Trust and Power argues that corporations have faced conflicts with the very consumers whose loyalty they sought. The book provides novel insights into the dialogue between modern corporations and consumers by examining automobiles during the 20th century. In the new market at the turn of the century, automakers produced defective cars, and consumers faced risks of physical injuries as well as financial losses. By the 1920s, automobiles were sold in a mass market in which state agencies intervened to monitor, however imperfectly, product quality and fair pricing mechanisms. After 1945, the market matured as most U.S. families came to rely on auto transport. Automakers sold a product suited to the unequal distribution of income. Again, the state intervened to regulate relations between buyers and sellers in terms of who had access to credit, and thus the ability to purchase expensive durables like automobiles.

Sally H. Clarke is Professor of History at the University of Texas at Austin. She specializes in the political economy of the United States during the 20th century and is the author of Regulation and the Revolution in United States Farm Productivity.
Trust and Power
Consumers, the Modern Corporation, and the Making of the United States Automobile Market

SALLY H. CLARKE
The University of Texas at Austin
For my mother and in memory of my father
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Abbreviations: Archives, Collections, and Libraries

1. THE HENRY FORD COLLECTIONS

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<td>HF</td>
<td>Benson Ford Research Center, The Henry Ford, Dearborn, MI.</td>
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<td>Acc. 140</td>
<td>Secretary’s Office – Contracts and Agreements, Accession 140.</td>
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<td>Acc. 297</td>
<td>Ford Motor Company Legal – Cases and Claims, Accession 297.</td>
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<td>Acc. 483</td>
<td>Office of the Treasurer – General, 1903–1933, Accession 483.</td>
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<td>Acc. 1750</td>
<td>Frank C. Armstrong Papers, Accession 1750.</td>
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2. ARCHIVES AND COLLECTIONS (OTHER THAN THE HENRY FORD)

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<td>ADL</td>
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<td>BHL</td>
<td>Bentley Historical Library, UM.</td>
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<tr>
<td>Chapin Papers</td>
<td>Roy D. Chapin Papers, BHL, UM.</td>
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<tr>
<td>CFK</td>
<td>Charles F. Kettering Archives, KU.</td>
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<tr>
<td>Cox</td>
<td>Claude E. Cox Collection, Accession 15, DPL.</td>
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<tr>
<td>DPL</td>
<td>National Automotive History Collection, Detroit Public Library, Detroit, MI.</td>
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<tr>
<td>GM Files</td>
<td>General Motors Company Files, DPL.</td>
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<td>GMC/Proving Ground</td>
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<td>GMC/History Collection</td>
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<tr>
<td>Hagley</td>
<td>Hagley Museum and Library, Wilmington, DE.</td>
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Abbreviations

HBS
HBS Baker Library, Harvard Business School, Boston, MA.

Hudson Papers
Hudson Motor Company Papers, BHL, UM.

King Collection
Charles Brady King Collection, Accession 34, DPL.

KU
Richard P. Scharchburg Archives, Kettering University, Flint, MI.

LC
Library of Congress, Washington, D.C.

Leland Collection
Henry and Wilfred Leland Collection, Accession 27, DPL.

Mott Papers
Charles Stewart Mott Papers, KU.

MSU
Michigan State University Archives and Historical Collections, East Lansing, MI.

NA
National Archives, College Park, MD.

NA, Chicago
National Archives, Great Lakes Region, Chicago, IL.

NA, NY
National Archives, Northeast Region, New York, NY.

NBC

Olds Papers
Ransom E. Olds Papers, MSU.

RG 122
“Economic Investigations File, Motor Vehicles 1915–1938,” Entry 7, Record Group 122, NA.

RG 122 BC
Federal Trade Commission, Bureau of Corporations, Record Group 122, NA.

RG 276
Records for the U.S. Circuit Court of Appeals, Record Group 276, National Archives.

RG 82
Records of the Board of Governors of the Federal Reserve System, Entry 1, Record Group 82, NA.

SCL
Special Collections Library, UM.

