

N

Special Issue

Business History and the History of Technology

0

1

0

FEATURED IN THIS ISSUE

- Business History & the History of Technology
- Recent Books on Business
 & Technological History
- Business Demand & Development of Telegraph
- Thomas Midgley & Research at General Motors
- Industrial Research at Bell Laboratories
- EDITOR'S CORNER
- BOOK REVIEWS

F

ANNUAL INDEX, 1980

https://doi.us/fe0.09//stope.6809004992 UNIVERSITY GRADUATE SCHOOLPOF BUSINESS ADMINISTRATION

R

EDITOR

Albro Martin, Harvard University

ASSOCIATE EDITOR

Helen Frey Rochlin, Harvard University

BUSINESS MANAGER

Elizabeth Norville, Harvard University

ADVISORY BOARD

Fred Bateman, Indiana University Alfred D. Chandler, Jr., Harvard University François Crouzet, University of Paris Stanley Engerman, University of Rochester Leslie Hannah, London School of Economics & Political Science Ellis W. Hawley, University of Iowa Morton Keller, Brandeis University Jürgen Kocka, University of Bielefeld Diane Lindstrom, University of Wisconsin Harold C. Livesay, SUNY - Binghamton Thomas K. McCraw, Harvard University John J. McCusker, University of Maryland - College Park Akio Okochi, University of Tokyo Gary John Previts, Case Western Reserve University S. B. Saul, University of York Merritt Roe Smith, Massachusetts Institute of Technology Paul Uselding, University of Illinois

HONORARY MEMBER

Henrietta Larson, Harvard University, Emerita

COVER: Enrico Mattei, Founder of ENI, Wearing the Scarf of the "Partisans." Photo Archives of ENI. (See pp. 359–386.)

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

REFORMING THE REGULATORY PROCESS: WHY JAMES LANDIS CHANGED HIS MIND	283
DONALD A. RITCHIE	
RADIO BROADCASTERS AND THE CHALLENGE OF TELEVI- SION: A NEW ORLEANS CASE	303
C. JOSEPH PUSATERI	
COPPERBELT MERGER: THE FORMATION OF THE RHOKANA CORPORATION, 1930-1932.	331
B. W. E. ALFORD AND C. E. HARVEY	
ENTREPRENEURIAL TYPOLOGIES IN THE HISTORY OF INDUS- TRIAL ITALY (1880–1960): A REVIEW ARTICLE	359
ARCHIVAL NOTE. SOURCES OF BUSINESS HISTORY: THE ARCHIVES OF THE HUDSON'S BAY COMPANY	387
JOHN B. DAVENPORT AND DAN RYLANCE	
THE EDITOR'S CORNER	394
BOOK REVIEWS	
Arnold, Guy, Britain's Oil. Reviewed by Geoffrey Jones	422
Arnold, H. J. P., William Henry Fox Talbot, Pioneer of Photogra- phy and Man of Science. Reviewed by Reese V. Jenkins.	399
Bringhurst, Bruce, Antitrust and the Oil Monopoly: The Standard Oil Cases, 1890-1911. Reviewed by Charles W. McCurdy.	401
Cheape, Charles W., Moving the Masses: Urban Public Transit in New York, Boston and Philadelphia, 1880–1912. Reviewed by Carl W. Condit.	413
Cooling, Benjamin Franklin, Gray Steel and Blue Water Navy: The Formative Years of America's Military-Industrial Com- plex, 1881-1917. Reviewed by James E. Hewes, Jr	` 409

(continued on next page)

PUBLISHED QUARTERLY BY THE HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

VOLUME LIV, NUMBER 3

AUTUMN 1980

C O N T E N T S

(continued)

