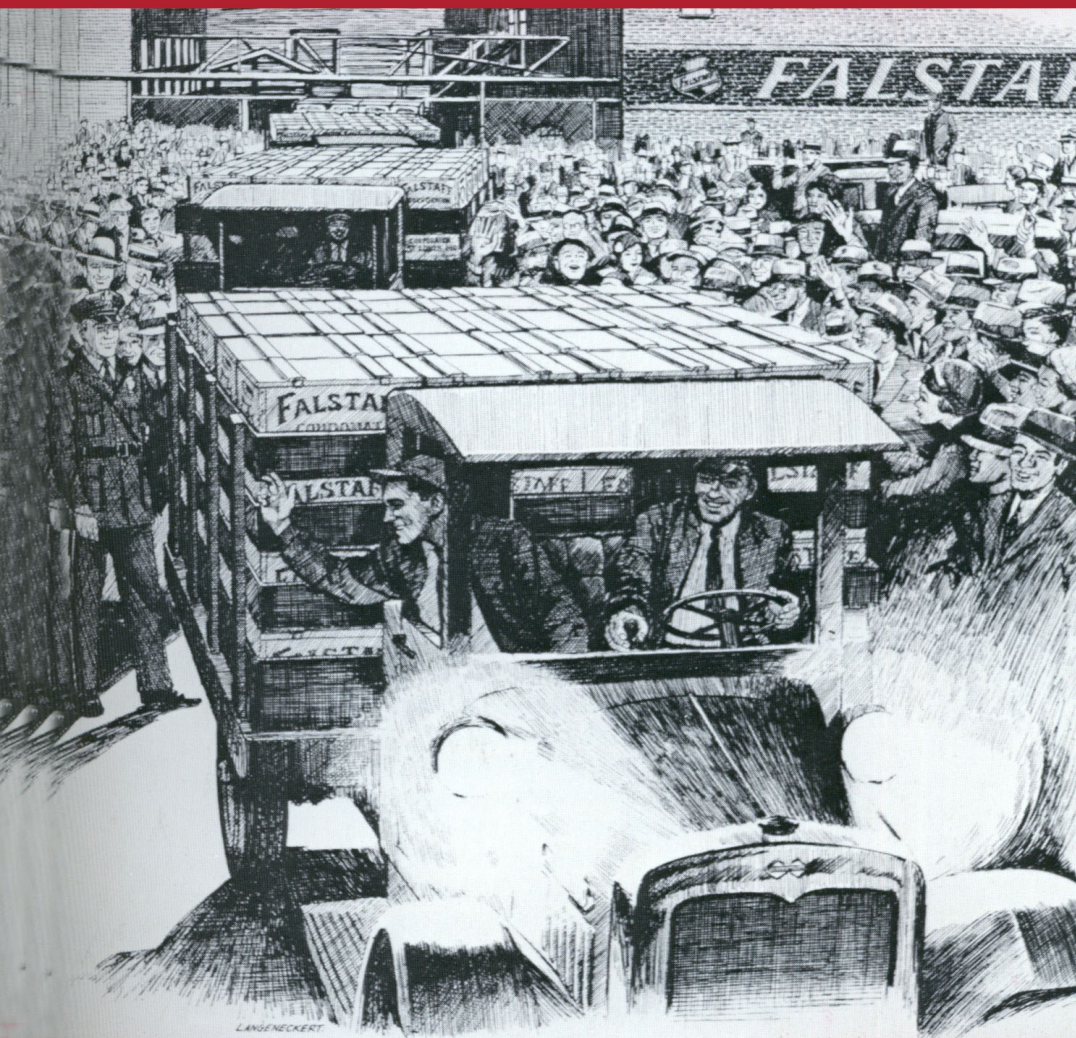


Business History Review

S U M M E R 1 9 9 1



Beer is Back - April 7, 1933



Cover: The Repeal of Prohibition

This drawing of a happy crowd, which appeared in 1964, probably depicts a more jubilant reaction to the return of beer than brewers would have run in 1933. In the immediate aftermath of repeal, brewery owners were more low-key in their advertising, eager to avoid a reinstatement of Prohibition and to show federal regulators that they could behave responsibly. (Drawing by Langeneckert from a series commissioned by the Falstaff Brewing Company, "A Century of Brewing in St. Louis," 1964, reproduced from the Library of Congress, Washington, D.C.)

For an article on consolidation in the brewing industry from the end of Prohibition to 1958, see pp. 229–284.

Back cover: Fire and Explosion
in a Cotton Mill, 1851

The Marsland Park Mills in Stockport housed a number of tenants engaged in cotton manufacture. The need for protection against such devastating loss led to an increase in the number of insurance companies operating in early nineteenth century England, among them a firm organized by a group of Manchester cotton manufacturers. (Sketch reproduced from The Illustrated London News, 29 March 1951, p. 262, courtesy of The Illustrated London News Picture Library, London, England.)

For an article examining the collective diversification of Manchester cotton merchants into insurance, see pp. 379–414.

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