

WINTER

1967



IN THIS ISSUE

- "Human Nature" in Advertising Literature
- Growth Strategies of Southern Railroads
- Origins of the "Industrial-Military Complex"
- A "Dollar-a-Year Man" in Government
- Early American Checks: Forms and Functions
- THE EDITOR'S CORNER
- BOOK REVIEWS
- TABLE OF CONTENTS: 1967

BUSINESS HISTORY REVIEW



ADVISORY BOARD

EDITOR

JAMES P. BAUGHMAN
Harvard University

JACK BLICKSILVER
Georgia State University

MEYER H. FISHBEIN
National Archives

ARTHUR M. JOHNSON
Harvard University

RALPH W. HIDY
Harvard University

DAVID S. LANDES
Harvard University

GERALD D. NASH
University of New Mexico

RODMAN W. PAUL
California Institute
of Technology

M. M. POSTAN
University of Cambridge

FRITZ REDLICH
Harvard University [Retired]

DWIGHT E. ROBINSON
University of Washington

HENRY ROSOVSKY
Harvard University

MORTON ROTHSTEIN
University of Wisconsin

ROBERT S. SMITH
Duke University

JAMES H. SOLTOW
Michigan State University

Honorary Members

ARTHUR H. COLE
Harvard University [Emeritus]

HENRIETTA M. LARSON
Harvard University [Emerita]

International Correspondents

ALAN BARNARD
Australian National University

ALDO DE MADDALENA
Università Degli Studi
Di Parma

WOLFRAM FISCHER
Freie Universität Berlin

CLAUDE FOHLEN
Université de Besançon

KARL-GUSTAF HILDEBRAND
Uppsala Universitet

F. E. HYDE
University of Liverpool

H. KLONPMACKER
Academy of Advanced
Economic Studies
(Haarlem)

KEIICHIRO NAKAGAWA
University of Tokyo

B
U
S
I
N
E
S
H
I
S
T
O
R
Y
R
E
V
I
E
W

COVER: "Your Hopes Fulfilled" (detail from
advertising agency advertisement,
1920), see pp. 335–357.

BUSINESS HISTORY REVIEW

C O N T E N T S

THE CHANGING CONCEPT OF "HUMAN NATURE" IN THE LITERATURE OF AMERICAN ADVERTISING	335
MERLE CURTI	
THE GROWTH STRATEGIES OF SOUTHERN RAILROADS, 1865-1893	358
MAURY KLEIN AND KOZO YAMAMURA	
THE "INDUSTRIAL-MILITARY COMPLEX" IN HISTORICAL PERSPECTIVE: WORLD WAR I	378
PAUL A. C. KOISTINEN	
A "DOLLAR-A-YEAR MAN" IN GOVERNMENT: GEORGE N. PEEK AND THE WAR INDUSTRIES BOARD	404
ROBERT D. CUFF	
LAGNIAPPE	421
Early American Checks: Forms and Functions	421
JAMES P. BAUGHMAN	
THE EDITOR'S CORNER	436

BOOK REVIEWS

Balderston, Marion, <i>James Claypoole's Letter Book, London and Philadelphia, 1681-1684</i> . Reviewed by William I. Roberts, III	438
Cavignac, Jean, <i>Jean Pellet, Commerçant de Gros, 1694-1772: Contribution a l'Étude du Négoce Bordelais au XVIII^e Siècle</i> . Reviewed by Perry Viles	439
Henderson, W. O., <i>J. C. Fischer and His Diary of Industrial England, 1814-1851</i> . Reviewed by J. Clayburn LaForce, Jr.	441
Johnson, Arthur M., and Barry E. Supple, <i>Boston Capitalists and Western Railroads: A Study in the Nineteenth-Century Railroad Investment Process</i> . Comment by the authors	442
Moore, John Hebron, <i>Andrew Brown and Cypress Lumbering in the Old Southwest</i> . Reviewed by Merl E. Reed	443

(continued on next page)

PUBLISHED QUARTERLY BY THE HARVARD GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION

VOLUME XLI, NUMBER 4

WINTER 1987

C O N T E N T S

(continued)

Cecil, Lamar, <i>Albert Ballin: Business and Politics in Imperial Germany, 1888-1918</i> . Reviewed by John L. Snell	445
Korman, Gerd, <i>Industrialization, Immigrants, and Americanizers: The View from Milwaukee, 1866-1921</i> . Reviewed by Carl N. Degler	446
Destler, Chester McArthur, <i>Roger Sherman and the Independent Oil Men</i> . Reviewed by Gerald T. White	448
Lo Giudice, Giuseppe, <i>Agricoltura e Credito Nell'Esperienza del Banco di Sicilia tra L'800 ed il '900</i> . Reviewed by Roland Sarti	449
Worswick, G. D. N. and D. G. Tipping, <i>Profits in the British Economy, 1909-1938</i> . Reviewed by Derek H. Aldcroft	450
Born, Karl Erich, <i>Die Deutsche Bankenkrise 1931: Finanzen und Politik</i> . Reviewed by Hans Jaeger	452
Ershkowitz, Herbert, <i>The Attitude of Business toward American Foreign Policy, 1900-1916</i> . Reviewed by Lawrence E. Gelfand	454
Macaulay, Stewart, <i>Law and the Balance of Power: The Automobile Manufacturers and their Dealers</i> . Reviewed by Charles E. Edwards	455

The BUSINESS HISTORY REVIEW 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, 214-16 Baker Library, Soldiers Field, Boston, Massachusetts 02163. Telephone 617-547-9800. Regular subscription rate \$10 per year. Special rate for teachers and students \$5 per year. Single copies and reprints of most articles are available; information on request.

The BUSINESS HISTORY REVIEW does not assume responsibility for statements of fact or opinions made by its contributors.

Contents are currently indexed or abstracted in: *Business Periodicals Index; Index to Economic Journals; Business Methods Index; Historical Abstracts; America: History and Life; and Book Review Index*. Second-class postage paid at Boston, Massachusetts. Printed at the Harvard University Printing Office.

Copyright © 1967, by the President and Fellows of Harvard College.