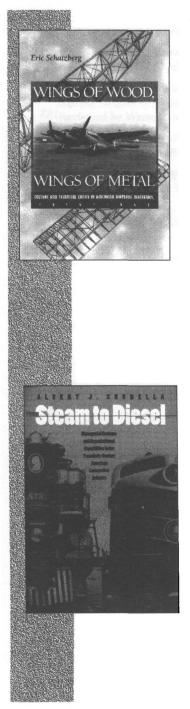
New from Princeton



Wings of Wood, Wings of Metal

Culture and Technical Choice in American Airplane Materials. 1914–1945

Eric Schatzberg

Americans generally believe that technological change always represents progress. Eric Schatzberg shows that technologies can be shaped in strange ways by culture and ideology as he reveals the cultural biases behind the shift from wood to metal in American aircraft between the World Wars. Schatzberg shows that American aeronautical engineers and airplane designers were swayed by the symbolism that linked metal with technological progress and wood with preindustrial craft traditions.

Generously illustrated, tightly argued, and meticulously researched, Wings of Wood, Wings of Metal shows clearly that culture and ideology help determine the most basic characteristics of modern industrial technologies.

Cloth \$49.50 ISBN 0-691-08773-3 Due January

From Steam to Diesel

Managerial Customs and Organizational Capabilities in the Twentieth-Century American Locomotive Industry

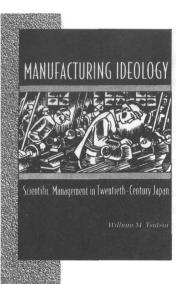
Albert Churella

This overview of the leading locomotive producers in the United States during the twentieth century shows how they responded to a radical technological change: the replacement of steam locomotives by diesels. Albert Churella provides a valuable case study of business practices, showing how two companies—General Motors and General Electric—that had no traditional ties to locomotive production drove established steam locomotive manufacturers out of business.

Churella reveals that managerial culture and corporate organizational routines, more than technological competency, caused some companies to succeed and others to fail.

Princeton Series in Business and Technology David Hounshell, Editor

Cloth \$45.00 ISBN 0-691-02776-5



Manufacturing Ideology

Scientific Management in Twentieth-Century Japan

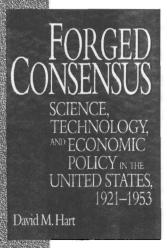
William M. Tsutsui

Japanese industry is the envy of the world for its efficient and humane management practices. Yet, as William Tsutsui argues, the origins and implications of "Japanese-style management" are poorly understood. He traces the roots of these practices to Scientific Management, or Taylorism, an American concept that arrived in Japan at the turn of the century.

Tsutsui's analysis compels us to rethink what implications Japanese-style management has for Western industries, as well as the future of Japan itself.

"Probably the best book on the ideology of Japanese industrial management since *British Factory, Japanese Factory* (1973). It is well-written, always clear, and . . . full of wit and elegant construction."—Andrew Gordon

Cloth \$29.95 ISBN 0-691-05808-3



Forged Consensus

Science, Technology, and Economic Policy in the United States, 1921-1953

David M. Hart

In this thought-provoking book, David Hart challenges the creation myth of post-World War II federal science and technology policy. According to this myth, the postwar policy sprang full-blown from the mind of Vannevar Bush in the form of *Science, the Endless Frontier* (1945). Hart puts Bush's efforts in a larger historical and political context.

"An original and pathbreaking work that seems destined to alter fundamentally the context of discussions about the future of science and technology policy in the United States."—Harvey Brooks

Princeton Studies in American Politics
Historical, International, and Comparative Perspectives
Cloth \$39.95 ISBN 0-691-02667-X

Princeton University Press

AT FINE BOOKSTORES OR CALL 800-777-4726 • HTTP://PUP.PRINCETON.EDU

The Wages of Affluence



Labor and Management in Postwar Japan ANDREW GORDON

Andrew Gordon goes to the core of the Japanese enterprise system—the workplace—and reveals a complex history of contest and confrontation. Beginning with the Occupation reforms and their influence on the workplace, Gordon traces worker activism in the 1950s and '60s, and how it gave way to management victory in the 1960s and '70s. He

illuminates the Japanese system with frequent references to other capitalist nations, and looks to Japan's future, rebutting hasty predictions that Japanese industrial relations are about to be dramatically

transformed in the American free-market image. 8 line illus. • \$35.00 cloth

800.442.2242 www.hup.harvard.edu



Controlling Vice

Regulating Brothel Prostitution in St. Paul. 1865-1883

Joel Best

In a book that integrates history and sociology, the author has reconstructed the municipal court records for most of 1865-83, using newspaper articles, an arrest ledger kept by the St. Paul police, and municipal court dockets.

\$16.95 p \$29.95 cl



Ohio State University Press

Columbus, OH 43210 800-437-4439 www.ohiostatepress.org STA

GUIDELINES FOR CONTRIBUTORS

GENERAL INFORMATION

Manuscripts are considered for publication on the understanding that they are not concurrently under consideration elsewhere and that the material—in substance as well as form—has not been previously published.

Three copies of the manuscript should be submitted.

Authors should identify themselves only on a separate title page that provides name, mailing address, and telephone number. Authors must also remember not to identify themselves in the body of the manuscript; specifically, references to their own work in the text should be in the third person, and citations should be written without possessive pronouns—not "See my"

Potential contributors should initially submit hard copy, not diskettes, but it will save considerable work for all parties in the event of acceptance if authors follow a few rules from the beginning:

- · In general, use as few formatting commands as possible.
- · Left justify text.
- · Do not hyphenate words at the end of lines.
- · ALL material—including extracted quotations and notes—must be double spaced.
- · Notes should be numbered consecutively and citations should be placed as footnotes or endnotes formatted as indicated by *The Chicago Manual of Style* (1993).
- · Each table and figure must be accompanied by a complete source.

Each article should be accompanied by an abstract of 75–100 words outlining the main point(s) of the paper and placing the article in context. Subheads should be used to divide the manuscript into three or four sections (or more, depending on length). We do not have an upper or lower page limit, but articles usually run between 25 and 50 typescript pages, including notes and other material.

We are always eager to publish illustrations, but authors should not include originals of illustrative materials at the time of submission; photocopies of such material may be included. Authors are responsible for obtaining all illustrative materials and permissions for reproduction, and for writing captions.

Authors of accepted manuscripts will receive two copies of the issue in which the article appears, and twenty-five free offprints.

MANUSCRIPT PREPARATION

We use the 14th edition of *The Chicago Manual of Style* (1993) and spell and hyphenate words according to Webster's *Ninth New Collegiate Dictionary*.

The journal encourages authors to use gender-neutral prose in all cases where it is not anachronistic to do so; male nouns and pronouns should not be used to refer to people of both sexes. We use the day-month-year form for dates, as 11 February 1998. Double quotation marks should be used for journal titles and direct quotation; single quotation marks are used for quoted material inside quotations.

SAMPLE CITATION FORMS

Book: Alfred D. Chandler, Jr., The Visible Hand: The Managerial Revolution in American Business (Cambridge, Mass., 1977), 321-22.

Journal: Charles Cheape, "Not Politicians but Sound Businessmen: Norton Company and the Third Reich," Business History Review 62 (Autumn 1988): 444-66.

Note that we do not include the publisher in book citations. We do not use loc. cit., op. cit., or idem., but ibid. (not italicized) may be used.