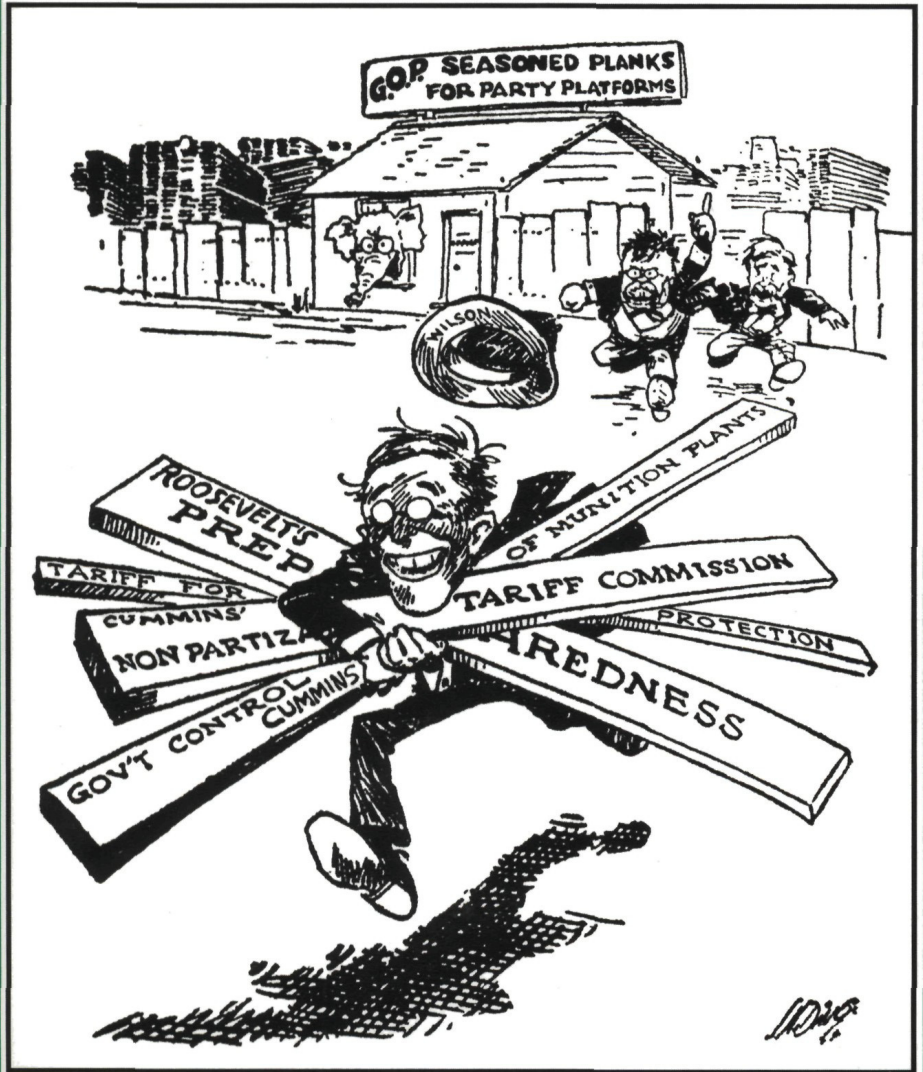


Business History Review

S P R I N G 1 9 9 8

WILSON'S NEW PLATFORM OUGHT TO BE A GOOD ONE.

[From the Des Moines Register and Leader.]



Cover: "G.O.P Seasoned Planks for Party Platforms"

Woodrow Wilson's announcement in 1916 that he would create a Tariff Commission brought him popular support and favorable press coverage, but angered Republicans who accused him of stealing their campaign planks. In an article beginning on page 1, Karen Schnietz describes the political motives underlying the formation of the Commission.

© 1998 by The President and Fellows of Harvard College.
All rights reserved.

ISSN 007-6805

Periodical postage paid at Boston, Mass. and additional offices.

