BUSINESS HISTORY REVIEW

WINTER 2004



Collecting bills on payday at the New York Custom House, 1847

Cover: Section of a lithograph entitled "Pay Day at the (New York) Custom House" (1847) by John L. Magee. Courtesy of The Library Company of Philadelphia. This issue contains a special forum, "Reputation and Uncertainty in Early America," edited by Cathy Matson. See the articles by A. Glenn Crothers, Matthew Mulcahy, and Brian P. Luskey.



© 2004 by The President and Fellows of Harvard College.
All rights reserved.

ISSN 0007-6805

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

REVIEW

Published Quarterly by Harvard Business School Volume 78 Number 4 Winter 2004

EDITORS · Walter A. Friedman, Geoffrey Jones, and Thomas K. McCraw PRODUCTION MANAGER · Margaret P. Willard BOOK REVIEW COORDINATOR · Felice Whittum Harvard University

EDITORIAL ADVISORY BOARD

Franco Amatori, Università Bocconi
María Inés Barbero, Universidad de Buenos Aires
Mansel Blackford, Ohio State University
Alfred D. Chandler Jr., Harvard University
Tony Freyer, University of Alabama
Patrick Fridenson, École des Hautes Études
Mark Fruin, San Jose State University
Per H. Hansen, Copenhagen Business School
Richard R. John, University of Illinois, Chicago
Nancy F. Koehn, Harvard University
Angel Kwolek-Folland, University of Florida
John J. McCusker, Trinity University

David A. Moss, Harvard University
H. V. Nelles, York University
Daniel Nelson, University of Akron
Nuria Puig, Universidad Complutense de Madrid
Mary Rose, Lancaster University
Philip Scranton, Rutgers University, Camden
Michael S. Smith, University of South Carolina
Susan Strasser, University of Delaware
Richard S. Tedlow, Harvard University
Richard H. K. Vietor, Harvard University
Mira Wilkins, Florida International University
Takeshi Yuzawa, Gakushuin University

BOOK REVIEW BOARD

Jeremy Baskes, Ohio Wesleyan University
Ludovic Cailluet, Toulouse Social Sciences University
Andrea McElderry, University of Louisville
Werner Plumpe, University of Frankfurt
Catherine Schenk, University of Glasgow
Wyatt Wells, Auburn University Montgomery
Robert E. Wright, New York University

HARVARD BUSINESS SCHOOL

The Business History Review is published in the spring, summer, autumn, and winter by Harvard Business School and is printed at Capital City Press in Vermont.

- Manuscripts, books for review, commentary, and all editorial correspondence should be sent to Walter A. Friedman, Coeditor, at the address below.
- Queries regarding advertising and subscriptions, as well as changes of address, should be sent to the address given below or by e-mail 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 Soldiers Field Boston, MA 02163

Editorial office: 617-495-1003 Subscription inquiries: 617-495-6179

Fax: 617-495-0594

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

· Subscription rates for the volume year 2005:

Individuals\$50.00Institutions\$130.00Students (with photocopy of current student identification)\$30.00

- Many issues of volumes 60-77 (1986-2003) are available from our office for \$15.00 per issue. Please contact BHR 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, Soldiers Field, 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.
- · Visit our Web site for further details and current information: www.hbs.edu/bhr.

Contents

ARTICLES

SPECIAL FORUM:

REPUTATION AND UNCERTAINTY IN EARLY AMERICA EDITED BY CATHY MATSON

Cathy Matson Introduction: The Ambiguities of Risk in the Early Republic • 595

- A. Glenn Crothers Commercial Risk and Capital Formation in Early America: Virginia Merchants and the Rise of American Marine Insurance, 1750–1815 • 607
- 2. Matthew Mulcahy Weathering the Storms: Hurricanes and Risk in the British Greater Caribbean 635
- 3. Brian P. Luskey "What Is My Prospects?": The Contours of Mercantile Apprenticeship, Ambition, and Advancement in the Early American Economy 665

