imported West Indian laborers. For this reason and others, the book calls into question common designations of insiders and outsiders in twentieth-century Cuba.

—Marisa Wilson, Institute of Geography, University of Edinburgh

**Refrigeration Nation: A History of Ice, Appliances, and Enterprise in America**
Jonathan Rees
Baltimore: Johns Hopkins University Press, 2013
x + 236 pp. Illustrations. $29.95 (paper)

On October 15, 2016, 170 countries agreed to cut hydrofluorocarbons (HFCs)—among the most potent of greenhouse gases—from the future manufacturing of all refrigerants. News outlets noted that the event passed with much less fanfare than the 2015 Paris Climate Conference, but will likely have a greater impact. Jonathan Rees’s new book, *Refrigeration Nation*, anticipated this deal and underscores its magnitude.

As Rees notes, the last academic history of refrigeration technology was published over sixty years ago, and as the first contribution to this field in several decades his book is a peerless and vital study. *Refrigeration Nation* chronicles the history of the cold chain—the technological and business infrastructure that manufactured and manipulated cold for profit. The cold chain benefited the advancement of food supply chains, food preservation, and home comfort, and ultimately manifested itself as that “upon which everyday life depended” (p. 3).

The book traces the development of the cold chain, which Rees argues evolved in four stages and spanned from the time of Thoreau, when ice for drinks and food storage was harvested from frozen lakes, to the age of Eisenhower, when most American households owned a Fridgidaire and could freeze their own ice cubes. First, Northeastern entrepreneurs created cold by transforming natural ice from frozen sources like Walden Pond into a harvested commodity and marketing it as a perishable good. The second advancement of the industrial cold model was management. Once cold—which Rees deftly points out technically does not exist but is in fact the absence of heat—could be manufactured within a given space, it became imperative for that facility to maintain its low temperature and keep chilled whatever was being stored inside. After cold storage machines were engineered and refrigerants were commercialized, the third stage of the chain was the control of cold. This allowed manufacturers, transporters, and consumers to differentiate the level of cold required to store a variety of goods at temperatures ideal for their preservation. The last stage in the development of the cold chain was its expansion to the direct home market, which integrated enhanced technologies and increased the prevalence of cold storage around the world.

Each evolution is supported through comprehensive research. Because no single individual or company constructed the cold chain, the resulting historical record provided by Rees recounts a motley assortment of contributions. What results is an absorbing study of the financial investors and the market maneuvers that stoked an incipient business, the inventors and the innovations that created a multitude of refrigeration technologies, and the engineers who solved the recurring problems within this emerging industry. A consistent line of thought throughout the book is the precision required to construct the cold chain model; one kink would ruin an otherwise sound investment, e.g., the disappearance (i.e., melting) of a shipment of ice during the early days of the global ice trade or the spoilage of meat on its way to American soldiers stationed in Cuba.

More broadly, the book shows how cooperative capitalism, or the complex interactions between competing companies and technological innovations, propelled a fledgling industry and established a mainstay of American consumerism. Rees also gives credit to one crucial governmental intervention during FDR’s administration: Though subsidized appliance loans, the number of domestic refrigerators owned by American households grew over ten thousand percent during President Roosevelt’s term in office.

The first chapter, which documents the “Ice King” Frederic Tudor’s pioneering ingenuity and reveals how consumer habits are usually shaped at the expense of enterprise, deserves special distinction. Before the consumer base supported this emerging industry, business interests had to acclimate mass culture into desiring cold—especially in the form of ice. Similarly noteworthy is chapter 3, which documents the battle between natural and artificial ice manufacturers and follows the cultural shift that came to see the “purity” of artificial ice as more natural than the ice harvested from lakes. Food industry and business historians will find value in the recurring examples of market models that were deemed necessary for growth, and were subsequently outpaced by innovations from other sectors within that industry, e.g., home freezers evaporated the ice delivery market and thus the iceman cometh no more.

