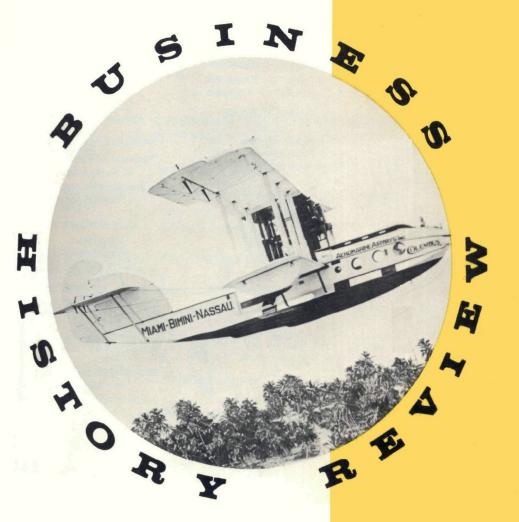


# Featured: Early Commercial Aviation

IN THIS ISSUE:

- Fritz Leonhard Redlich, 1892-1978
- Delta C & S Merger
- Inglis M. Uppercu and Aeromarine Airways
- British Textile Bleaching
- British Marketing, 1700–1860
  Small Business and the Rise of
  - Chandler's Anthracite Thesis
- EDITOR'S CORNER
- BOOK REVIEWS



### **EDITOR**

ALBRO MARTIN
Lecturer in
Business History
Harvard University

#### ASSOCIATE EDITOR

HELEN FREY ROCHLIN
Harvard University

#### **ADVISORY BOARD**

FRED BATEMAN
Professor of
Business Economics
Indiana University

JAMES P. BAUGHMAN
Professor of
Business Administration
Harvard University

STUART W. BRUCHEY Allan Nevins Professor of American Economic History Columbia University

ALFRED D. CHANDLER, JR.
Straus Professor of
Business History
Harvard University

FRANCOIS CROUZET
Professor of History
University of Paris, Sorbonne

STANLEY ENGERMAN Professor of Economics University of Rochester

LESLIE HANNAH
Director
Business History Unit
London School of
Economics & Political Science

r e

S I N E

COVER: Aeromarine Airways Flying Boat
Columbus, ca. 1920. (See pp. 180–
193.) Smithsonian Institution photo
# A44435-B.

ELLIS W. HAWLEY Professor of History University of Iowa

MORTON KELLER
Spector Professor of History
Brandeis University

JÜRGEN KOCKA Faculty of History University of Bielefeld

HAROLD C. LIVESAY
Professor of History
SUNY-Binghamton

THOMAS K. MC CRAW Professor of Business Administration Harvard University

GARY JOHN PREVITS
Professor of Accounting
University of Alabama

S. B. SAUL Vice-chancellor University of York

MERRITT ROE SMITH
Professor of the History
of Technology
Massachusetts Institute
of Technology

PAUL USELDING
Professor
of Economics
University of Illinois

KOZO YAMAMURA Professor of Economics University of Washington

### HONORARY MEMBER

HENRIETTA M. LARSON
Professor of
Business History
Harvard University [Emerita]

## BUSINESS HISTORY REVIEW

## CONTENTS

FRITZ LEONHARD REDLICH, 1892–1978	155
THE DELTA – C&S MERGER: A CASE STUDY IN AIRLINE CONSOLIDATION AND FEDERAL REGULATION	161
AT THE DAWN OF COMMERCIAL AVIATION: INGLIS M. UPPERCU AND AEROMARINE AIRWAYS	180
WILLIAM M. LEARY, JR.	
INNOVATIONS IN TEXTILE BLEACHING IN BRITAIN IN THE EIGHTEENTH CENTURY	194
BRITISH MARKETING ENTERPRISE: THE CHANGING ROLES OF MERCHANTS, MANUFACTURERS, AND FINANCIERS, 1700–1860	205
SMALL BUSINESS AND THE RISE OF HITLER: A REVIEW ARTICLE	235
HARD DATA ON HARD COAL: REFLECTIONS ON CHANDLER'S ANTHRACITE THESIS	247
A REPLY BY ALFRED D. CHANDLER, JR	255
THE EDITOR'S CORNER	259
BOOK REVIEWS	
Appleby, Joyce Oldham, Economic Thought and Ideology in Seventeenth-Century England. Reviewed by Laurence S. Moss	287
(continued on next page)	
NUNCTURE OUT THE VALUE OF THE SECOND	

