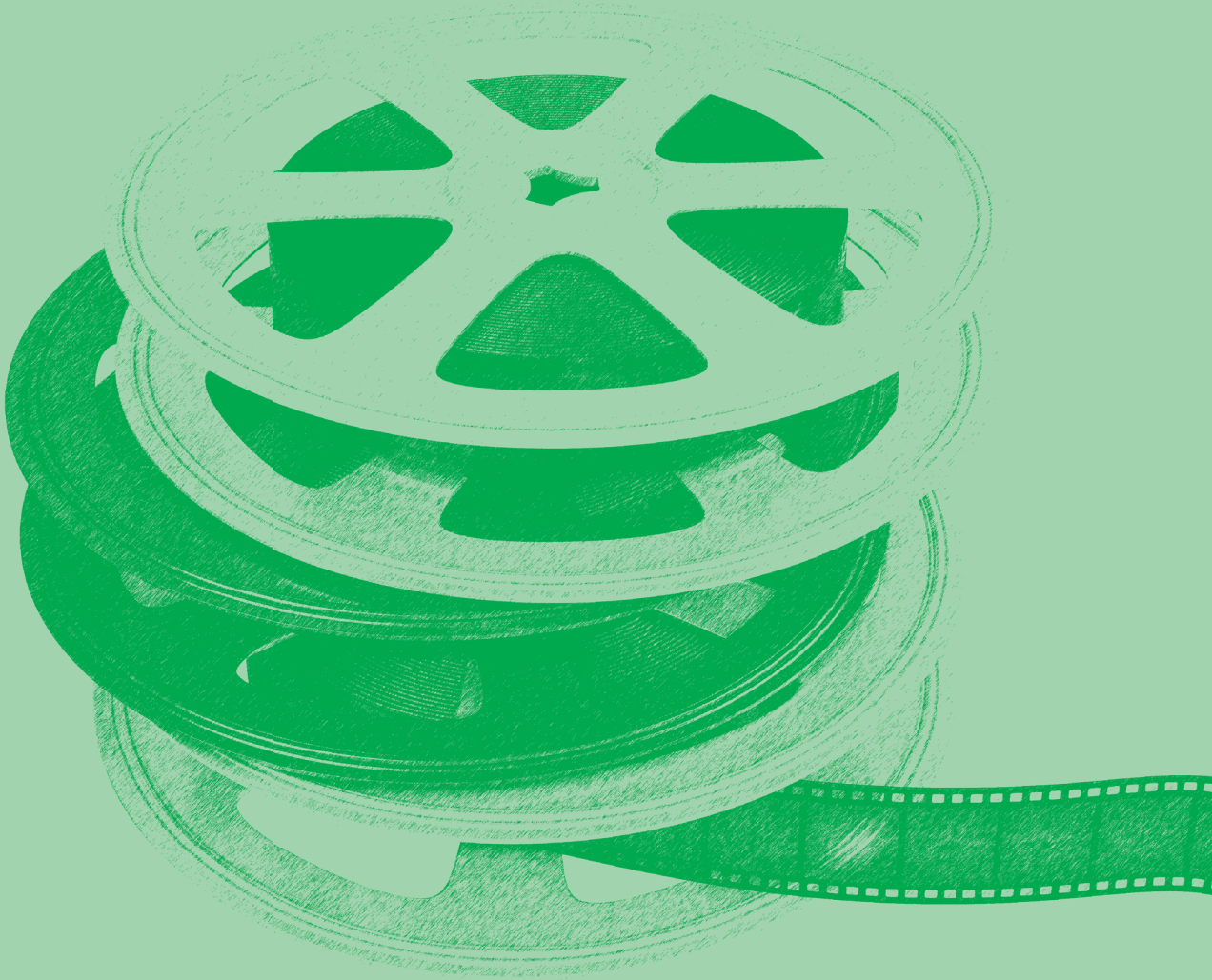


# Enterprise & Society

THE INTERNATIONAL  
JOURNAL OF  
BUSINESS HISTORY



SEPTEMBER 2016 • VOLUME 17 • NUMBER 3  
ISSN 1467-2227 • ONLINE ISSN 1467-2235

PUBLISHED IN ASSOCIATION WITH  
THE BUSINESS HISTORY CONFERENCE

CAMBRIDGE  
UNIVERSITY PRESS

Downloaded from <https://www.cambridge.org/core>. University of Cambridge, on 16 Jun 2019 at 00:38:50, subject to the Cambridge Core terms of use, available at <https://www.cambridge.org/core/terms>. <https://doi.org/10.1017/S0014180116000077>

