

The Second Wave: Southern Industrialization from the 1940s to the 1970s. *Edited by Philip Scranton*. Athens, Ga.: University of Georgia Press, 2001. xiv + 310 pp. Index, notes, figures, tables. Cloth, \$50.00. ISBN 0-820-32218-0.

Reviewed by Craig S. Pascoe

From the 1880s to the 1970s the growth of a modern industrial base in the southern United States occurred in two phases. Between the 1880s and the 1930s the region experienced its “first wave” of industrialization. The weakness of labor unions, a static social order, and friendly political and governmental entities attracted old industries from the Northeast and entrepreneurs, largely from outside the region, eager to take advantage of its natural resources. The first phase in the growth of southern industrialization in the post–Civil War South was characterized by extractive and low-wage industries.

The effects of the Depression interrupted the region’s industrial growth, but it resumed with the preparations for World War II. This was the beginning of the “second wave” of industrial development in the South, but the type of industry that the region attracted after 1940 was different. Most critically, the inducements that had once attracted new industry to the region no longer existed. What was different? How did this happen? What were the new influences on industrialization? What was the role of the federal government? And what was the impact on the social, political, and economic environment of the region? The essays in this collection address these and other questions about industrialization in the South from the 1940s to the 1970s.

The collection is the product of a conference convened in the summer of 1998 by the Georgia Institute of Technology’s Center for the Study of Southern Industrialization. Organizers of the conference wanted to address the paucity of case studies of post–World War II industrial development in the South, arguing that it was important to study the second wave of activity because it truly represented the modern southern industrial environment. Nine of the twelve papers presented at the conference make up the collection.

In his introduction, editor Philip Scranton emphasizes that these “in-depth case studies” complement broader studies and states his belief that they will help determine the impact of World War II and the postwar period on the region (p. x). Scranton encourages readers to consider a number of recurring themes that provide a basis for understanding the dynamics of this particular changing industrial environment (p. ix): (1) Although economic development motivated by federal defense spending occurred in specific areas, much of the rural South remained untouched. (2) Certain difficulties were entailed in introducing technological processes

to a region of unskilled labor. (3) Both new and older industries affected the region's environment, inspiring attempts to develop long-term programs to renew natural resources. (4) Confrontations erupted and compromises were reached among political and governmental powers over who was to control the region's racial barriers. (5) Disparity between urban and rural areas continued to grow. (6) The new industrial environment led to the emergence of an indigenous entrepreneurial class. (7) The South emerged from its self-perceived position as an economic colony of the Northeast. (8) International corporations extended their influence in the region. (9) A southern base of suppliers grew up to support the new manufacturers.

The nine essays are written by a diverse group of experts and academics: historians of the southern U.S. economy, a sociologist, two geographers, a specialist in energy resource studies, a senior research engineer, a market research analyst, and an economist. The interdisciplinary approach provides both anecdotal material and hard data, giving this collection a depth that business historians will find both interesting and informative.

Three of the essays, by Thomas A. Scott, Richard S. Combes, and Karen Ferguson, view the Bell Bomber Plant located in Marietta, Georgia, from different perspectives: one looks at the efforts of local boosters to attract the facility to the area; another takes up the role of federal investment in the venture; and a third surveys the problems arising from the partial integration of the plant's workforce and the attempt by black elites to control which African Americans worked there. Combined, the three essays show the tremendous impact and change that wartime industries brought to the South.

Two essays deal with the management of natural resources and the problems created by extractive industries. Craig E. Colten examines the petrochemical industry in Texas and the conflicts arising over environmental issues. William Boyd writes about the southern pulpwood industry and the problems of establishing a "forest management regime" and guaranteeing a steady flow of timber to the lumber mills (p. 171). Concern about the impact of extractive industries appears to be a distinctively second-wave phenomenon.

Two essays discuss industries that are part of the modern industrial landscape but have some connection with the first-wave period of industrialization. Randall Patton's essay on the creation of the carpet industry in northern Georgia reveals how this industry, which began during the late nineteenth century, differed from the patterns of first-wave economic development. Karsten Hulsemann's essay on the automobile industry underlines the South's expanding manufacturing capabilities during the 1960s and 1970s and claims that the beginnings of manufacturing became apparent during the first wave.

Two essays examine the changing nature of southern industry and the reasons for these changes. Toby Moore chronicles the end of the cotton-mill village system during the second wave and the effect this had on the “political and social landscapes” (p. 115). Gregory Hooks discusses the role of federal money and influence in promoting the region’s industrial base in the form of federal installations like military bases and wartime manufacturing facilities. Hooks poses two questions: Did the region receive a “disproportionate share of federal wartime and postwar investments”?; Did the investments have a positive impact on the region’s manufacturing base? (p. 258). Gavin Wright’s conclusion places the essays within “a larger regional and national context” (p. 287). While admitting that the collection is not a “comprehensive” treatment of the second wave of industrialization, Wright argues that the contributions constitute a starting point (p. 286). The collection provides a well-researched, diversified study of aspects of southern industrial growth following World War II.

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