

BUSINESS HISTORY REVIEW

SPRING 2004



Pepsodent tries to get children to brush, 1954.

*Cover: The promotional efforts of leading toothpaste manufacturers increased in the 1950s as companies sought to position themselves in an increasingly competitive market. See the article inside by Peter Miskell, "Cavity Protection or Cosmetic Perfection? Innovation and Marketing of Toothpaste Brands in the United States and Western Europe, 1955–1985." (Permission to use image granted by Unilever and Church & Dwight. Image provided by the Ad*Access Online Project—Ad BH2379, John W. Hartman Center for Sales, Advertising & Marketing History, Duke University Rare Book, Manuscript, and Special Collections Library, <http://scriptorium.lib.duke.edu/adaccess/>.)*



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Contents

ARTICLES

John A. Britton and Jorma Ahvenainen Showdown in South America: James Scrymser, John Pender, and United States–British Cable Competition • 1

Peter Miskell Cavity Protection or Cosmetic Perfection? Innovation and Marketing of Toothpaste Brands in the United States and Western Europe, 1955–1985 • 29

Elie Podeh Making a Short Story Long: The Construction of the Suez–Mediterranean Oil Pipeline in Egypt, 1967–1977 • 61

ANNOUNCEMENTS • 89

BOOK REVIEWS • 99

Michael Thad Allen, *The Business of Genocide: The SS, Slave Labor, and the Concentration Camps.*
Reviewed by Jeffrey Fear • 163

S. M. Amadae, *Rationalizing Capitalist Democracy: The Cold War Origins of Rational Choice Liberalism.*
Reviewed by Stanley L. Engerman • 139

Mark Arax and Rick Wartzman, *The King of California: J. G. Boswell and the Making of a Secret American Empire.*
Reviewed by David Vaught • 119

Jeffrey L. Bortz and Stephen Haber, editors, *The Mexican Economy, 1870–1930: Essays on the Economic History of Institutions, Revolution, and Growth.*
Reviewed by William Schell Jr. • 178

Linda Carlson, *Company Towns of the Pacific Northwest.*
Reviewed by Elizabeth Fones-Wolf • 126

Andrea Colli, *The History of Family Business, 1850–2000.*
Reviewed by Giandomenico Piluso • 172

William Gervase Clarence-Smith and Steven Topik, editors, *The Global Coffee Economy in Africa, Asia, and Latin America, 1500–1989.* *Reviewed by* Cyrus Veaser • 153

Max M. Edling, *A Revolution in Favor of Government: Origins of the U.S. Constitution and the Making of the American State.*

Reviewed by Pauline Maier • 99

David Farber, *Sloan Rules: Alfred P. Sloan and the Triumph of General Motors.*

Reviewed by Steven Tolliday • 137

Albert Fischer, *Luftverkehr zwischen Markt und Macht (1919–1937): Lufthansa, Verkehrsflug und der Kampf ums Monopol [Air Transportation between Market and Power: Lufthansa, Aviation, and the Struggle for a Monopoly].*

Reviewed by Christopher Kopper • 161

José A. Gómez-Ibáñez, *Regulating Infrastructure: Monopoly, Contracts, and Discretion.*

Reviewed by Tony A. Freyer • 156

Colin Gordon, *Dead on Arrival: The Politics of Health Care in Twentieth Century America.*

Reviewed by David Rosner • 148

M. Jeffrey Hardwick, *Mall Maker: Victor Gruen, Architect of an American Dream.*

Reviewed by Richard Longstreth • 142

Eric Helleiner, *The Making of National Money: Territorial Currencies in Historical Perspective.*

Reviewed by Stephen Mihm • 101

Robert D. Johnston, *The Radical Middle Class: Populist Democracy and the Question of Capitalism in Progressive Era Portland, Oregon.*

Reviewed by Nancy Cohen • 131

Janna Jones, *The Southern Movie Palace: Rise, Fall and Resurrection.*

Reviewed by Tom Hanchett • 144

Henry C. Klassen, *Eye on the Future: Business People in Calgary and the Bow Valley, 1870–1900.*

Reviewed by H. V. Nelles • 151

Manuel Lisboa, *A Indústria Portuguesa e os Seus Dirigentes [The Portuguese Manufacturing Industry and its Leaders].*

Reviewed by Teresa da Silva Lopes • 170

Bernhard Löffler, *Soziale Marktwirtschaft und administrative Praxis. Das Bundeswirtschaftsministerium unter Ludwig Erhard*
[Social Market Economy and Administrative Practice.
The Federal Ministry of Economics under Ludwig Erhard].

Reviewed by Alfred C. Mierzejewski • 168

Maggie Mahar, *Bull! A History of the Boom, 1982–1999: What Drove the Breakneck Market—and What Every Investor Needs to Know about Financial Cycles.*

Reviewed by Maury Klein • 104

Paul H. Mattingly, *Suburban Landscapes: Culture and Politics in a New York Metropolitan Community.*

Reviewed by Michael J. Birkner • 128

Sarah Maza, *The Myth of the French Bourgeoisie: An Essay on the Social Imaginary, 1750–1850.*

Reviewed by Cissie Fairchilds • 159

Richard Moran, *Executioner's Current: Thomas Edison, George Westinghouse, and the Invention of the Electric Chair.*

Reviewed by Paul Israel • 116

Megan Mullen, *The Rise of Cable Programming in the United States.* *Reviewed by* James A. Von Schilling • 146

Diana Davids Olien and Roger M. Olien, *Oil in Texas: The Gusher Age, 1895–1945.*

Reviewed by Linda B. Hall • 121

Carolyn Thomas de la Pena, *The Body Electric: How Strange Machines Built the Modern American.*

Reviewed by Karen Halttunen • 114

William H. Roberts, *Civil War Ironclads: The U.S. Navy and Industrial Mobilization.*

Reviewed by Heather Cox Richardson • 111

Sharon V. Salinger, *Taverns and Drinking in Early America.*

Reviewed by Madelon Powers • 106

Gene Smiley, *Rethinking the Great Depression: A New View of Its Causes and Consequences.*

Reviewed by Howard Bodenhorn • 134

*Alice Teichova and Herbert Matis, editors, Nation, State,
and the Economy in History.*

Reviewed by Christopher Kobrak • 175

*Daniel Tyler, foreword by Donald J. Pisani, Silver Fox of the
Rockies: Delphus E. Carpenter and Western Water Compacts.*

Reviewed by Ryan J. Carey • 123

*Wendy A. Woloson, Refined Tastes: Sugar, Confectionery, and
Consumers in Nineteenth-Century America.*

Reviewed by Gail Cooper • 109

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