

# Enterprise

---

# & Society

THE INTERNATIONAL  
JOURNAL OF  
BUSINESS HISTORY



SEPTEMBER 2017 • VOLUME 18 • NUMBER 3

ISSN 1467-2227 • ONLINE ISSN 1467-2235

PUBLISHED IN ASSOCIATION WITH  
THE BUSINESS HISTORY CONFERENCE

**CAMBRIDGE**  
UNIVERSITY PRESS

---

Editor

Andrew Popp, University of Liverpool

Associate Editors

Shane Hamilton, University of York

Per Hansen, Copenhagen Business School

Sharon Ann Murphy, Providence College

Associate Editor for Reviews

Richard Weiner, Indiana University-Purdue University Fort Wayne

Managing Editor

Carol Ressler Lockman, Hagley Museum and Library

Associate Editor, ex officio

Roger Horowitz, Hagley Museum and Library

---

#### **EDITORIAL BOARD**

Franco Amatori (Bocconi University)

Gerben Bakker (London School of Economics)

Edward J. Balleisen (Duke University)

Maria Ines Barbero (University of Buenos Aires)

Bernardo Batiz-Lazo (Bangor University, UK)

Hartmut Berghoff (Georg-August-Universität Göttingen)

Regina Blaszczyk (University of Leeds)

Peter Coclanis (University of North Carolina-Chapel Hill)

Paul Duguid (University of California, Berkeley)

Patrick Fridenson (École des Hautes Études en Sciences Sociales)

Louis Galambos (Johns Hopkins University)

Tiffany Gill (University of Delaware)

Barbara Hahn (Texas Tech University)

Leslie Hannah (London School of Economics)

William Hausman (College of William and Mary)

Kris Inwood (University of Guelph)

Richard John (Columbia University)

Geoffrey Jones (Harvard Business School)

Matthias Kipping (York University)

Pamela Laird (University of Colorado Denver)

Claire Lemerrier (CNRS)

Margaret Levenstein (University of Michigan)

Kenneth Lipartito (Florida International University)

Manuel Llorca-Jana (University of Santiago, Chile)

Teresa da Silva Lopes (University of York)

Christopher McKenna (University of Oxford)

Stephen Mihm (University of Georgia)

Paul Miranti (Rutgers University)

Rowena Olegario (Saïd Business School, University of Oxford)

Mary O'Sullivan (Université de Genève)

Harm Schröter (Universitetet i Bergen)

Philip Scranton (Rutgers University)

Brett Sheehan (University of Southern California)

Richard Sylla (New York University)

Kazuo Wada (Tokyo University)

Mira Wilkins (Florida International University)

JoAnne Yates (Massachusetts Institute of Technology)

Mary Yeager (University of California-Los Angeles)

Madeleine Zelin (Columbia University)

---

# ENTERPRISE & SOCIETY

THE INTERNATIONAL JOURNAL OF BUSINESS HISTORY

*Published by Cambridge University Press for the Business History Conference*

Volume 18, Number 3

September 2017

## ARTICLES

- The Rise of the Small Investor in the United States and United Kingdom, 1895 to 1970 485  
Janette Rutterford and Dimitris P. Sotiropoulos
- Law, Design, and Market Value: Lessons from the Cantilever Chair, 1929–1936 536  
Tobias Vogelgsang
- Networking with a Network: The Liverpool African Committee 1750–1810 566  
John Haggerty and Sheryllyne Haggerty
- “Spinning a Yarn”: Institutions, Law, and Standards c.1880–1914 591  
David M. Higgins and Aashish Velkar
- Del Norte* Meets Little Saigon: Ethnic Entrepreneurship on Broadway Avenue in Wichita, Kansas, 1970–2015 632  
Jay M. Price, Sue Abdinnour, and David T. Hughes
- Constructing Corporate Identity before the Corporation: Fashioning the Face of the First English Joint Stock Banking Companies through Portraiture 678  
Victoria Barnes and Lucy Newton

