



BUSINESS

HISTORY

REVIEW



© 2008 by The President and Fellows of Harvard College.
All rights reserved.

ISSN 0007-6805

Periodical postage paid at Boston, Mass., and additional offices.

BUSINESS HISTORY REVIEW

VOLUME 82 NUMBER 4 WINTER 2008

EDITORS · Walter A. Friedman and Geoffrey Jones
PRODUCTION MANAGER · Margaret P. Willard
PRODUCTION COORDINATOR · Felice Whittum
Harvard University

EDITORIAL ADVISORY BOARD

- | | |
|---|---|
| Franco Amatori, <i>Università Bocconi</i> | H. V. Nelles, <i>McMaster University</i> |
| María Inés Barbero, <i>Universidad de Buenos Aires</i> | Rowena Olegario, <i>Vanderbilt University</i> |
| Hartmut Berghoff, <i>Göttingen University</i> | Núria Puig, <i>Universidad Complutense de Madrid</i> |
| Mansel Blackford, <i>Ohio State University</i> | Mary B. Rose, <i>Lancaster University</i> |
| William R. Childs, <i>Ohio State University</i> | Philip Scranton, <i>Rutgers University, Camden</i> |
| Jeffrey Fear, <i>University of Redlands</i> | Hans Sjögren, <i>Linköping University</i> |
| Tony Freyer, <i>University of Alabama</i> | Keetie Sluyterman, <i>Utrecht University</i> |
| Patrick Fridenson, <i>École des Hautes Études</i> | Michael S. Smith, <i>University of South Carolina</i> |
| Margaret B. W. Graham, <i>McGill University</i> | Susan Strasser, <i>University of Delaware</i> |
| Per H. Hansen, <i>Copenhagen Business School</i> | Simon Ville, <i>University of Wollongong</i> |
| Richard R. John, <i>University of Illinois, Chicago</i> | Mira Wilkins, <i>Florida International University</i> |
| Angel Kwolek-Folland, <i>University of Florida</i> | Takeshi Yuzawa, <i>Gakushuin University</i> |
| John J. McCusker, <i>Trinity University</i> | |

BOOK REVIEW BOARD

- Marcelo Bucheli, *University of Illinois*
Ludovic Cailluet, *Toulouse Social Sciences University*
Stephanie Decker, *University of Liverpool*
Julia Ott, *New School of Social Research*
Werner Plumpe, *University of Frankfurt*
Catherine Schenk, *University of Glasgow*

Business History Review is published in the spring, summer, autumn, and winter by Harvard Business School and is printed at The Sheridan Press in Pennsylvania.

- Manuscripts, books for review, commentary, and all editorial correspondence should be sent to Walter A. Friedman, Coeditor, at the address below.
- Queries regarding advertising and subscriptions, as well as notices of changes of address, should be sent to the address given below or by e-mail to bhr@hbs.edu. Advertising correspondence should be sent to Margaret Willard at the address below or by e-mail to mwillard@hbs.edu.
- Correspondence regarding rights and permissions should be sent to Permissions at the address given below.

Business History Review
Harvard Business School
Soldiers Field
Boston, MA 02163
Editorial office: 617-495-1003
Subscription inquiries: 617-495-6179
Fax: 617-495-0594

- E-mail correspondence and inquiries should be sent to bhr@hbs.edu.
- Subscription rates for the volume year 2009:

Individuals	\$70.00
Institutions	\$170.00
Students and members of the following associations:	\$40.00
Association of Business Historians	
Business History Conference	
Business History Society of Japan	
European Business History Association	
German Association for Business History	

- Many issues of volumes 60–82 (1986–2008) are available from our office for \$20.00 per issue. Please contact *BHR* for details.
- *Business History Review* articles are listed in *Business Methods Index*, *Book Review Index*, *The Journal of Economic Literature*, *Historical Abstracts*, *America: History and Life*, *Business Periodical Index*, *JSTOR*, *EBSCO Business Source Complete*, and *ProQuest*.
- Notice of failure to receive issues must reach the office no later than six months after the date of mailing. Postmaster: Send address changes to *Business History Review*, Harvard Business School, Soldiers Field, Boston, MA 02163.
- The paper used in this journal meets the minimum requirements of the American National Standard for Permanence of Paper for Printed Library Materials, Z.39.48 and is 50% recycled, 10% post-consumer.
- Visit our Web site for further details and current information: www.hbs.edu/bhr.