Business History Review

Published Quarterly by the Harvard Business School
Volume 72 Number 1 Spring 1998

EDITOR · Thomas K. McCraw, *Harvard University*
ASSOCIATE EDITOR · Walter A. Friedman, *Harvard University*
PRODUCTION MANAGER · Kelcey B. Wilson

EDITORIAL ADVISORY BOARD

Mansel Blackford, *Ohio State University*
Louis P. Cain, *Loyola University of Chicago*
Alfred D. Chandler, Jr., *Harvard University*
Patricia Denault, *Harvard University*
Rainer Fremdling, *University of Groningen*
Tony Freyer, *University of Alabama*
Patrick Fridenson, *École des Hautes Études*
Mark Fruin, *University of British Columbia*
Thomas P. Hughes, *University of Pennsylvania*
Nancy F. Koehn, *Harvard University*
William Lazonick, *University of Massachusetts, Lowell*
John J. McCusker, *Trinity University*
John P. McKay, *University of Illinois, Urbana-Champaign*
David A. Moss, *Harvard University*
H. V. Nelles, *York University*
Daniel Nelson, *University of Akron*
Richard S. Rosenbloom, *Harvard University*
Philip Scranton, *Georgia Institute of Technology*
Richard S. Tedlow, *Harvard University*
Richard H. K. Vietor, *Harvard University*
Mira Wilkins, *Florida International University*
Takeshi Yuzawa, *Gakushuin University*

The *Business History Review* is published in the spring, summer, autumn, and winter by Harvard Business School and is printed at Edwards Brothers, Inc.

• Manuscripts, books for review, and all editorial correspondence should be sent to Walter A. Friedman, Associate Editor, at the address given below.

• Queries regarding advertising and subscriptions, as well as all changes of address, should be sent to the address given below or by email to bhr@hbs.edu.

• Correspondence regarding rights and permissions should be sent to Permissions at the address given below.

Business History Review
Harvard Business School
60 Harvard Way
Boston, MA 02163
Telephone: 617-495-6154
Fax: 617-496-5985

• E-mail correspondence and inquiries can be sent to bhr@hbs.edu.

• *Annual Subscription Rates*

Individuals	\$35.00
Institutions	\$75.00
Students (U.S. & Canada, with valid ID)	\$20.00
All subscriptions outside the U.S. and Canada	\$75.00

• Many issues of volumes 60-71 (1986-97) are available from our office for \$15.00 per issue. Please write for details.

• *Business History Review* articles are listed in *Business Methods Index*, *Book Review Index*, *the Journal of Economic Literature*, *Historical Abstracts*, *America—History and Life*, and ABI/INFORM.

• Notice of failure to receive issues must reach the office no later than six months after the date of mailing. Postmaster: Send address changes to *Business History Review*, Harvard Business School, 60 Harvard Way, Boston, MA 02163.

• The paper used in this journal meets the minimum requirements of the American National Standard for Permanence of Paper for Printed Library Materials, Z.39.48 and is 50% recycled, 10% post-consumer.

CONTENTS

ARTICLES

Karen Schnietz The 1916 Tariff Commission: Illustrating the Consumer Costs of Protectionism · 1

Michael Smith Putting France in the Chandlerian Framework: France's 100 Largest Industrial Firms in 1913 · 46

Bradley Hansen Commercial Associations and the Creation of a National Economy: The Demand for Federal Bankruptcy Law · 86

REVIEW ESSAYS

Richard S. Tedlow Remembering Roland Marchand, 1933-1997 · 114

W. Mark Fruin To Compare or Not To Compare: Two Books That Look at Capitalist Systems Across Centuries, Countries & Industries · 123

ANNOUNCEMENTS · 137

BOOK REVIEWS · 144

Roger E. Bilstein, *The American Aerospace Industry: From Workshop to Global Enterprise*. *Reviewed by* Glenn E. Bugos · 156

Jonathan Boswell and James Peters, *Capitalism in Contention: Business Leaders and Political Economy in Modern Britain*. *Reviewed by* David J. Jeremy · 162

Thomas Brennan, *Burgundy to Champagne: The Wine Trade in Early Modern France*. *Reviewed by* Norman R. Bennett · 174

S. N. Broadberry, *The Productivity Race: British Manufacturing in International Perspective, 1850-1990*. *Reviewed by* Sidney Pollard · 166

Youssef Cassis, *Big Business: The European Experience in the Twentieth Century*. *Reviewed by* Jeffrey Fear · 144

