well as information on the sector and the market (competitors, size of market), marketing strategies, and overall success or failure. For all values, include a marker of wealth (giving the historical amount as well as the 2010 USD value according to [http://www.measuringworth.com/uscompare/](http://www.measuringworth.com/uscompare/) using the Consumer Price Index, or CPI) and a comparative indicator, if possible. Key considerations:
   - Entrepreneurial sources and obstacles: economic/political events and social processes fostering or hindering immigrant entrepreneurship, sector-specific biases, personal resources (self-made entrepreneurship, innovation, minority status)
   - Comparative advantage: transnational transfer of skills/knowledge, access to particular markets
   - Specific business strategies: focusing on a particular customer base, concentration on particular areas of entrepreneurship, (ethnic) branding/advertising
4. Social Status, Networks, Family and Public Life
Elaborate on the entrepreneur's family, its standing in society, its (self-)representation and outside perception as well as questions of ethnicity and assimilation as key factors for entrepreneurial success or failure. Consider family life and any social activities. Key considerations:
- Family life and society: role of spouse and children (in the business), status of siblings, philanthropic and non-economic activities, religious affiliation, cultural heritage vs. adaptation in private life, leisure pursuits
- Political and social engagement: activity in clubs and/or cultural institutions, membership in political parties, councils, parliaments and lobby organizations (in U.S./Germany)
- Ethnic/transnational networks: immigrant solidarity networks (sources of capital, market opportunities, labor)

5. Conclusion
Please give the reader a brief summary of your findings. Re-evaluate your subject in the light of immigrant entrepreneurship, ethnicity, and the migration experience.

6. Sources
Further reading (only most relevant sources, 6 max.), websites, major collections, archives, museums.

III. Submitting your article

Deadline: Please adhere to the given deadline.

Formatting: Format your article according to the enclosed style sheet. Use endnotes, not footnotes.

Images: Visual material must be supplied in a high-resolution TIFF, JPG, or PNG format (at least 1500px in the smallest dimension). Please secure all copyrights and provide your volume coordinator with written confirmations. All related fees should be discussed with him/her.

Documents: Please provide legible scans of the accompanying documents to your article. Multi-page documents should be in PDF format. Single page documents can be sent as image files (PNG, JPEG, TIFF). Please ensure that the scans are large enough that the text can be read easily on a screen.

Audio/Video: Please consult with your volume coordinator about specifications for other AV sources.

IV. After submitting your article

Editorial Review: Each article will be reviewed by one or more members of the editorial board. You may be asked to make revisions in order to comply with our guidelines.

Payment of the honorarium: Once the editors have approved your revised article, you will be paid the honorarium.

Copyediting: A copyeditor will work with the final version of the article to ensure consistency of style and grammar.
V. Attachments

1. Databases

Types of Sources to Consult

Published material: Obituaries, local histories, memoirs, trade journals, histories of individual companies and branches, specialized biographical dictionaries, biographies, commemorative publications of German-American organizations, business and wealth rankings, trade directories and local directories.

Unpublished material: Company records, family records, autobiographical material, records of German-American organizations, tax registers and credit reports (e.g. R.G. Dunn Collection and Lehman Bros. Collection at Baker Library, Harvard Business School).

Helpful Databases

Some of the following databases are available for free online, others require a paid subscription. Often universities and public libraries offer free access on their premises. The GHI is able to grant temporary remote access to some of its subscriptions. Please contact your volume coordinator if you are interested. For a complete list of online research tools available from the GHI, please see the GHI library website.

Databases with Academic Journals

Full text access to contemporary academic literature

- JSTOR: http://www.jstor.org
- EBSCO: http://www.ebsco.com
- Academic Search Premier: http://www.ebscohost.com/academic/academic-search-premier
- Project MUSE: http://muse.jhu.edu/

Full Text Newspaper Access

Full text access to historic newspapers from around America

- Chronicling America: http://chroniclingamerica.loc.gov/
- Fold3: http://www.fold3.com/
- Newspaper Archive: http://www.newspaperarchive.org
- Proquest Historical Papers: http://proquest.com/

General Online Resources

Full text access to public domain books, journals, records, and multimedia

- Internet Archive: http://www.archive.org
- The Making of America
  - Michigan edition: http://quod.lib.umich.edu/m/moagrp/
  - Cornell edition: http://digital.library.cornell.edu/m/moa/
Genealogy Resources

- Ancestry: http://www.ancestry.com
- Ellis Island: http://www.ellisisland.org/
- GenealogyBank: http://www.genealogybank.com/gbnk/
- German Genealogy: http://www.genealogienetz.de/index_en.html
- Passenger Lists
  - Bremen: http://www.bremer-passagierlisten.de/

Local Historical Societies

Historical societies often have digital encyclopedias and portions of their collections digitized, including documents, images, and other materials.