Contents

A SPECIAL ISSUE ON SALESMANSHIP

Organized and edited with the help of Andrew Popp

Editor's Note by Walter A. Friedman • 665

ARTICLES

Andrew Gordon, Selling the American Way: The Singer Sales System in Japan, 1900–1938 • 671

Howell J. Harris, Inventing the U.S. Stove Industry, c.1815–1875: Making and Selling the First Universal Consumer Durable • 701

Roman Rossfeld, Suchard and the Emergence of Traveling Salesmen in Switzerland, 1860–1920 • 735

Peter Scott, Managing Door-to-Door Sales of Vacuum Cleaners in Interwar Britain • 761

Michael French and Andrew Popp, “Ambassadors of Commerce”: The Commercial Traveler in British Culture, 1800–1939 • 789

ABSTRACTS FROM ARTICLES IN INTERNATIONAL BUSINESS HISTORY JOURNALS • 815

ANNOUNCEMENTS • 823

BOOK NOTES

John A. Quelch and Katherine E. Jocz, Reflections on a Half-Century of Marketing • 827

REVIEW ESSAYS

Gregory Clark, A Farewell to Alms: A Brief Economic History of the World. *Reviewed by* Richard Sylla • 839

Stephen A. Marglin, The Dismal Science: How Thinking Like an Economist Undermines Community. *Reviewed by* Michael A. Bernstein • 842

BOOK REVIEWS • 849

- Spencer E. Ante*, *Creative Capital: Georges Doriot and the Birth of Venture Capital*. *Reviewed by* Leslie Berlin • 873
- Peter F. Austin*, *Baring Brothers and the Birth of Modern Finance*. *Reviewed by* Martin Horn • 851
- Adrian R. Bell*, *Chris Brooks*, and *Paul R. Dryburgh*, *The English Wool Market, c.1230–1327*. *Reviewed by* S. H. Rigby • 883
- Maria Novella Borghetti*, *L'œuvre d'Ernest Labrousse: Genèse d'un modèle d'histoire économique [The Work of Ernest Labrousse: Genesis of a Model of Economic History]*. *Reviewed by* Pierre-Cyrille Hautcoeur • 896
- Lisa DiCaprio*, *The Origins of the Welfare State: Women, Work, and the French Revolution*. *Reviewed by* Kolleen M. Guy • 894
- Ebbe Dommissie in cooperation with Willie Esterhuysen*; translated by *Linde Dietrich*, *Anton Rupert: A Biography*. *Reviewed by* Andrea Goldstein • 880
- Helen Dunstan*, *State or Merchant? Political Economy and Political Process in 1740s China*. *Reviewed by* Wing-kin Puk • 903
- Robert Friedel*, *A Culture of Improvement: Technology and the Western Millennium*. *Reviewed by* Steven W. Usselman • 849
- Anne Goldgar*, *Tulipmania: Money, Honor, and Knowledge in the Dutch Golden Age*. *Reviewed by* Deirdre McCloskey • 891
- Barbara A. Hanawalt*, *The Wealth of Wives: Women, Law, and Economy in Late Medieval London*. *Reviewed by* Cordelia Beattie • 885
- Jill Hills*, *Telecommunications and Empire*. *Reviewed by* Daniel R. Headrick • 875
- John A. Jakle and Keith A. Sculle*, *Motoring: The Highway Experience in America*. *Reviewed by* Howard Stanger • 865
- Paul R. Josephson*, *Motorized Obsessions: Life, Liberty, and the Small-Bore Engine*. *Reviewed by* Terence Kehoe • 868
- Bruce Lenthall*, *Radio's America: The Great Depression and the Rise of Modern Mass Culture*. *Reviewed by* Philip M. Napoli • 863
- Hua-yu Li*, *Mao and the Economic Stalinization of China, 1948–1953*. *Reviewed by* Robert Cliver • 908

James E. McWilliams, *Building the Bay Colony: Local Economy and Culture in Early Massachusetts*. *Reviewed by* Christopher Clark • 854