José-Ignacio Martínez Ruiz Vertical Restraints in the Spanish Steel Industry and Their Effects on Competition, 1906–1936 • 703

ANNOUNCEMENTS • 721

BOOK REVIEWS • 729

Jon Agar, The Government Machine: A Revolutionary History of the Computer. Reviewed by Atsushi Akera • 787

Ralf Banken, Die Industrialisierung der Saarregion, 1815–1914. Band 2: Take-Off Phase und Hochindustrialisierung, 1850–1914 [The Industrialization of the Saar Region, 1815–1914. Vol. 2: Take-Off Phase and Intensive Industrialization, 1850–1914].

Reviewed by Frank B. Tipton • 792

John Barnard, American Vanguard: The United Auto Workers during the Reuther Years, 1935–1970. Reviewed by Joshua B. Freeman • 759

- Hubert Bonin, Yannick Lung, and Steven Tolliday, editors, Ford, 1903–2003: The European History.

 Reviewed by Tim Whisler 802
- Tim Brooks, Lost Sounds: Blacks and the Birth of the Recording Industry, 1890–1919. Reviewed by Brian Ward 741
 - Jürgen Buchenau, Tools of Progress: A German Merchant Family in Mexico City, 1865–Present. Reviewed by William Schell Jr. • 780
- David Carlton and Peter Coclanis, The South, the Nation, and the World: Perspectives on Southern Economic Development.

 Reviewed by Sheldon Hackney 734
 - Andrew Wender Cohen, The Racketeer's Progress: Chicago and the Struggle for the Modern American Economy, 1900–1940.

 Reviewed by Elliott J. Gorn 738
- Todd A. Diacon, Stringing Together a Nation: Cândido Mariano da Silva Rondon and the Construction of Modern Brazil, 1906–1930.

 Reviewed by Gail D. Triner 784
 - Kathleen G. Donohue, Freedom from Want: American Liberalism and the Idea of the Consumer. Reviewed by Mary O. Furner • 747
- Lisa M. Fine, The Story of Reo Joe: Work, Kin, and Community in Autotown, USA. Reviewed by James M. Rubenstein 757
 - Robert F. Freeland, The Struggle for Control of the Modern Corporation: Organizational Change at General Motors, 1924–1970. Reviewed by Jeffrey Fear • 762
 - Michael Johnston Grant, Down and Out on the Family Farm: Rural Rehabilitation in the Great Plains, 1929–1945. Reviewed by Richard S. Kirkendall • 751
 - John Henry Hepp IV, The Middle-Class City: Transforming Space and Time in Philadelphia, 1876–1926. Reviewed by Scott Miltenberger • 735
 - Hervé Joly et al., eds., Des Barrages, des usines et des hommes:
 L'industrialisation des Alpes du Nord entre ressources locales
 et apports extérieurs [Dams, Factories and Labor:
 The Industrialization of the Northern Alps:
 Local Resources and External Support].
 Reviewed by Michael P. Hanagan 789

José Roberto Juárez, Reclaiming Church Wealth: The Recovery of Church Property after Expropriation in the Archdiocese of Guadalajara, 1860–1911. Reviewed by Arnold J. Bauer • 777

Douglass Knerr, Suburban Steel: The Magnificent Failure of the Lustron Corporation, 1945–1951. Reviewed by Howard R. Stanger • 753

Paul A. C. Koistinen, Arsenal of World War II: The Political Economy of American Warfare, 1940–1945. Reviewed by Mark R. Wilson • 729

Mario König, Interhandel: Die schweizerische Holding der IG Farben und ihre Metamorphosen—eine Affäre um Eigentum und Interessen, 1910–1999 [Interhandel: The Swiss Holding Company of I. G. Farben and Its Metamorphoses: An Affair of Property and Interests, 1910–1999]. Reviewed by Peter Hayes • 795

> Neil Lanctot, Negro League Baseball: The Rise and Ruin of a Black Institution. Reviewed by Charles C. Alexander • 744

Christopher Newfield, Ivy and Industry: Business and the Making of the American University, 1880–1980.