- Northwest Digital Archives: http://nwda.orbiscascade.org/index.shtml
- Wisconsin Historical Society: http://www.wisconsinhistory.org/wihistory.asp

Helpful Image Databases

Please secure all copyrights and provide your volume coordinator with written confirmations. All related fees should be discussed with him/her before ordering material.

- Library of Congress: http://www.loc.gov/pictures
- New York Public Library: http://digitalgallery.nypl.org/nypldigital/index.cfm
- Duke University Libraries: http://library.duke.edu/digitalcollections/
- Smithsonian: http://collections.si.edu/search/
- Eastman House: http://licensing.eastmanhouse.org
- Getty Images: http://www.gettyimages.com/
- Corbis Images: http://www.corbisimages.com/
- The Granger Collection: http://www.granger.com/
- Ullstein Bild: http://www.ullsteinbild.de/
2. Style Sheet

I. FORMATTING THE MANUSCRIPT

Please supply your essay in a Microsoft Word file, with all text—including endnotes, block quotations, figure captions, etc.—1.5-spaced and set in 11-point Arial.

Use minimal formatting, and do not use any style codes. The chief exception to this rule is italicization: titles of books, journals, newspapers, epic poems, operas, paintings, films, court cases, etc., should be italicized (not underlined), along with any other text that is normally italicized, such as words or phrases in foreign languages. (See also the paragraph on italicization in the Style section, below.)

Left justify all regular text, leaving the right margin “ragged.”

Using the page-layout menu, set paper size to Letter (8.5” x 11”) and set margins of 1 inch on all four sides.

Using the page-layout menu, turn off the automatic hyphenation function in Microsoft Word.

Number all manuscript pages consecutively in the upper right-hand corner of the page.

Subheadings should be preceded by one blank line.

Use endnotes, not footnotes, to document your sources. Please be sure to use the endnote program in Microsoft Word so that note numbers in the text are linked to their respective endnotes. This will prevent errors and confusion if notes are deleted or combined during the editorial process.

II. STYLE

Heading

Please format your heading as follows:            For example:

Candidate First Name and Last Name            Isidor Straus
Born: Full Date, City, State, Nation            Born: February 6, 1845, Otterberg, Rhenish Bavaria
Died: Full Date, City, State, Nation            Died: April 15, 1912, on board RMS Titanic, North Atlantic

Author Name                                    John Smith

Spelling

Please follow US spelling conventions—e.g., emphasize, analyze, civilization, spelled, traveler, favor, honor, color, practice, defense. When quoting a text that uses UK spelling, please render the quotation exactly as it appears in your source. The standard reference for spelling is Merriam-Webster’s Collegiate Dictionary, 12th ed. (2010).

Use the English-language form of place names where applicable: Munich, not München; Cologne, not Köln; Florence, not Firenze; Seville, not Sevilla; etc.

Please spell-check your file before submitting it to the editor.

Hyphenation

It is now common to set compound words solid, without a hyphen—e.g., coauthor, interrelated, nonviolent, postwar, and so forth. The hyphen must be retained, however, when the second word of the compound begins with either a capital letter or a number—e.g., non-American, anti-Semitic, post-1920, de-Stalinization. (For guidance on hyphenating specific words, consult Merriam-Webster’s Collegiate Dictionary, 12th ed. [2010])
Capitalization

Capitalize civil, religious, military, and professional titles when they immediately precede a personal name.

Lowercase titles when they follow a personal name or are used in place of a name.

Abraham Lincoln, president of the United States; President Lincoln; the president

Henry Kissinger, secretary of state; Secretary Kissinger or Secretary of State Kissinger; the secretary

William II, emperor of Germany; Emperor William II; the emperor; Kaiser Wilhelm II; the kaiser.

Full names of legislative, judicial, and administrative offices, bodies, departments, and so on are capitalized—e.g., the United States Senate, Parliament, the Committee on Foreign Affairs, the United Nations General Assembly.

