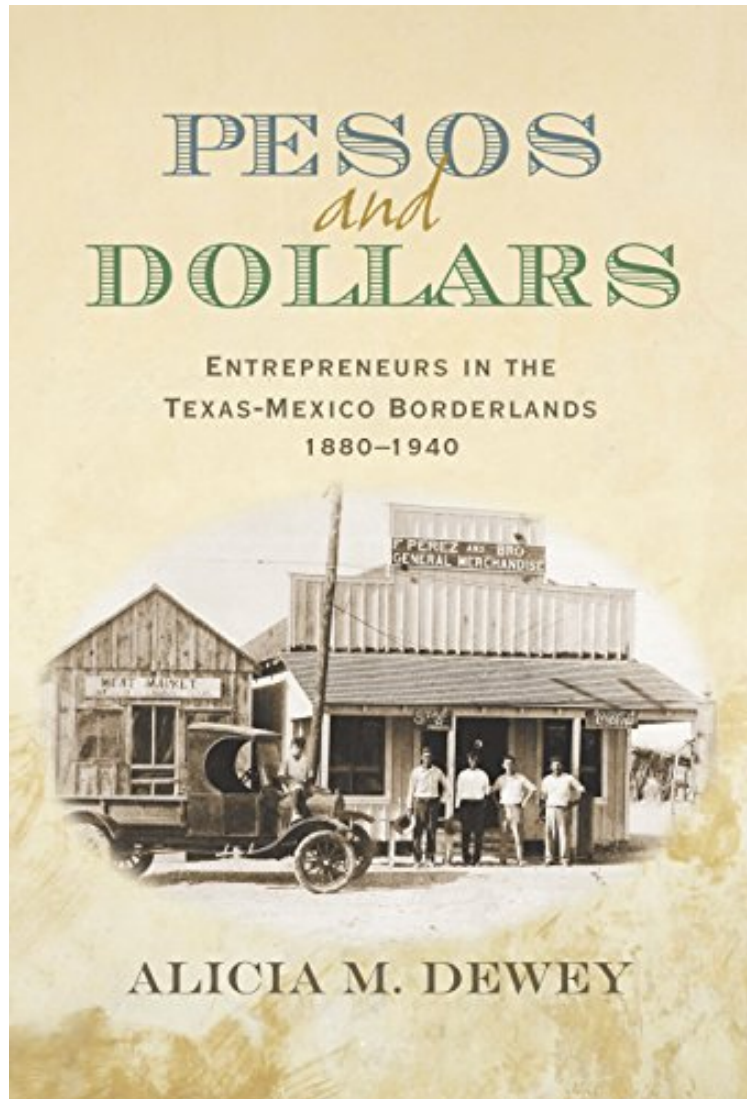


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Pesos and Dollars: Entrepreneurs in the Texas-Mexico Borderlands, 1880-1940 (Connecting the Greater West Series)

Alicia Marion Dewey

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Alicia Marion Dewey : Pesos and Dollars: Entrepreneurs in the Texas-Mexico Borderlands, 1880-1940 (Connecting the Greater West Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Pesos and Dollars: Entrepreneurs in the Texas-Mexico Borderlands, 1880-1940 (Connecting the Greater West Series):

The commercial world of South Texas between 1880 and 1940 provided an attractive environment for many seeking to start new businesses, especially businesses that linked the markets and finances of the United States and Mexico. Entrepreneurs regularly crossed the physical border in pursuit of business. But more important, more complex, and less well-known were the linguistic, cultural, and ethnic borders they navigated daily as they interacted with customers, creditors, business partners, and employees. Drawing on her expertise as a bankruptcy lawyer, historian Alicia M. Dewey tells the story of how a diverse group of entrepreneurs, including Anglo-Americans, ethnic Mexicans, and European and Middle Eastern immigrants, created and navigated changing business opportunities along the Texas-Mexico border between 1880 and 1940.

"Concise written with numerous examples of individual businessmen and women in the South Texas borderlands, Alicia M. Dewey's book enhances our understanding of the social, economic, and political dynamics that shaped the region's bi-national history from 1880-1940. Using untapped archival sources, such as business records, bankruptcy court filings, and credit reports, this work describes and analysis the transition from the earlier merchant capitalists to the rise of modern businesses in the region. In doing this, the author clearly shows how men and women of various nationalities and backgrounds obtained credit and the intricacies of how they depended on other merchants and the consumers for their livelihoods. Dewey's work moves us beyond the tendency to see the Texas-Mexico borderlands as a purely Hispanic-Anglo world and one in which modernization did not arrive until the 1920s or later. It is a solid contribution to Borderlands and Western History." —Armando Alonzo, Associate Professor, Texas AM University