Reviewed by John Servos • 767

Alexander C. Pathy, Waterfront Blues: Labour Strife in the Port of Montreal, 1960–1978.

Reviewed by Christopher Armstrong • 774

Jordan Sand, House and Home in Modern Japan: Architecture,
Domestic Space, and Bourgeois Culture, 1880–1930.

Reviewed by Sarah Teasley • 811

Robert C. Schonfeld, JSTOR: A History. Reviewed by David Morton • 772

Brett Sheehan, Trust in Troubled Times: Money, Banks, and State-Society Relations in Republican Tianjin.

Reviewed by Elisabeth Köll • 813

Marjorie A. Stockford, The Bellwomen: The Story of the Landmark AT&T Sex Discrimination Case.

Reviewed by Dorothy Sue Cobble • 765

Andrea Sutcliffe, Steam: The Untold Story of America's First Great Invention. Reviewed by Terry S. Reynolds • 731 Norio Tamaki, Yukichi Fukuzawa, 1835–1901: The Spirit of Enterprise in Modern Japan. Reviewed by Kim Eric Bettcher • 809

Richard Tilly, Geld und Kredit in der Wirtschaftsgeschichte [Money and Credit in Economic History].

Reviewed by Welf Werner • 797

Roy Vagelos and Louis Galambos, Medicine, Science, and Merck.

Reviewed by Arthur Daemmrich • 770

Nicolas van de Walle, African Economics and the Politics of Permanent Crisis. Reviewed by Jennifer Widner • 806

E. A. Wrigley, Poverty, Progress, and Population.
Reviewed by Jane Humphries • 799

INDEX TO VOLUME 78 • 819

Contributors

A. Glenn Crothers is associate professor of history at Indiana University Southeast. His article "Banks and Economic Development in Post-Revolutionary Northern Virginia, 1790–1812" appeared in Business History Review in the spring of 1999. He has written about southern U.S. economic and social history for Agricultural History and the Journal of the Early Republic. Recently, he has been working on two monographs: the first is on the Quaker community in antebellum Virginia; the second addresses the relation between economic function and regional identity in the Upper South.

Brian P. Luskey is advanced research fellow in the Program in Early American Economy and Society at the Library Company of Philadelphia. He recently earned his Ph.D. in history at Emory University and is now preparing a book manuscript about business clerks, economic change, and social identity in eighteenth- and nineteenth-century America. He is the author of "Riot and Respectability: The Shifting Terrain of Class Language and Status in Baltimore during the Great Strike of 1877," which was published in American Nineteenth Century History (2003).

Cathy Matson is professor of history at the University of Delaware and director of the Program in Early American Economy and Society. Her major research fields include the Atlantic world economy from roughly 1500 to 1800, economic ideas of the first British empire, and the economy and political economy of North America down to 1800. At present she is at work on a study of the economic relations between Philadelphia and New York City before 1800. Previous publications include A Union of Interests: Economic and Political Ideas in the Revolutionary Era (1990, with Peter Onuf); Merchants and Empire: Trading in Colonial New York (1998); and numerous articles about the economy and political economy of North America before 1800.

Matthew Mulcahy is assistant professor of history at Loyola College in Maryland, where he teaches courses in early American history and the history of natural disasters in America. He received his Ph.D. from the University of Minnesota in 1999. He has written several articles on hurricanes and other disasters in eighteenth-century British America. His book, Melancholy and Fatal Calamities: Hurricanes and Society in the British Greater Caribbean, 1624–1783, will be published next year by John Hopkins University Press.

José-Ignacio Martínez Ruiz is lecturer at the University of Seville in Spain, where he teaches economic history. He is the author of *Trilladoras y tractors: Energía, tecnología e industria en la mecanización de la agricultura española, 1862–1967* (2000). His current research is on Anglo-Spanish trade in early modern times.