

feelings, discrimination against minorities and indifference to the plight of refugees in faraway continents are part of Canada's very recent past.

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'Give Us Good Measure': An Economic analysis of relations between the Indians and the Hudson's Bay Company before 1763. ARTHUR J. RAY and DONALD B. FREEMAN. Toronto: University of Toronto Press, © 1978. xvi, 298 p. ill. maps. ISBN 0 8020 5418 8 bd. \$17.50; ISBN 0 8020 6334 9 pa. \$4.95.

In *'Give Us Good Measure'* Ray and Freeman have presented the Indians of the fur trade as "economic man". To do so they have written a study in four parts complete with twenty-nine tables, fifty-four figures, and eleven illustrations. The authors' major contribution to the history of the fur trade is their detailed examination of the Hudson's Bay Company's account books.

After a brief discussion of the historiography of the fur trade in part one, the authors go on in part two to detail the spatial and institutional structure of the fur trade. The key figures which bridged the gap between European and Native cultures were the Hudson's Bay Company factor and Indian trading captain. The interaction between these diverse cultures was not always smooth because neither side had much understanding of the others' basic values. Unfortunately, we are not given an analysis of how the trading ceremony developed over time. Instead, it is presented as a fixed and unchanging form with the exception of the increasing importance of alcohol.

Part three entitled "The Economic Structure of the Fur Trade System: A Quantitative Analysis" presents a detailed examination of the effectiveness of the Hudson's Bay Company factors in maintaining an "overplus". The "overplus" was the difference between the official standard of trade and the higher actual rate of exchange. Raw data for this analysis was extracted from the Hudson's Bay Company account books where the medium of exchange is Made Beaver. The authors demonstrate that the factors were able to consistently show an "overplus" and to maintain it at levels as high as fifty percent above the official standard for long periods. However, this was the maximum sustained rate because the Indian's transportation technology (the birch bark canoe) could only carry a certain amount of furs, and hence the Indians' purchasing power was equally constrained. This limited carrying capacity had profound implications for the types of goods the Indians demanded in exchange for their furs. Because strictly limited quantities of bulky durables, such as guns and blankets, could be transported, high fur prices left the Native consumer with a greater purchasing power than his actual needs required. The gap between this increased purchasing power and the Indians' need for durables was filled with alcohol. Brandy was consumed as part of the trading ritual and thus did not have to be transported long distances. This convenient answer to the disposal of the Indians' comparative wealth had, as Ray and Freeman point out, an added advantage for the Hudson's Bay Company factor. Brandy was always traded at a high rate of "overplus" and liberal watering greatly increased that rate. The increased trading in alcohol during periods of greater competition for furs allowed the Hudson's Bay Company to absorb lower rates of "overplus" in more durable trade goods. For these reasons, brandy became a very highly valued commodity for both merchant and consumer alike.

Ray and Freeman do not examine the tragic irony of the Indians' increased economic power. A greater purchasing power only led to a greater use of alcohol. Thus, an improved economic position became a detriment for Native society and not a benefit as traditional economic theory would have us believe. In part four the authors are more concerned with

the inadequacies of contemporary theory concerning trade between European and non-European cultures than with the contradictions of traditional economics. Their discussion merely serves to show the need for a fully developed theory of cross-cultural trade.

"Give Us Good Measure" is a good example of what non-historians can do with archival material. Material indeed which has been traditionally neglected by historians. The Hudson's Bay Company account books provide the type of quantitative data required to present a detailed analysis of the fur trade. While it is sobering to remember that Harold Innis was unable to use the records of the Hudson's Bay Company, the authors do continue the Innis tradition of innovative research and, because of this, their study should be the starting point for future economic analysis of the fur trade.

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Canada's Aviation Pioneers: 50 Years of McKee Trophy Winners. ALICE GIBSON SUTHERLAND. Toronto: McGraw-Hill Ryerson, 1978. xiii, 304 p. ill. map. ISBN 0 07 082704 4 bd. \$24.95.

The history of Canadian aviation has never been written and source materials for such an endeavour are scarce and scattered throughout the country. Until recently, there were only a few good post-war studies emphasizing bush operations and the struggles for a Canadian Air Force. Alice Gibson Sutherland's book is a timely and exhaustive compilation of biographies of winners of the coveted Trans-Canada or McKee Trophy which has been awarded annually, with few exceptions, to a Canadian for outstanding achievement in the promotion of aviation in Canada. Captain James Dalzell McKee, an American pilot, presented this trophy in 1927 to commemorate the first trans-Canada seaplane flight from Montreal to Vancouver. In appreciation for the hospitality both he and his Canadian co-pilot and navigator, Squadron Leader A.E. Godfrey, received on route, McKee set up an endowment providing for these annual presentations. Sutherland's coverage of her subjects is uneven and perhaps necessarily so but all accounts are interesting and informative. Together they contain an episodic history of pioneering in aviation, a record of outstanding achievements and a chronicle of the major technological advances in the Canadian air industry for half a century.

Sutherland draws on years of research and experience in the civil aviation branch of the Department of Transport and a personal knowledge of many of the aeronautical leaders and events which she describes. Indeed, the reader will be overwhelmed with the quantity of detail included. Nevertheless, in recounting the lives of these men, many of whom spent a lifetime promoting aviation, the author covers, with varying success, the most important aspects of Canadian aviation history. The early experiments in Baddeck, Nova Scotia at the turn of the century; the adoption of aircraft for mapping, forest conservation, and mineral exploitation; the development of aerial services to isolated communities; the opening of the North; the advent of flying clubs, air mail services, and commercial airlines; and the marshalling of Canada's air expertise for wartime activity, are only some of the areas mentioned. Sutherland's handling of technical data when describing the Worth principle of oil dilution, new methods of aerial navigation in the Arctic, or specialized aircraft conceived long after the "pioneering" years is commendable.

Numerous well-identified photographs and a good index are provided. Unfortunately, the publishers reduced three of her equally well-chosen maps so unnecessarily that they can only be consulted with difficulty. Large excerpts from previously published articles and books are footnoted but there is no bibliography fully listing these publications and the wealth of primary source material discovered and utilized for this study. While the