PUBLISHED QUARTERLY BY THE HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

VOLUME LIII, NUMBER 2

SUMMER 1979

# CONTENTS

1	u	v	 u	in	ш	c	u	,

Booker, Frank, The Great Western Railway: A New History. Reviewed by Terence R. Gourvish
Bork, Robert H., The Antitrust Paradox: A Policy at War with Itself. Reviewed by Thomas K. McCraw
Braun, Ernest and Stuart Macdonald, Revolution in Miniature: The History and Impact of Semiconductor Electronics. Reviewed by Hugh G. J. Aitken
Clement, Wallace, Continental Corporate Power: Economic Linkages between Canada and the United States. Reviewed by Almos T. Tassonyi.
Decker, Peter R., Fortunes and Failures: White-Collar Mobility in Nineteenth-Century San Francisco. Reviewed by Patrick E. McLear
Ewen, Lynda Ann, Corporate Power and Urban Crisis in Detroit.  Reviewed by David McComb
Griffen, Clyde and Sally, Natives and Newcomers: The Ordering of Opportunity in Mid-Nineteenth-Century Poughkeepsie.  Reviewed by David McComb
Lewis, W. David and Wesley Phillips Newton, Delta: The History of an Airline. Reviewed by Robin Higham
Lindstrom, Diane, Economic Development in the Philadelphia Region, 1810-1850. Reviewed by Jeremy Atack
Miner, H. Craig and William E. Unrau, The End of Indian Kansas: A Study of Cultural Revolution, 1854-1871. Reviewed by Wilcomb E. Washburn.
Morgan, Anne Hodges, Robert S. Kerr: The Senate Years. Reviewed by Richard H. K. Vietor
Ransom, Roger L. and Richard Sutch, One Kind of Freedom:  The Economic Consequences of Emancipation. Reviewed by Lawrence Goodwyn
Robertson, Constance Noyes, Oneida Community Profiles. Reviewed by Andrew A. Beveridge
Rostow, W. W., The World Economy: History and Prospect. Reviewed by Harold G. Vatter
Stover, John F., Iron Road to the West: American Railroads in the 1850s. Reviewed by John H. White, Jr
Supple, Barry, ed., Essays in British Business History. Reviewed by Harold F. Williamson
Thomas, Rosamund, The British Philosophy of Administration: A Comparison of British and American Ideas 1900-1939. Reviewed by Jonathan Hughes
von Tunzelmann, G. N., Steam Power and British Industrializa- tion to 1860. Reviewed by Roderick C. Floud
(continued on next page)

### CONTENTS

#### (continued)

Wallace, Anthony F. C., Rockdale: The Growth of an American	
Village in the Early Industrial Revolution. Reviewed by	
Christopher T. Baer	270
Young, Brian J., Promoters and Politicians: The North-Shore	
Railways in the History of Quebec 1854-85. Reviewed by	
Peter George	283

The Business History Review (ISSN0007-6805) is published in the Spring, Summer, Autumn, and Winter. Address all communications, including manuscripts, change of address, and rights and permissions inquiries to Business History Review, 215 Baker Library, Soldiers Field, Boston, Massachusetts 02163. Telephone 617-495-6534. Individual subscription rate, \$15.00; Institutions, \$20.00. Special subscription rate for students, \$5.00. All subscriptions outside the U.S.A. and Canada, \$20.00. Back issues and reprints of current articles also available; rates on request. Notice of failure to receive issues must reach this office not later than six months after date of mailing.

The Business History Review does not assume responsibility for statements of fact or opinion made by its contributors.

The Business History Review Five-Year Indexes: Volume XXXVI (1962) Through Volume XL (1966); Volume XLI (1967) Through Volume XLV (1971); and Volume XLVI (1972) Through Volume L (1976), can be obtained from our office at \$4.00 each, postpaid. These guides provide detailed author, title, proper name, and subject entries to our articles, notes and reviews over their period of coverage.

Contents are currently indexed or abstracted in: Accountants' Index; America: History and Life; Book Review Index; Book Review Index to Social Science Periodicals, Business Methods Index; Business Periodicals Index; Current Contents; Behavioral, Social, and Management Sciences; Historical Abstracts; Index to Economic Journals; Journal of Economic Literature; Public Affairs Information Service Bulletin; and Social Sciences Index. Second-class postage paid at Boston, Massachusetts. Printed at Harvard University Printing Office.

Copyright @ 1979 by the President and Fellows of Harvard College.