

of history. William Bartsch joins a minority of those who succeed. While an epilogue detailing the fate of the men, especially the pilots, not killed on December 8 would have added flavor to the volume, the lack of one does not take away from the value of the body of the work. Bartsch may well have provided what could become a standard source from which professional historians can benefit.

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Arnold J. Bauer. *Goods, Power, History: Latin America's Material Culture*. New York: Cambridge University Press. 2001. Pp. xx, 245, \$53.00 hardcover, \$19.00 paperback.

On one level *Goods, Power, History: Latin America's Material Culture* is about the history of consumption of products in the Americas from pre-Columbian to modern times. The author, Arnold J. Bauer, professor of history at the University of California, Davis, states as much: "The present book emphasizes the core items of material life—food, clothing, shelter, and the organization of public space—in both their rudimentary and elaborate manifestations" (pp. xv-xvi). On a much more sophisticated and integrative level, this book is a *tour de force* or compendium of Dr. Bauer's distinguished body of work concerning the asymmetrical relationship between people, things and power in Latin America.

Goods, Power, History is presented in seven chapters. The introduction (first chapter) deftly defines the critical elements of material culture and discusses the "why" of product acquisition. This includes an exposition of material life, material regimes, material (and civilizing) goods, material abundance, material value and symbolism, and the function of material things. Professor Bauer rightly notes a structural imbalance of trade favoring colonial, neo-colonial, and neo-liberal powers where "[i]n the realm of material culture... the people of Latin America have been presented... with a more abundant and a far wider range of goods from abroad, particularly manufactures, than those present in their own territories" (p. 8). This overall discussion is necessary not only as a means to set the stage for the text that follows but also as a way to "fill in the gap" for those readers without

much formal training in economics or business.

The remaining chapters are offered chronologically—The Material Landscape of Pre-Columbian America (chapter two, the pre-European Americas); Contact Goods (chapter three, roughly the sixteenth century); Civilizing Goods (chapter four, the late sixteenth century through the eighteenth century); Modernizing Goods: Material Culture at the Crest of the First Liberalism (chapter five, the nineteenth century); Developing Goods (chapter six, the first three-quarters of the twentieth century); and Global Goods: Liberalism Redux (chapter 7, the last quarter of the twentieth century and beyond)—with “four interwoven explanatory themes... supply and demand, or relative price; the relationship between consumption and identity; the importance of ritual, both ancient and modern, in consumption; and the idea of ‘civilized goods’” (p. xvi) binding the chapters together under the rubric of material life.

Though Professor Bauer provides a yeoman’s overview of pre-contact clothing, food, housing, consumption (including luxury goods), and gendered occupations, he is at his best describing, analyzing, and putting into perspective for the contemporary reader the enormous challenges and changes to material life from the contact period through the middle of the twentieth century. For this reviewer, the true value and majesty of this text falls between chapters two and six where the author adroitly discusses the transformations associated with each wave of “new and improved” consumption patterns within Latin America. Selected scholarly highlights include a discussion of the movement toward European style urbanization and food during the contact period; the state monopoly of ice in order to replicate the European “civilized” order, particularly in a tropical environment; the trade, influence and establishment of modern goods (e.g., bicycles, beer, plows, hardware) for many made widely accessible by improvements in transportation and modern luxury goods for the few (e.g., French wines, European travel and education, pianos) during the age of liberalism; the consumer development of two middling towns in Mexico and Peru in the first half of the twentieth century under inward-looking economic policies; and a discussion of clothing, fashion, and etiquette as continuing markers of social standing throughout the entire period.

More journalist than historian, the last chapter repudiates globalism and consumerism in Latin American in the contemporary era. In particular, the author picks on Coke and burgers as negative icons of the latest wave of “civilizing goods.” Though entertaining, this chapter is somewhat out of place in a work of otherwise supreme historical scholarship. And though not terribly distracting throughout the text, the author’s anti-globalization tone set forth and unabashedly acknowledged in the preface paints an unambiguous picture of consumption. Nonetheless, this book is a must read for historians and social scientists alike who are interested in the material development of Latin America. For students, this book should find its place as a supplemental text in introductory courses in Latin American history and economics.

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