



- A British Business Elite
- Recruitment of American Railway Managers
- Dollar Diplomacy in Mexico
- Standard Oil Trademark Conflicts since 1911
- EDITOR'S CORNER
- BOOK REVIEWS

BUSINESS HISTORY REVIEW



ADVISORY BOARD

EDITOR

GLENN PORTER
Assistant Professor
of Business History
Harvard University

DEREK H. ALDCROFT
Professor of
Economic History
University of Sydney

FRED BATEMAN
Associate Professor
of Business Economics
Indiana University

JAMES P. BAUGHMAN
Professor of
Business History
Harvard University

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

ROBERT D. CUFF
Associate Professor of History
York University

ALFRED S. EICHNER
Associate Professor
of Economics
State University of
New York, Purchase

STANLEY ENGERMAN
Professor of Economics
University of Rochester

GEORGE GREEN
Associate Professor of History
University of Minnesota

GERALD N. GROB
Professor of History
Rutgers University

ELLIS W. HAWLEY
Professor of History
University of Iowa

RALPH W. HIDY
Professor of
Business History
Harvard University [Emeritus]

JUERGEN KOCKA
Professor of History
University of Bielefeld

PETER MATHIAS
Chichele Professor of
Economic History
Oxford University

FRITZ REDLICH
Harvard University [retired]

HARRY N. SCHEIBER
Professor of History
University of California,
San Diego

MIRA WILKINS
Whately, Mass.

HAROLD D. WOODMAN
Professor of History
Purdue University

KOZO YAMAMURA
Professor of Economics
University of Washington

HONORARY MEMBERS

ARTHUR H. COLE
Professor of
Business Economics
Harvard University [Emeritus]

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

B
U
S
I
N
E
S
S
H
I
S
I
S
S
U
E
R
E
V
I
E
W

COVER: Early drawing of the Liverpool & Manchester Railway. See pp. 289–316.

BUSINESS HISTORY REVIEW

C O N T E N T S

A BRITISH BUSINESS ELITE: THE CHIEF EXECUTIVE MANAGERS OF THE RAILWAY INDUSTRY, 1850-1922	289
TERENCE R. GOURVISH	
STALLED PROFESSIONALISM: THE RECRUITMENT OF RAILWAY OFFICIALS IN THE UNITED STATES, 1885-1940	317
STUART MORRIS	
BANKERS AND DIPLOMATS: THE DIPLOMACY OF THE DOLLAR IN MEXICO, 1921-1924	335
N. STEPHEN KANE	
HISTORICAL ORIGINS OF THE ADOPTION OF THE EXXON NAME AND TRADEMARK	353
PAUL H. GIDDENS	
EDITOR'S CORNER	367

BOOK REVIEWS

Cochran, Thomas C., <i>Business in American Life: A History</i> . Reviewed by Harold D. Woodman	372
Tuma, Elias H., <i>Economic History and the Social Sciences: Problems of Methodology</i> . Reviewed by Louis Galambos	374
Aydelotte, William O., Allan G. Bogue, and Robert W. Fogel, eds., <i>The Dimensions of Quantitative Research in History</i> . Reviewed by Robert Higgs	375
Rosenberg, Nathan, <i>Technology and American Economic Growth</i> . Reviewed by Alan D. Anderson	376
Groner, Alex, and the Editors of <i>American Heritage</i> and <i>Business Week</i> , <i>The History of American Business and Industry</i> . Reviewed by Russell I. Fries	378
Edgar, Walter B., ed., <i>The Letterbook of Robert Pringle</i> . Reviewed by Paul G. E. Clemens	380
Walsh, Margaret, <i>The Manufacturing Frontier: Pioneer Industry in Antebellum Wisconsin, 1830-1860</i> . Reviewed by Fred Bateman	381
Parks, Robert J., <i>Democracy's Railroads: Public Enterprise in Jacksonian Michigan</i> . Reviewed by Lloyd J. Mercer	383

(continued on next page)

PUBLISHED QUARTERLY BY THE HARVARD GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION

VOLUME XLVII NUMBER 3

AUTUMN 1973

C O N T E N T S

(continued)

Hilliard, Sam Bowers, <i>Hogmeat and Hoecake: Food Supply in the Old South, 1840-1860</i> . Reviewed by Diane Lindstrom . . .	385
Blassingame, John W., <i>The Slave Community: Plantation Life in the Ante-Bellum South</i> . Reviewed by Gavin Wright . . .	386
Erickson, Charlotte, <i>Invisible Immigrants: The Adaptation of English and Scottish Immigrants in Nineteenth Century America</i> . Reviewed by Margaret Walsh	388
Debouzy, Marianne, <i>Le Capitalisme "Sauvage" aux Etats-Unis (1860-1900)</i> . Reviewed by Hubert Sales	389
Gibson, Arrell M., <i>Wilderness Bonanza: The Tri-State District of Missouri, Kansas, and Oklahoma</i> . Reviewed by James D. Norris	390
Fahey, John, <i>The Ballyhoo Bonanza</i> . Reviewed by Gene M. Gressley	391
Wren, Daniel A., <i>The Evolution of Management Thought</i> . Reviewed by Alfred D. Chandler, Jr.	393
Israel, Jerry, ed., <i>Building the Organizational Society: Essays on Associational Activities in Modern America</i> . Reviewed by Robert H. Wiebe	395
Cudahy, Brian J., <i>Change at Park Street Under: The Story of Boston's Subways</i> . Reviewed by C. W. Cheape	397
Wyckoff, Peter, <i>Wall Street and the Stock Markets</i> . Reviewed by Robert Sobel	398
Cochran, Thomas C., <i>American Business in the Twentieth Century</i> . Reviewed by Gerald T. White	400
Baker, W. J., <i>A History of the Marconi Company</i> . Reviewed by Hugh G. J. Aitken	401
Feinstein, C. H., <i>National Income, Expenditure and Output of the United Kingdom, 1855-1965</i> . Reviewed by Derek H. Aldcroft	404
Shineberg, Dorothy, <i>They Came for Sandalwood: A Study of the Sandalwood Trade in the Southwest Pacific, 1830-1865</i> . Reviewed by Jacques M. Downs	405
Albert, William, <i>The Turnpike Road System in England: 1663-1840</i> . Reviewed by David Spring	407
Carpenter, Kenneth E., ed., <i>British Labour Struggles: Contemporary Pamphlets, 1727-1850</i> . Reviewed by John F. C. Harrison	409

(continued on next page)

C O N T E N T S

(continued)

Reeve, Robin M., <i>The Industrial Revolution, 1750-1850</i> . Reviewed by Peter N. Stearns	411
Clarkson, Leslie A., <i>The Pre-Industrial Economy in England, 1500-1750</i> . Reviewed by Walter E. Minchinton	412
Gascon, Richard, <i>Grand Commerce et Vie Urbaine au XVI^e Siècle: Lyon et ses Marchands</i> . Reviewed by Cissie Fairchilds	414
Leighton, Albert C., <i>Transport and Communication in Early Medieval Europe: A.D. 500-1100</i> . Reviewed by Reinhold Schumann	416
Badian, E., <i>Publicans and Sinners: Private Enterprise in the Service of the Roman Republic</i> . Reviewed by Floyd Seyward Lear	418

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, 214-216 Baker Library, Soldiers Field, Boston, Massachusetts 02163. Telephone 617-495-6367. Regular subscription rate \$15 per year. Special rate for teachers and students \$8 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 opinion made by its contributors.

The BUSINESS HISTORY REVIEW FIVE-YEAR INDEX: VOLUME XXXVI (1962) THROUGH VOLUME XL (1966) and the BUSINESS HISTORY REVIEW FIVE-YEAR INDEX: VOLUME XLI (1967) THROUGH VOLUME XLV (1971) can be obtained from our office at \$3.00 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; and Public Affairs Information Service Bulletin*. Second-class postage paid at Boston, Massachusetts. Printed at Harvard University Printing Office.

Copyright © 1973, by the President and Fellows of Harvard College.