John E. Murray, *Origins of American Health Insurance: A History of Industrial Sickness Funds*. *Reviewed by* Sandra Opdycke • 860

Diane Pecknold, *The Selling Sound: The Rise of the Country Music Industry*. *Reviewed by* Shane Hamilton • 870

Neil Rollings, *British Business in the Formative Years of European Integration, 1945–1972*. *Reviewed by* Harm Schröter • 890

Myrna I. Santiago, *The Ecology of Oil: Environment, Labor, and the Mexican Revolution, 1900–1938*. *Reviewed by* Marcelo Bucheli • 878

Lewis H. Siegelbaum, *Cars for Comrades: The Life of the Soviet Automobile*. *Reviewed by* Thomas C. Owen • 901

David O. Stowell, *editor*, *The Great Strikes of 1877*. *Reviewed by* Kevin Boyle • 858

William B. Stronge, *The Sunshine Economy: An Economic History of Florida since the Civil War*. *Reviewed by* H. Roger Grant • 856

Paul Trescott, *Jingji Xu*: *The History of the Introduction of Western Economic Ideas into China, 1850–1950*. *Reviewed by* Margherita Zanasi • 905

Laura Ugolini, *Men and Menswear: Sartorial Consumption in Britain, 1880–1939*. *Reviewed by* Brent Shannon • 887

Stefanie van de Kerkhof, *Von der Friedens- zur Kriegswirtschaft: Unternehmensstrategien der deutschen Eisen- und Stahlindustrie vom Kaiserreich bis zum Ende des Ersten Weltkriegs* [From the Peacetime to the Wartime Economy: Business Strategies of the German Iron and Steel Industries from the Empire to the End of the First World War]. *Reviewed by* Roman Köster • 899

INDEX TO VOLUME 82 • 911

Contributors

Michael French is professor of economic and social history at the University of Glasgow. He has published on American and British business history, particularly topics relating to the U.S. tire industry and, with Jim Phillips, to food regulation in Britain. He is currently researching salesmen in Britain and white-collar incomes from the 1880s to the 1930s.

Andrew Gordon is the Lee and Juliet Folger Fund Professor of History at Harvard University. He has written on the history of labor and management in Japan and is currently writing a book on the impact of the sewing machine on modern Japanese business, society and culture. Recent publications include *A Modern History of Japan* (2nd edition, 2008) and "From Singer to Shinpan: Consumer Credit in Modern Japan," in Sheldon Garon and Patricia L. Maclachlan, eds., *The Ambivalent Consumer: Questioning Consumption in East Asia and the West* (2006).

Howell J. Harris is professor of history at Durham University in England. His research and publications have centered on U.S. industrial relations, most recently with the article "Between Convergence and Exceptionalism: Americans and the British Model of Labor Relations, c.1867–1920" in *Labor History* (2007). Recently, he launched a comprehensive study of the stove trade, which he commenced with the publication of "Conquering Winter: U.S. Consumers and the Cast-Iron Stove" in *Building Research and Information* (2008).

Andrew Popp is senior lecturer in business history at the University of Liverpool Management School. He has published on British business history, particularly on the history of the North Staffordshire potteries and other English industrial districts. He is currently researching the history of commercial travelers in Britain.

Roman Rossfeld is Wissenschaftlicher Assistent (teaching and research associate) at the Forschungsstelle für Sozial- und Wirtschaftsgeschichte (Research Unit for Social and Economic History) at the University of Zurich in Switzerland. He is the author of *Schweizer Schokolade: Industrielle Produktion und kulturelle Konstruktion eines nationalen Symbols* (2007). Together with Tobias Straumann he edited *Der vergessene Wirtschaftskrieg: Schweizer Unternehmen im Ersten Weltkrieg*

(2008). His research interests are the history of food and luxury food, the history of marketing, business history, and the economic and social history of the First World War.

Peter Scott is professor of international business history at the Henley Business School, University of Reading. His current research covers various aspects of household consumption, and the marketing and distribution of consumer goods, in interwar Britain. His monograph *Triumph of The South: A Regional Economic History of Britain during the Early Twentieth Century* (2007) was awarded the 2008 Wadsworth Prize for the best monograph on British business history.