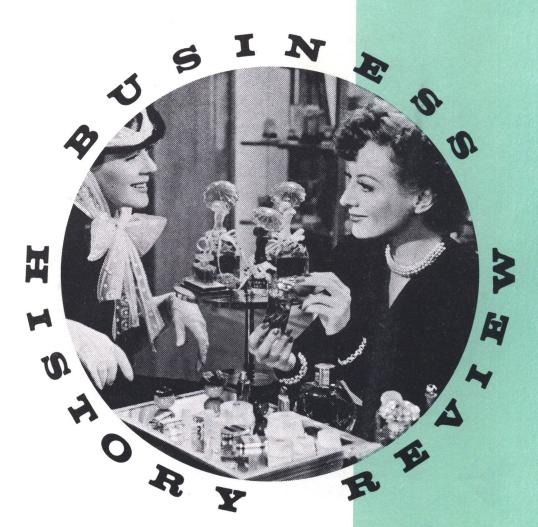
1981



FEATURED IN THIS ISSUE

- Department Store Saleswomen
- The Department Store A Review Article
- Federal Regulation of Advertising
- The Anglo-American
 Oil Agreement
- Expansion of Securities Markets
- EDITOR'S CORNER
- BOOK REVIEWS



EDITOR

Albro Martin, Harvard University

ASSOCIATE EDITOR

Helen Frey Rochlin, Harvard University

BUSINESS MANAGER

Elizabeth Norville, Harvard University

ADVISORY BOARD

Louis P. Cain, Loyola University of Chicago François Caron, The Sorbonne Alfred D. Chandler, Jr., Harvard University Donald Coleman, Pembroke College, Cambridge Leslie Hannah, London School of Economics & Political Science H. Thomas Johnson, Western Washington University Morton Keller, Brandeis University Diane Lindstrom, University of Wisconsin Harold C. Livesay, SUNY - Binghamton Thomas K. McCraw, Harvard University John J. McCusker, University of Maryland — College Park John P. McKay, University of Illinois at Urbana/Champaign Akio Okochi, University of Tokyo Stephen Salsbury, University of Sydney Merritt Roe Smith, Massachusetts Institute of Technology Richard H. Tilly, Westfälische-Wilhelms Universität Paul Uselding, University of Illinois

HONORARY MEMBER

Henrietta Larson, Harvard University, Emerita

COVER: Joan Crawford waits on Rosalind Russell in a scene from MGM's 1939 motion picture, *The Women*. (See pp. 1-25.)

The records business men leave have a kind of veracity that we do not find as a rule in political records The Business Historical Society and allied associations are providing material which is going to give us a more accurate foundation for judgment in other fields of history.—Victor S. Clark in an address to the first American conference on business history, Harvard University, December 30, 1930.

BUSINESS HISTORY REVIEW

CONTENTS

THE CINDERELLA OF OCCUPATIONS: MANAGING THE WORK OF DEPARTMENT STORE SALESWOMEN, 1900–1940 SUSAN PORTER BENSON	1
SUSAN PURIER BENSON	
THE DEPARTMENT STORE, ITS PAST AND ITS FUTURE: A REVIEW ARTICLE	26
FROM COMPETITOR TO CONSUMER: THE CHANGING FOCUS OF FEDERAL REGULATION OF ADVERTISING, 1914–1938 . RICHARD S. TEDLOW	35
THE ANGLO-AMERICAN OIL AGREEMENT AND THE WARTIME SEARCH FOR FOREIGN POLICY	5 9
MICHAEL B. STOFF	
THE EXPANSION OF THE NEW YORK SECURITIES MARKET AT THE TURN OF THE CENTURY	75
THE EDITOR'S CORNER	86
BOOK REVIEWS	
Alexander, David and Rosemary Ommer, eds., Volumes Not Values: Canadian Sailing Ships and World Trades. Reviewed by Kenneth John Blume	120
Anderson, Annelise Graebner, The Business of Organized Crime: A Cosa Nostra Family. Reviewed by Andrew Rolle	119
Baltzell, E. Digby, Puritan Boston and Quaker Philadelphia: Two Protestant Ethics and the Spirit of Class Authority and Leadership. Reviewed by Patrick E. McLear	100
Bezilla, Michael, Electric Traction on the Pennsylvania Railroad, 1895-1968. Reviewed by Kent T. Healy	116
(continued on next page)	

PUBLISHED QUARTERLY BY THE HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

VOLUME LV, NUMBER 1

SPRING 1981

CONTENTS

(continued)