UM
University of Michigan, Ann Arbor, MI.

WHS
Wisconsin Historical Society, Madison, WI.

Wilkerson Collection
Daniel C. Wilkerson Collection, KU.

3. RECORDS AND BRIEFS OF COURT CASES

Note: Part of my analysis in Chapter 2 is based on a database of automobile dealer agreements. In the Appendix, I provide citations for all the automobile dealer agreements. Here I provide abbreviations for the records and briefs cited throughout the book.
Abbreviations

Records and Briefs for Buick

Buick Motor Car Co. v. Reid Mfg.
Co., 150 Mich. 118 (1907), Records
of the Supreme Court of Michigan,
University of Michigan Law Library,
Ann Arbor, MI.

Records and Briefs for Cadillac

Cadillac Motor Car Co. v. Johnson,
221 F. 801 (2d Cir. 1915), Transcript
of Record, Case No. 157, RG 276,
NA, NY.

Records and Briefs for Columbia

Columbia Motor Car Co. et al. v. C.
A. Duerr & Co. et al., 184 F. 893 (1st
Cir. 1911), Transcript of Record,
Case No. 4958-60 (consolidated
numbers), RG 276, NA, NY.

Records and Briefs for Garfield

Garfield v. Peerless Motor Car
Company, 189 Mass. 395 (1908),
Massachusetts Reports Papers and
Briefs, Volume 189, Social Law
Library, Boston, MA.

Records and Briefs for General Motors

United States v. General Motors
Corporation et al., 121 F.2d 376 (7th
Cir. 1941), Transcript of Record for
the U.S. Court of Appeals for the
Seventh Circuit, Case No. 7146, Box
1003, RG 276, NA, Chicago.

Records and Briefs for Joslyn

Joslyn v. Cadillac Motor Car Co., 177
F. 863 (6th Cir. 1910), Case No.
1998, Records of the U.S. Court of
Appeals, Sixth Circuit, Record Group
276, NA, Chicago.

Records and Briefs for MacPherson

Donald C. MacPherson v. Buick
Motor Company, Court of Appeals
of the State of New York, March 14,
1916, MacPherson v. Buick, 217 N.Y.
382, 111 N.E. 1050 (N.Y. 1916),
Supreme Court Library at Buffalo,
Buffalo, NY.

Records and Briefs for Masters

Masters & Another v. Wayne
Automobile Company & Others,
198 Mass. 25 (1908), Massachusetts
Reports Papers and Briefs, Volume
198, Supreme Judicial Court of
Massachusetts, Suffolk, Social Law
Library, Boston, MA.
Abbreviations

Records and Briefs for *Neale*  
Case No. 2411, Massachusetts Reports Papers and Briefs, Volume  
186, Supreme Judicial Court of Massachusetts, Suffolk, Social Law  
Library, Boston, MA.

Records and Briefs for *Oakland*  
Oakland Motor Car Co. v. Indiana Automobile Co., 201 F. 499 (7th Cir.  
1912), Transcript of Record, Case No. 1891, RG 276, NA, Chicago.

Records and Briefs for *Studebaker*  
Studebaker Corporation of America v. George J. Gollmar & LeRoy  
Messenger (co-partners doing business as Gollmar & Messenger  
Auto Company), 159 Wis. 336 (1915), Records of the Supreme  
Court of Wisconsin, Wisconsin State Law Library, Madison, WI.

Records and Briefs for *Welch*  
Welch Motor Car Company of New York v. P. Brady & Son Company,  
149 A.D. 945 (1912), Supreme Court of New York, Appellate Division,  
First Department, New York State Library, Albany, NY.

Records and Briefs for *Wheaton*  
Wheaton v. Cadillac Automobile Co., 143 Mich. 21 (1906), Records of the  
Supreme Court of Michigan, University of Michigan Law Library,  
Ann Arbor, MI.

Records and Briefs for *White*  
Case No. 4159, Box 80, The Georgia Archives, Morrow, GA.