## REVIEWS

- Kathryn Steen. *The American Synthetic Organic Chemicals Industry: War and Politics, 1910–1930* 721  
Reviewed by Arjan van Rooij
- Richard Follett, Sven Beckert, Peter Coclanis, and Barbara Hahn. *Plantation Kingdom: The American South and Its Global Commodities* 723  
Reviewed by Jeannie Whayne
- David Koistinen. *Confronting Decline: The Political Economy of Deindustrialization in Twentieth-Century New England* 725  
Reviewed by Allen Dieterich-Ward
- Barbara L. Solow. *The Economic Consequences of the Atlantic Slave Trade* 728  
Reviewed by Frank D. Lewis
- G. Roger Knight. *Trade and Empire in Early Nineteenth-Century Southeast Asia: Gillian Maclaine and His Business Network* 731  
Reviewed by Anthony Reid

R. W. Sandwell (ed.). <i>Powering Up Canada: A History of Power, Fuel, and Energy from 1600</i>	733
Reviewed by Petra Dolata	
Mansel G. Blackford. <i>Columbus, Ohio: Two Centuries of Business and Environmental Change</i>	737
Reviewed by Kevin F. Kern	
Hermione Giffard. <i>Making Jet Engines in World War II: Britain, Germany, and the United States</i>	740
Reviewed by Mark R. Wilson	
Domenic Vitiello. <i>Engineering Philadelphia: The Sellers Family and the Industrial Metropolis</i>	742
Reviewed by James Wolfinger	

---

Cover design by Adam Albright

## SUBSCRIPTION INFORMATION

*Enterprise & Society* [ISSN 1467-2227] is published four times a year (March, June, September, and December) for the Business History Conference by Cambridge University Press. Institutional subscriptions can be purchased direct from Cambridge University Press or through any major subscription agent. Print-only, online-only and bundled print and online prices are all available, and subscription prices are tiered according to institution type and size.

Please contact Cambridge University Press for further details:

### **For customers in North America**

Email: [subscriptions\\_newyork@cambridge.org](mailto:subscriptions_newyork@cambridge.org)

Phone: (800) 872-7423, option 4

### **For customers outside of North America**

Email: [journals@cambridge.org](mailto:journals@cambridge.org)

Phone: +44 (0)1223-32-6070; Fax: +44 (0)1223-32-5150

## ADVERTISING

To advertise in the journal please email [USAdSales@cambridge.org](mailto:USAdSales@cambridge.org) or telephone +1(212) 337-5053 in the USA, Canada, or Mexico; email [ad\\_sales@cambridge.org](mailto:ad_sales@cambridge.org) or telephone +44 (1223) 325083 in the rest of the world.

## ABSTRACTING AND INDEXING

Articles published in *Enterprise & Society* are indexed by *ABI/INFORM*, *America: History and Life*, *EconLit*, *e-JEL*, *Historical Abstracts*, *JEL on CD*, and *Social Science Research Network (SSRN)*.

**Photocopying information:** All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: <http://journals.cambridge.org/action/rightsAndPermissions>.

Permission to copy (for users in the USA) is available from Copyright Clearance Center <http://www.copyright.com>; or email [info@copyright.com](mailto:info@copyright.com).

**Reprints** of individual articles may be ordered. For information on reprints, please contact Cambridge University Press.

## POSTAL INFORMATION

Send address changes in the USA, Canada, and Mexico to: *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, One Liberty Plaza, 20th Floor, New York, NY 10006. Send address changes elsewhere to *Enterprise & Society*, Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, England.

## DISCLAIMER

Statements of fact and opinion in the articles in *Enterprise & Society* are those of the respective authors and contributors and not of the Business History Conference or Cambridge University Press. Neither Cambridge University Press nor the Business History Conference make any representation, express or implied, in respect of the accuracy of the material in this journal and cannot accept any legal responsibility or liability for any errors or omissions that may be made. The reader should make her or his own evaluation as to the appropriateness or otherwise of any experimental technique described.

Copyright© 2017 Business History Conference. All rights reserved.

*Printed in the United States of America*