---

Editor

Andrew Popp, University of Liverpool

Associate Editors

Shane Hamilton, University of Georgia

Per Hansen, Copenhagen Business School

Sharon Ann Murphy, Providence College

Associate Editor for Reviews

Richard Weiner, Indiana University-Purdue University Fort Wayne

Managing Editor

Carol Ressler Lockman, Hagley Museum and Library

Associate Editor, ex officio

Roger Horowitz, Hagley Museum and Library

---

#### **EDITORIAL BOARD**

Franco Amatori (Bocconi University)

Gerben Bakker (London School of Economics)

Edward J. Balleisen (Duke University)

Maria Ines Barbero (University of Buenos Aires)

Hartmut Berghoff (German Historical Institute, DC)

Regina Blaszczyk (University of Leeds)

Peter Coclanis (University of North Carolina-Chapel Hill)

Paul Duguid (University of California, Berkeley)

Patrick Fridenson (École des Hautes Études en Sciences Sociales)

Louis Galambos (Johns Hopkins University)

Tiffany Gill (University of Delaware)

Barbara Hahn (Texas Tech University)

Leslie Hannah (London School of Economics)

William Hausman (College of William and Mary)

Kris Inwood (University of Guelph)

Richard John (Columbia University)

Geoffrey Jones (Harvard Business School)

Matthias Kipping (York University)

Christopher Kobrak (ESCP, Europe)

Pamela Laird (University of Colorado Denver)

Claire Lemerrier (CNRS)

Margaret Levenstein (University of Michigan)

Kenneth Lipartito (Florida International University)

Manuel Llorca-Jana (University of Santiago, Chile)

Teresa da Silva Lopes (University of York)

Christopher McKenna (University of Oxford)

Stephen Mihm (University of Georgia)

Paul Miranti (Rutgers University)

Rowena Olegario (Saïd Business School, University of Oxford)

Mary O'Sullivan (Université de Genève)

Harm Schröter (Universitetet i Bergen)

Philip Scranton (Rutgers University)

Brett Sheehan (University of Southern California)

Richard Sylla (New York University)

Steven Usselman (Georgia Institute of Technology)

Kazuo Wada (Tokyo University)

Robert Weems (University of Missouri)

Mira Wilkins (Florida International University)

JoAnne Yates (Massachusetts Institute of Technology)

Mary Yeager (University of California-Los Angeles)

Madeleine Zelin (Columbia University)

---

# ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

*Published by Cambridge University Press for the Business History Conference*

Volume 17, Number 3

September 2016

## ARTICLES

- To Do a Work that Would Be Very Far Reaching: Minnie Geddings Cox, the Mississippi Life Insurance Company, and the Challenges of Black Women's Business Leadership in the Early Twentieth-Century United States 473

Shennette Garrett-Scott

- Canadian Entrepreneurs and the Preservation of the Capitalist Peace in the North Atlantic Triangle in the Civil War Era, 1861–1871 515

Andrew D. Smith and Laurence B. Mussio

- From Outsiders to Insiders? Strategies and Practices of American Film Distributors in Postwar Italy 546

Peter Miskell and Marina Nicoli

- Hollywood Works: How Creativity Became Labor in the Studio System 591

Ronny Regev

- “We Must Deflate”: The Crime of 1920 Revisited 618

Christopher W. Shaw

- Foucault, Discourse, and the Birth of British Public Relations 651

Michael Heller

## BOOK REVIEW ESSAY

- Recent Literature on Hotels 678

Reviewed by Daniel Levinson-Wilk

Reiko Hillyer. *Designing Dixie: Tourism, Memory, and Urban Space in the New South*

Caroline Field Levander and Matthew Pratt Guterl. *Hotel Life: The Story of a Place Where Anything Can Happen*