Perhaps because the title connotes a more comprehensive survey, food studies scholars or cultural theorists may find this book lacking. Even though Rees suggests that everyday life depends upon a refrigeration industry that represents “a major milestone in world culinary history” (p. 2), this secondary thesis is minimally developed and depictions of everyday life in the book are rare. To his credit, Rees’s source list—trade journals, industry manuals, and training pamphlets—makes it abundantly clear what his focus is: *Refrigeration Nation* is an
Antonio Mattozzi’s book on the invention of the pizzeria offers in-depth insights into one of the world’s most renowned dishes, from its origin in the late eighteenth century in the city of Naples to its manifestation as a truly local dish to its success beyond its local citizens. The book embarks on a journey, visualizing the hardship in the workshops of an almost ancient time; from having to find places where the fire in the pizza ovens would not be too hazardous to the secrets of what makes the pizza truly Neapolitan, recipes and knowledge passed from generation to generation, this account provides a holistic and easy-to-read introduction to one of the most beloved foodstuffs. While the reader might expect a more detailed analysis of pizza as a product, the author makes it clear from the outset that his focus centers predominantly on the institution of the pizza as a product, the author makes it clear from the outset that food scholars can begin to parse through the implications of this study and explore why and how we eat the food we do the impact — culinary, economic, and environmental — of these choices.

— Cody Whetstone

Inventing the Pizzeria: A History of Pizza Making in Naples
Antonio Mattozzi
New York: Bloomsbury Academic, 2015
xxv + 156 pp. Illustrations. $25.95 (paper)

Antonio Mattozzi’s book on the invention of the pizzeria offers in-depth insights into one of the world’s most renowned dishes, from its origin in the late eighteenth century in the city of Naples to its manifestation as a truly local dish to its success beyond its local citizens. The book embarks on a journey, visualizing the hardship in the workshops of an almost ancient time; from having to find places where the fire in the pizza ovens would not be too hazardous to the secrets of what makes the pizza truly Neapolitan, recipes and knowledge passed from generation to generation, this account provides a holistic and easy-to-read introduction to one of the most beloved foodstuffs. While the reader might expect a more detailed analysis of pizza as a product, the author makes it clear from the outset that his focus centers predominantly on the institution of the pizzeria and its stakeholders. It is possible that his abiding interest in pizza makers and the city of Naples can be traced to the lack of attention the pizzaioli (as the pizza makers are commonly called) have received in contemporary food studies — the author draws on the fact that pizza began as a poor man’s dish and thus was treated with a lesser devotion by the city officials in Naples — as well as to his last name, which happens to be the same as one of the main protagonists of the book’s later chapters.

 Whereas the first chapter provides the reader with a general overview of the origin of the word pizza and its rite of passage in written accounts, the second chapter already begins to rely rather heavily on statistical evidence. Due to the abundance of names associated with the pizzaioli and illustrations supporting about an ever so present interconnectedness of people and city and their constant culinary repatriation the claim can be made that this book is foremost an homage to the city and its inhabitants. The role of the pizzeria in the wider socioeconomic space of the various eras preceding Italy’s unification is explored, stressing the notion that other professions in the city, such as wine bars and trattorias, were treated more favorably. This detailed account of the plebeian pizzaioli fighting against the lawmakers and other players in the Neapolitan sphere, one ball of dough at a time, defines the central concept of “inventing the pizzeria.” Who could have predicted that this poor man’s dish would eventually be at the forefront of the creation of the now widely acclaimed Mediterranean diet, relying on olive oil, tomatoes, and other vegetables in abundance?

It is not merely the pizzeria itself that receives attention in Mattozzi’s book; he uses the profession and its members to demonstrate the hardships endured by the working culture in Naples, once a thriving kingdom. The transition from city-based independence to participation in the unification of the region can best be understood through the dynamic changes enforced upon the inhabitants and their shops, and the onerous effect of such changes on the plebeian lifestyle. Due to the efforts to create the single nation of Italy, spanning from the beginning of the 19th century to the 1970s the amount of data available clearly increased, allowing the author from chapter 6 onward — to draw a much more detailed description of everyday life on the streets of Naples. This meticulously accurate visualization of the various shops and its owners reminds the reader of de La Prandelle’s 2006 ethnography, Market Day in Provence. Yet, with a focus on only a handful of families from the end of the nineteenth century to the contemporary era, Mattozzi draws too narrowly on numbers, street names, and extended family members for the reader to anticipate the pizzaioli sphere at large, although the author’s love for the city and dish alike is never in doubt.

Despite such limitations, the book provides revealing insights into the development of both food and city and the wider implications in the modern world. It thus can be enjoyed by aficionados of the traditional round dish, as well as by those who find themselves browsing the city of Naples with an urge to visit the spaces once occupied by small pizzerias, hawkers, and people of all socioeconomic standing.

— Julian Linke, Tallinn University