Bushkovitch, Paul, The Merchants of Moscow, 1580-1650. Reviewed by Walter Kirchner	133
Clarke, Joe F., Power on Land and Sea: 160 Years of Industrial Enterprise on Tyneside. A History of R. & W. Hawthorn Leslie & Co. Ltd. Engineers and Shipbuilders. Reviewed by Kenneth John Blume	120
Daley, Robert, An American Saga: Juan Trippe and His Pan Am Empire. Reviewed by Wesley Phillips Newton	118
Dublin, Thomas, Women at Work: The Transformation of Work and Community in Lowell, Massachusetts, 1826-1860. Reviewed by Helena Wright	103
Engelbourg, Saul, Power and Morality: American Business Ethics 1840-1914. Reviewed by John B. Matthews	99
Frese, Joseph R. and Jacob Judd, eds., Business Enterprise in Early New York. Reviewed by David Maldwyn Ellis	102
Hevener, John N., Which Side Are You On? The Harlan County Coal Miners, 1931-1939. Reviewed by Daniel J. Leab	115
Horn, Norbert and Jürgen Kocka, eds., Law and the Formation of the Big Enterprises in the 19th and Early 20th Centuries. Recht und Entwicklung der Grossunternehmen im 19. und Frühen 20 Jahrhundert. Reviewed by Gerald D. Feldman.	129
Kaplinsky, Raphael, ed., Readings on the Multinational Corpora- in Kenya. Reviewed by Irving Gershenberg	138
Kidwell, Claudia B., Cutting a Fashionable Fit: Dressmakers' Drafting Systems in the United States. Reviewed by Rachel Maines	107
Lévy-Leboyer, Maurice, ed., Le Patronat de la Seconde Industrial- isation. Reviewed by Donald Reid	134
Lewis, Eugene, Public Entrepreneurship: Toward A Theory of Bureaucratic Political Power. Reviewed by Jonathan Hughes	97
Lowry, Goodrich, Streetcar Man: Tom Lowry and the Twin City Rapid Transit Company. Reviewed by Robert B. Carson	105
Manuel, Frank E. and Fritzie P. Manuel, Utopian Thought in the Western World. Reviewed by Elizabeth C. Altman	94
Merritt, Raymond H., Creativity, Conflict & Controversy: A History of the St. Paul District U.S. Army Corps of Engineers. Reviewed by Russell S. Kirby	112
Messenger, Betty, Picking up the Linen Threads: A Study in Industrial Folklore. Reviewed by Alun C. Davies	127
Montgomery, David, Workers' Control in America: Studies in the History of Work Technology, and Labor Struggles. Reviewed by Daniel Nelson	108
Nakagawa, Keiichiro, ed., Labor and Management: Proceedings of the Fourth Fuji Conference. Reviewed by Daniel J. Leab	140
(continued on next page)	

CONTENTS

(continued)

Peers, Frank W., The Public Eye: Television and the Politics of Canadian Broadcasting 1952-1968. Reviewed by Michael Bliss	122
Riley, James C., International Government Finance and the Am- sterdam Capital Market, 1740-1815. Reviewed by Daniel A. Baugh	131
Rugman, Alan M., International Diversification and the Multinational Enterprise. Reviewed by Irving Gershenberg.	. 114
Rupp, Leila J., Mobilizing Women for War: German and American Propaganda, 1939-1945. Reviewed by Maurine Weiner	
Greenwald	124
Savage, Dean, Founders, Heirs, and Managers: French Industrial Leadership in Transition. Reviewed by W. Mark Fruin	137
Stannard, David E., Shrinking History: On Freud and the Failure of Psycho-History. Reviewed by John A. Garraty	92
Stoff, Michael B., Oil, War, and American Security: The Search for a National Policy on Foreign Oil, 1941-1947. Reviewed	
by Gerald D. Nash	104
Sutton, George Barry, C. & J. Clark, 1833-1903. A History of Shoe Making in Street, Somerset. Reviewed by Richard Roehl	124
Turnbull, Gerard L., Traffic and Transport: An Economic History of Pickfords. Reviewed by William R. Childs	126
Warken, Philip W., A History of the National Resources Plan-	
ning Boards, 1933-1943. Reviewed by Patrick D. Reagan	110

The Business History Review (ISSN0007-6805) 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, 215 Baker Library, Soldiers Field, Boston, Massachusetts 02163. Telephone 617-495-6534. Individual subscription rate, \$15.00; Institutions, \$20.00. Special subscription rate for students, \$5.00. All subscriptions outside the U.S.A. and Canada, \$20.00. Back issues and reprints of current articles also available; rates on request. Notice of failure to receive issues must reach this office not later than six months after date of mailing. Postmaster: Send address changes to the aforementioned address.

The Business History Review does not assume responsibility for statements of fact or opinion made by its contributors.

The Business History Review Five-Year Indexes: Volume XXXVI (1962) Through Volume XL (1966); Volume XLI (1967) Through Volume XLV (1971); and Volume XLVI (1972) Through Volume L (1976), can be obtained from our office at \$4.00 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; Public Affairs Information Service Bulletin; and Social Sciences Index. Second-class postage paid at Boston, Massachusetts. Printed at Harvard University Printing Office.

Copyright @ 1981 by the President and Fellows of Harvard College.