Cotroneo, Ross Ralph, The History of the Northern Pacific Land Grant, 1900-1952. Reviewed by Lloyd J. Mercer	416
Crew, David F., Town in the Ruhr: A Social History of Bochum, 1860-1914. Reviewed by Elaine Glovka Spencer	425
Cudahy, Brian J., Under the Sidewalks of New York: The Story of the Greatest Subway System in the World. Reviewed by Carl W. Condit	413
Ebeling, Walter, The Fruited Plain: The Story of American Agri- culture. Reviewed by Theodore Saloutos	418
Fieldhouse, D. K., Unilever Overseas: The Anatomy of a Multi- national, 1895-1965. Reviewed by Mira Wilkins	420
Grant, H. Roger, Insurance Reform: Consumer Action in the Pro- gressive Era. Reviewed by Ernest H. Schell	434
Handlin, Oscar, Truth in History. Reviewed by Walter Rundell, Jr.	404
Hopper, R. J., <i>Trade and Industry in Classical Greece</i> . Reviewed by Joseph J. Spengler	433
Hunter, Louis C., A History of Industrial Power in the United States, 1780–1930. Volume I: Waterpower in the Century of the Steam Engine. Reviewed by Jeremy Atack.	407
Johannnes, Ralph, Von Bergford Über Bergford: Eine Fitmen- geschichte. Reviewed by Heinrich Rubner	428
Karnes, Thomas L., Tropical Enterprise: Standard Fruit and Steamship Company in Latin America. Reviewed by Randolph Bartlett	410
Lee, Susan Previant and Peter Passell, A New Economic View of American History. Reviewed by Thomas S. Ulen	439
Lindgren, Hakan, Corporate Growth: The Swedish Match In- dustry in its Global Setting. Reviewed by Lars G. Sandberg	429
Palmer, Bryan D., A Culture in Conflict: Skilled Workers and In- dustrial Capitalism in Hamilton, Ontario, 1860-1914. Re- viewed by Robert D. Cuff.	419
Pierenkemper, Toni, Die Westfälischen Schwerindustriellen, 1852–1913: Soziale Struktur und Unternehmerischer Erfolg. Reviewed by Elaine Glovka Spencer.	425
Pierson, Stanley, British Socialists: The Journey from Fantasy to Politics. Reviewed by Willard Wolfe	423
Previts, Gary John and Barbara Dubis Merino, A History of Ac- counting in America. Reviewed by Richard A. Scott	406
Rae, John Bell, The Development of Railway Land Subsidy Policy in the United States. Reviewed by Lloyd J. Mercer.	416
Ray, Rajat K., Industrialization in India: Growth and Conflict in the Private Corporate Sector, 1914-47. Reviewed by John Adams	431
	101

(continued on next page)

CONTENTS

(continued)

Ritchie, Donald A., James M. Landis: Dean of the Regulators. Re- viewed by Thomas K. McCraw	397
Rosenbaum, E. and A. Sherman, M. M. Warburg and Co. 1798- 1938: Merchant Bankers of Hamburg. Reviewed by Martin Kitchen	427
Siracusa, Carl, A Mechanical People: Perceptions of the Indus- trial Order in Massachusetts, 1815–1880. Reviewed by John F. Kasson	438
Tedlow, Richard S., Keeping the Corporate Image: Public Rela- tions and Business, 1900-1950. Reviewed by Morrell Heald.	412
Wall, Joseph Frazier, Policies and People: The First Hundred Years of the Bankers Life. Reviewed by Ernest H. Schell.	434
Wikander, Ulla, Kreuger's Match Monopolies, 1925–1930. Case Studies in Market Control Through Public Monopolies. Re- viewed by Lars G. Sandberg.	429
Zelizer, Viviana A. Rotman, Morals and Markets: The Develop- ment of Life Insurance in the United States. Reviewed by Ernest H. Schell	434

REPRINTS AVAILABLE

cloth \$923.00

Business History Review

Formerly: Bulletin of the Business Historical Society, Boston Vols. 1–43 and Gen. Ind. 1–30. Boston, Mass., 1926–1969

		paper	\$7	49.00
Vols. 1–30 (in 15 units)*	per unit	paper	\$	25.00
Vols. 31–43	per vol.	paper	\$	28.00
General Index	•	paper	\$	7.00
General Index 28-30		paper	\$	3.00
* Vols. 1-24 reprinted in units as follows:				
1/3(1926-29); 4/6(1930-32); 7/9(1933-3)	5);			
10/12(1936-38); 13/15(1939-41); 16/18(1942 - 44)	;		
19/20(1945-46); 21/22(1947-48); 23/24(
Journal of Economic and Business H	istoru			

Vols. 1-4(all publ.). Cambridge, Mass., 1928/29-1931/32. cloth \$164.00 paper \$140.00 per vol. paper \$ 35.00

Order from: KRAUS REPRINT CO A U.S. Division of Kraus-Thomson Organization Limited Route 100 Millwood, New York 10546

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.

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) THROUCH VOLUME XL (1966); VOLUME XLI (1967) THROUCH VOLUME XLVI (1971); and VOLUME XLVI (1972) THROUCH 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 © 1980 by the President and Fellows of Harvard College.