Adjectives derived from these terms and other paraphrastic designations are usually lowercased—e.g., congressional, parliamentary, the committee, the state senate, the city council, the court of appeals.

Proper names of political parties are capitalized (including the word Party)—e.g., Labour Party, Social Democratic Party, Republican Party. The names of political philosophies—communism, fascism, socialism, capitalism—are lowercased unless part of a proper name; context often determines whether or not words such as socialism, fascism, or communism should be capitalized. For the many exceptions to these general rules and more information on what and when to capitalize, please see chapter 8 of the Chicago Manual of Style, 16th ed. (2010).

Capitalization in the titles of English-language publications should follow US conventions: uppercase nouns, verbs, adjectives, adverbs, and prepositions or conjunctions that contain five or more letters (e.g., among, during, between, without, since, after). In the titles of foreign-language publications, whether given in text, notes, or bibliographies, capitalize the first words of the main title and the subtitle and all proper nouns.

Punctuation

Please use the serial comma: in a series of more than two items, a comma should follow each item (except the last): “The French flag is blue, white, and red.” “The job required a miter box, a hammer, nails, a hacksaw, a plane, and sand paper.”

A comma should precede a conjunction that joins two independent clauses: “The sky was a cloudless blue, and the sun was shining.” Do not use a comma to separate a compound predicate: “The boy ran to the end of the dock and jumped into the water.” (He ran … and jumped….)

Expressions such as for example, namely, that is, etc., should be set off by commas or by an em-dash and a comma: “See, for example, the analysis of this program in Scott.” “He consulted several of his friends, namely, Tom, Dick, and Harry.” “He lived with his paternal grandmother—that is, his father’s mother.”

When em-dashes are used to set off a parenthetic remark within a sentence, commas are unnecessary: “The question of reparations—one of the most divisive issues of the peace conference—was referred to a special commission.”

Square brackets are used for authorial interpolations within quotations and for unconfirmed data in citations; brackets also function as parentheses within parentheses.

Italicization

Please italicize titles of books, journals, newspapers, epic poems, operas, paintings, films, court cases, etc., and any non-English word that is not in everyday use among English speakers. To determine whether or not a word should be italicized, please consult Merriam-Webster’s Collegiate Dictionary (12th ed.); any non-English word or phrase that is defined in the main section of the dictionary (e.g., ancien régime, roman à clef, bildungsroman, de facto) does not need to be italicized in your text, but if a word is listed in the “Foreign Terms” section rather than the main section of the dictionary, then it should be italicized in your text.

Dates

Please use US order for dates—month, day, year—with a comma between the day and the year and, if sentence continues, after the year as well: July 18, 1989, or December 7, 1941. When giving only the day and the month or only the month and the year, commas are unnecessary: July 19 or July 1989.
Spell out centuries and ordinal numbers in running text—eighteenth century (not 18th century or XVIIIth century), twenty-first century; first, second, thirty-first, etc. Render decades as, for example, either “the 1930s” (no apostrophe) or “the thirties.”

Time periods denoted by a range of years should be written as follows: 1958–59, 1943–70, 1887–1914. In other words, when the range is within a single century, elide the second year to the last two digits only. When the range spans more than one century, give all four digits for both years.

[NB: Always spell out the names of days or months; do not use the suffixes –st, –rd, or –th in conjunction with a figure, as in “1st January 1864” or “12th August 1950,” unless you are quoting another text.]

**Numbers**

In nontechnical contexts, spell out whole numbers from one through one hundred, large round numbers, and any number at the beginning of a sentence.

In running text, numbers above 100 that are not large round numbers should be set as arabic numerals.

When referring to a specific quantity (such as 4.5 millimeters, 80 percent, 32 feet, 56 gallons, 13 tons), set figures as arabic numerals.

When referring to a single figure or to just a few figures in running text, spell out large round numbers: ten thousand instead of 10,000; seventy-five hundred instead of 7,500. If a paragraph contains many figures referring to different types of items (e.g., miles, troops, casualties, aircraft, colonies, pounds, tons, gallons, etc.), then arabic numbers are usually preferred. For exceptions to this rule and further guidance on how to treat numbers in text, see chapter 9 of the *Chicago Manual of Style*, 16th ed. (2010).

Numbers in tabular material, set in columns, or displayed graphically are always set as figures.

