

La industria del calzado en España, 1860-1959. By José Antonio Miranda Encarnación. Alicante, Spain: Institut de Cultura "Juan Gil-Albert," 1998. 380 pp. Charts, graphs, index, notes, and tables. Paper, \$17.30. ISBN 8477842949.

Reviewed by Stefan Houpt

Spanish shoe manufacturing became both a leading export sector and one of the most dynamic industries during the Spanish economic take-off in the 1960s. The quality and endowment of leather resources combined with Spain's adverse mild climate do not provide the keys to explaining its extraordinary development and this is the first study to approach the enigma that looks at the industry as a whole.

The main body of Miranda's analysis of the hundred years preceding the boom of the shoe industry in Spain is an exhaustive extension of Jordi Nadal's 1994 article "La transición del zapato manual al zapato 'mecánico' en España" (in *La cara oculta de la industrialización española*). As a scholar of Nadal, Miranda provides a synthesis of his efficient and extensive archival work within the traditional exogenous variable framework. Backwardness, undercapitalization, and poor productivity performance have been attributed to foreign technology dominance, lack of internal demand, loss of colonial demand, excess product diversity, boom-bust export led growth during World War I, economic autarchy, and intervention in postwar Spain.

La industria del calzado en España is subdivided chronologically into two periods—before and after the Spanish Civil War. Part one

gives a detailed description of the demand and supply structure of the industry including a very complete analysis of the distribution of machinery and an interesting comparison of Spain's industry within the European context. The second part concentrates on how the shoe industry was affected by the Spanish Civil War, rigid state interventionism during postwar autarchy, and slow economic liberalization in the 1950s.

Miranda provides much information from the archives of the Spanish subsidiary of the United Shoe Machinery Company, statistics on industrial taxes and trade, scattered firm records from two of the manufacturing regions, information from the mercantile register, municipal records, specialized reviews, journals, and data from regulatory institutions. A very interesting source used for cross-country comparisons at the turn of the century are the reports written by Arthur B. Butman for the U.S. Department of Commerce and Labor. Between 1906 and 1912 Butman traveled through the most important Western European countries and Latin America, analyzing shoe production and the potential markets for American products.

The study contains a number of tables and graphs but offers few continuous annual series. The research presented is strongly empirical—a coherent and well-structured recollection and synthesis of the data found. Perhaps its greatest setback is its deficient use of business and enterprise theory or even just plain theoretical knowledge to address the fundamental questions for the industry: How did this sector—a heterogeneous, atomized, and regionally scattered industry, which suffered an ongoing lack of raw materials and used obsolete technology—finally situate itself on world markets following the Italian model? Why didn't Spanish entrepreneurs follow the Bata model of low price serial production in the 1920s and 1930s? What was the role of the United Shoe Machinery Company both in the lethargy and awakening of the industry?

Engel's law, Hoffmann's law, the substitution elasticities between leather footwear and substitutes, Chandler's continuous flow production techniques theory, management styles or simply an in-depth understanding of the mechanization process and the barriers it faced in Spain could have enhanced this study considerably. An understanding of what happened in the 1960s in the takeoff phase might also have helped illuminate what hadn't happened before.

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