- Peter Clarke and Clive Trebilcock, eds.*, *Understanding Decline: Perceptions and Realities of British Economic Performance*.
Reviewed by David J. Jeremy · 162
- Stephen Cutcliffe and Terry Reynolds, eds.*, *Technology and American History: A Historical Anthology from *Technology and Culture**. *Reviewed by* Leonard S. Reich · 157
- Franz Anton Ritter von Gerstner*, *Early American Railroads*.
Reviewed by John Lauritz Larson · 150
- Joost Jonker*, *Merchants, Bankers, and Middlemen: The Amsterdam Money Market During the First Half of the 19th Century*.
Reviewed by Larry Neal · 168
- Klause Kreimeier*, *The UFA Story: A History of Germany's Greatest Film Company 1918-1945*. *Reviewed by* Clemens Verenkotte · 170
- James M. Mayo*, *The American Country Club: Its Origins and Development*. *Reviewed by* John A. Jakle · 159
- Steven McGuire*, *Airbus Industrie: Conflict and Cooperation in US-EC Trade Relations*. *Reviewed by* Kenneth Owen · 172
- Stuart Muirhead*, *Crisis Banking in the East: The History of the Chartered Mercantile Bank of India, London and China, 1853-93*.
Reviewed by Amiya Kumar Bagchi · 178
- Michael Palaret*, *The Balkan Economies c. 1800-1914: Evolution without Development*. *Reviewed by* Ivan T. Berend · 175
- J. Mark Ramseyer*, *Odd Markets in Japanese History: Law and Economic Growth*. *Reviewed by* John O. Haley · 180
- Heather Cox Richardson*, *The Greatest Nation on Earth: Republican Economic Policies During the Civil War*. *Reviewed by*
Jeremy Atack · 152
- Deborah A. Rosen*, *Courts and Commerce: Gender, Law, and the Market Economy in Colonial New York*. *Reviewed by* Winifred B. Rothenberg · 147

Steven J. Ross, Working-Class Hollywood: Silent Film and the Shaping of Class in America. Reviewed by Marc Jeffrey Stern · 153

Susanne K. Schmidt and Raymund Werle, Coordinating Technology: Studies in the International Standardization of Telecommunications. Reviewed by Yumio Saneyoshi · 183

CONTRIBUTORS

W. Mark Fruin is visiting professor of corporate strategy and technology management at the College of Business, San Jose State University and visiting professor of corporate strategy on the Faculty of Business Administration at Keio University in Tokyo. He is the author of *Kikkoman: Company, Clan, and Community* (1983), *The Japanese Enterprise Systems: Competitive Strategies and Cooperative Structures* (1992), *Knowledge Works: Managing Intellectual Capital at Toshiba* (1997), and the forthcoming *Networks and Markets: Pacific Rim Strategies* to be published by Oxford University Press.

Bradley Hansen is currently assistant professor of economics at Mary Washington College. He received a masters in economic history from the London School of Economics and a Ph.D. in economics from Washington University in St. Louis, where he was a student of Douglass North. In addition to continuing his research on the history of bankruptcy law, he is investigating the effects of racial discrimination on labor markets in Virginia during the early twentieth century.

Karen Schnietz is an assistant professor of business at the Jones Graduate School of Management at Rice University where she teaches courses on international business and trade regulation. She received her Ph.D. in business and public policy from the University of California, Berkeley. Her dissertation and subsequent research has focused on the institutional origins of the U.S. trade bureaucracy, and on contemporary trade policy.

Michael S. Smith is associate professor of history at the University of South Carolina. He is the author of *Tariff Reform in France, 1860-1900: The Politics of Economic Interest*, and he has contributed articles to *French Historical Studies*, *The Journal of European Economic History*, *The International Review of Social History*, and *Entreprises et histoire*. He is currently writing a history of the development of large-scale business enterprise in France, 1800-1930.

Richard S. Tedlow is the Class of 1957 Professor of Business Administration at the Harvard Business School, where he is a specialist in the history of business. His publications include *New and Improved: The Story of Mass Marketing in America* (1996), a history of consumer product marketing in the United States. Among his other publications are a history of corporate public relations, a business history casebook (co-authored with Professors Alfred D. Chandler, Jr., and Thomas K. McCraw), and numerous articles, essays, and marketing cases. His current research concerns the changing role of the Chief Executive Officer of the large American business corporation during the last century.



The Editorial Board
of the
Business History Review



Newcomen Society
of the
United States

and the

announce the winners of the
1996 NEWCOMEN AWARDS IN BUSINESS HISTORY

BEST ARTICLE AWARD:

Geoffrey Jones

University of Reading, U.K.



Frances Bostock

London School of Economics

for

“U.S. Multinationals in British Manufacturing before 1962”

SPECIAL ARTICLE AWARD:

Stuart Coupe

Centro de Estudios de Desarrollo, Universidad Central de Venezuela

for

“Testing for Aptitude and Motivation in South African Industry: The
Work of the National Institute for Personnel Research, 1946-1973”

The Editorial Advisory Board of the *Business History Review* annually awards two prizes to the authors of articles appearing in its pages. The first, consisting of a scroll and cash prize of \$300, is presented to the author of the best article published in the volume. The second, a cash award of \$150 and a scroll, is presented to the author of the best article written by a graduate student or recent Ph.D. who has not yet published a book in the field of business history. The awards are made possible through the generosity and support of the Newcomen Society of the United States.