Joanna Walsh. *Hotel*

Rick Moody. *Hotels of North America*

Joseph Roth. *The Hotel Years*

## REVIEWS

- Arwen Mohun. *Risk: Negotiating Safety in American Society* 685

Reviewed by Lee Vinsel

- Christy Ford Chapin. *Ensuring America's Health: The Public Creation of the Corporate Health Care System* 688

Reviewed by David G. Schuster

Heather B. Barrow. <i>Henry Ford's Plan for the American Suburb: Dearborn and Detroit</i>	690
Reviewed by Paige Glotzer	
Edward Beatty. <i>Technology and the Search for Progress in Modern Mexico</i>	693
Reviewed by Paul Gootenberg	
Anne Balay. <i>Steel Closets: Voices of Gay, Lesbian, and Transgender Steelworkers</i>	696
Reviewed by Raul A. Galoppe	
Nancy Shoemaker. <i>Native American Whalemen and the World: Indigenous Encounters and the Contingency of Race</i>	699
Reviewed by Robert Deal	
Hartmut Berghoff and Cornelia Rauh; translated by Casey Butterfield. <i>The Respectable Career of Fritz K: The Making and Remaking of a Provincial Nazi Leader</i>	701
Reviewed by Peter Gengler	
Edward Peter Stringham. <i>Private Governance: Creating Order in Economic and Social Life</i>	704
Reviewed by Joshua Barkan	
N. D. B. Connolly. <i>A World More Concrete: Real Estate and the Remaking of Jim Crow South Florida</i>	707
Reviewed by LeeAnn Lands	
Guy Rowlands. <i>Dangerous and Dishonest Men: The International Financiers of Louis XIV's France</i>	710
Reviewed by Vincent J. Pitts	
Sean Patrick Adams, ed. <i>The American Coal Industry, 1790–1902</i> , 3 vols.	713
Reviewed by Peter A. Shulman	

---

Cover design by Adam Albright

## SUBSCRIPTION INFORMATION

*Enterprise & Society* [ISSN 1467-2227] is published four times a year (March, June, September, and December) for the Business History Conference by Cambridge University Press. Institutional subscriptions can be purchased direct from Cambridge University Press or through any major subscription agent. Print-only, online-only and bundled print and online prices are all available, and subscription prices are tiered according to institution type and size.

Please contact Cambridge University Press for further details:

### **For customers in North America**

Email: [subscriptions\\_newyork@cambridge.org](mailto:subscriptions_newyork@cambridge.org);

Phone: (800) 872-7423, option 4

### **For customers outside of North America**

Email: [journals@cambridge.org](mailto:journals@cambridge.org);

Phone: +44 (0)1223-32-6070; Fax: +44 (0)1223-32-5150

## ADVERTISING

To advertise in the journal please email [USAdSales@cambridge.org](mailto:USAdSales@cambridge.org) or telephone +1(212) 337-5053 in the USA, Canada, or Mexico; email [ad\\_sales@cambridge.org](mailto:ad_sales@cambridge.org) or telephone +44 (1223) 325083 in the rest of the world.

## ABSTRACTING AND INDEXING

Articles published in *Enterprise & Society* are indexed by *ABI/INFORM*, *America: History and Life*, *EconLit*, *e-JEL*, *Historical Abstracts*, *JEL on CD*, and *Social Science Research Network (SSRN)*.

**Photocopying information:** All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: <http://journals.cambridge.org/action/rightsAndPermissions>.

Permission to copy (for users in the USA) is available from Copyright Clearance Center <http://www.copyright.com>; or email [info@copyright.com](mailto:info@copyright.com).

**Reprints** of individual articles may be ordered. For information on reprints, please contact Cambridge University Press.

## POSTAL INFORMATION

Send address changes in the USA, Canada, and Mexico to: *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, One Liberty Plaza, 20th Floor, New York, NY 10006. Send address changes elsewhere to *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, England.

## DISCLAIMER

Statements of fact and opinion in the articles in *Enterprise & Society* are those of the respective authors and contributors and not of the Business History Conference or Cambridge University Press. Neither Cambridge University Press nor the Business History Conference make any representation, express or implied, in respect of the accuracy of the material in this journal and cannot accept any legal responsibility or liability for any errors or omissions that may be made. The reader should make her or his own evaluation as to the appropriateness or otherwise of any experimental technique described.

Copyright© 2016 Business History Conference. All rights reserved.

*Printed in the United States of America*