



- Reactions of Businessmen to Babbitt
- The Founding of Mitsubishi
- U.S. Foreign Interest Remittances, 1785-1787
- The Medieval Church and Merchant Colonies
- Building an American Whaler, 1840-1841
- THE EDITOR'S CORNER
- BOOK REVIEWS



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

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. KLONPMAKER
Academy of Advanced
Economic Studies
(Haarlem)

KEIICHIRO NAKAGAWA
University of Tokyo

WILLIAM WOODRUFF
University of Melbourne

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

COVER: Yataro Iwasaki (1834–1885),
founder of Mitsubishi Zaibatsu
(see pp. 141–160).

BUSINESS HISTORY REVIEW

C O N T E N T S

ECHOES FROM 'ZENITH:' REACTIONS OF AMERICAN BUSINESSMEN TO <u>BABBITT</u>	123
THOMAS S. HINES	
THE FOUNDING OF MITSUBISHI: A CASE STUDY IN JAPANESE BUSINESS HISTORY	141
KOZO YAMAMURA	
FOREIGN INTEREST REMITTANCES BY THE UNITED STATES, 1785-1787: A STORY OF MALFEASANCE	161
DONALD G. TAILBY	
<u>ECCLESIAE MERCATORUM</u> AND THE RISE OF MERCHANT COLONIES	177
VSEVOLOD SLESSAREV	
LAGNIAPPE	198
"Costs of Constructing and Outfitting the Ship <u>Charles W. Morgan, 1840-1841</u> "	
CHARLES R. SCHULTZ	
THE EDITOR'S CORNER	217

BOOK REVIEWS

Cameron, Rondo, <i>Banking in the Early Stages of Industrialization: A Study in Comparative Economic History</i> . Reviewed by Sidney Pollard	219
Gille, Bertrand, <i>Histoire de la Maison Rothschild: Volume I: Des origines à 1848</i> . Reviewed by David S. Landes	222
Artz, Frederick B., <i>The Development of Technical Education in France: 1500-1850</i> . Reviewed by Herman Freudenberger	224
Guillaume, Pierre, <i>La Compagnie des Mines de la Loire, 1846-1854: Essai sur l'Apparition de la Grande Industrie Capitaliste en France</i> . Reviewed by Charles E. Freedeman	225
Pike, Ruth, <i>Enterprise and Adventure: The Genoese in Seville and the Opening of the New World</i> . Reviewed by Robert S. Smith	227
Steven, Margaret, <i>Merchant Campbell 1769-1846: A Study of Colonial Trade</i> . Reviewed by J. H. Parry	228

(continued on next page)

PUBLISHED QUARTERLY BY THE HARVARD GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION

VOLUME XLI, NUMBER 2

SUMMER 1967

C O N T E N T S

(continued)

Walker, Henry Pickering, <i>The Wagonmasters: High Plains Freighting from the Earliest Days of the Santa Fe Trail to 1880</i> . Reviewed by William Goetzmann	229
Arrington, Leonard J., <i>Beet Sugar in the West: A History of the Utah-Idaho Sugar Company, 1891-1966</i> . Reviewed by Richard C. Berner	230
Voigt, David Quentin, <i>American Baseball: From Gentleman's Sport to the Commissioner System</i> . Reviewed by George W. Hilton	232
Barnouw, Erik, <i>A Tower in Babel: A History of Broadcasting in the United States</i> . Reviewed by Arthur E. Thiessen	233
Hiebert, Ray Eldon, <i>Courtier to the Crowd, The Story of Ivy Lee and the Developments of Public Relations</i> . Reviewed by George S. Gibb	234
Leckebusch, Roswitha, <i>Entstehung und Wandlungen der Zielsetzungen: der Struktur und der Wirkungen von Arbeitgeberverbänden</i> . Reviewed by Hans Jaeger	236
König, Harold, <i>Entstehung und Wirkungsweise von Fachverbänden der Nahrungs- und Genussmittelindustrie</i> . Reviewed by Arthur Schweitzer	237
Felker, Jere L., <i>Soviet Economic Controversies: The Emerging Marketing Concept and Changes in Planning, 1960-1965</i> . Reviewed by Marshall I. Goldman	239
Adams, Graham, Jr., <i>Age of Industrial Violence 1910-1915: The Activities and Findings of the United States Commission on Industrial Relations</i> . Reviewed by Louis P. Galambos	240
Auerbach, Jerold S., <i>Labor and Liberty: The La Follette Committee and the New Deal</i> . Reviewed by Louis P. Galambos	240

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.