

# UNAVAILABLE ABSTRACTS

Modern Marketing in the Sporting Goods Industry:  
The Era of Institutional Development, 1890-1910.....Lawrence W. Fielding,  
Brenda G. Pitts,  
and Lori K. Miller University of Louisville

Sport and Film in the Shaping of American Mass Culture, 1920-1940..... Don Mrozek  
Kansas State University



The closing banquet