**Foreign-Language Quotations**

All foreign-language quotations in your text should be translated into English. When submitting your manuscript, please provide the English translation first, followed by the quotation in the original language, enclosed in parentheses. Please retain diacritical marks (such as the umlaut, tilde, cedilla, circumflex, haček, acute and grave accents, etc.) and special characters (such as the German eszet [ß]).

### III. DOCUMENTATION

**Citing Printed Sources**

The standard citation of a monograph, edited text, or essay collection must include the following information:

- full name of the author(s) or editor(s);
- full title, including subtitle;
- translator (if applicable);
- number of volumes (if applicable);
- place of publication, publisher, and year of publication in parentheses;
- page number, page range, or page range plus page number(s).

American usage requires first and last names of all persons mentioned in text and notes. Where multiple cities are given as the place of publication, only the first city must be included. Proper formats for citations of monographs, edited texts, essay collections, journal articles, newspaper reports, and dissertations are shown in the following examples.

**MONOGRAPHS**:


EDITED TEXTS:

ESSAY COLLECTIONS/INDIVIDUAL CHAPTER IN A COLLECTION:

JOURNAL ARTICLES:

NEWSPAPER REPORTS:
*Le Temps*, May 12, 1919.

DISSERTATIONS:

The first full citation of a journal article or of a chapter in an edited collection must include the complete page range of the article or essay, even if a specific page or passage is not being cited or quoted.

After the first full citation of any work has been given, use a short form for subsequent citations of the same work. The short form should include the author’s last name, the first few words of the title, and a page number or page range—e.g., Gilbert, *A European Past*, 112; Gilbert, “German Historiography,” 54–55; Geertz, “Centers, Kings, and Charisma,” 32–34.

If citing/quoting from an edition other than the first edition, include number of edition in citation, e.g.: *The Norton Shakespeare*, ed. Stephen Greenblatt et al., 2nd ed. (New York: W. W. Norton, 2008).

Do not use op. cit., loc. cit., idem, or other Latin scholarly abbreviations. The four exceptions to this rule are et al.; passim; ibid., which may be used only when the preceding note cites a single work; and sic, italicized and set in roman brackets. Do not use “f.” or “ff.” in page citations: when citing more than one page, please supply the full page range.

Citing Manuscript Sources
If you cite multiple manuscript sources in a language other than English and you refer to several archives, or if your citations contain abbreviations that may be unfamiliar to most readers of books in this series, please provide a preliminary note, modeled on the one below, which briefly explains the system of acronyms and abbreviations used to designate the archives and to identify individual records.
Documents were consulted in the following archives: Archivo General de la Nación, Mexico City (AGN); Archivo General del Estado de Oaxaca (AGEO); Archivo Historico Municipal de la Ciudad de Oaxaca (AHMCO); Archivo Historico Municipal de Leon, Guanajuato (AHML); and Archivo Casa de Morelos, Morelia, Michoacán (ACM). The order of information in citations of archival manuscripts is as follows: the acronym denoting the archival repository; the document group (ramo); the volume number; the folder (expediente, hereafter ‘exp.’); the bundle (legajo, hereafter ‘leg.’); the file (cuaderno, hereafter ‘cuad.’), case, or box (caja) number; and the page or folio number, denoted by the abbreviation ‘fa’ (a single foja) or ‘fs’ (multiple fojas).

Citing Internet Sources

Except for the addition of a URL and an access date, the format for citations of online periodicals is the same as that recommended for printed periodicals, including scholarly and professional journals, popular magazines, and newspapers. When citing the online version of an article that also appeared in print, it is not necessary to include the date on which the Web site was accessed if you provide the date of print publication, as in the following example:


When citing an article that was published on the Web only, please include in parentheses at the end of the citation the date on which you accessed the Web site, as shown below:


When citing original content from online sources other than periodicals, include as much of the following information possible: author of the content, title of the Web page, title or owner of the site, URL, and access date:


[NB: If a site ceases to exist before publication, include such information parenthetically at the end of the citation, separated from the access date (if any) by a semicolon.]

Access dates must also be included in citations of any Web sites that are routinely updated, such as databases or online reference works, as in the following model:


Do not hyphenate or otherwise adjust a URL in an attempt to make it fit on a line or to create an artificial line break; just let your word-processing program “wrap” the URL automatically.

Citing Interviews and Personal Communications

Constance Keller, e-mail message to author, April 17, 2009.

For all matters of style and documentation not addressed above, please consult the *Chicago Manual of Style*, 16th ed. (2010).