

THE REPUTATION OF THE AMERICAN BUSINESSMAN

By *SIGMUND DIAMOND*. How their own societies variously rated the characters and careers of six giants of American business — Girard, Astor, Vanderbilt, Morgan, Rockefeller, and Ford — as shown by what the press said about them when they died. From a hundred years ago to yesterday, this book gives us fresh and fascinating new views of these industrial and financial wizards — and of their reputations. A new *Study in Entrepreneurial History*. \$4.00

NATHAN TROTTER Philadelphia Merchant, 1787–1853

By *ELVA TOOKER*. This first biography of a notable 19th-century Quaker merchant shows how an able businessman successfully adjusted his policies and practices to the wars, depressions, and economic revolution, of his time. The history of Nathan Trotter's firm reflects in goods, source of supply, customers, and investments the developing stages of the Industrial Revolution. A readable and revealing picture of business life in the early years of the Republic. A new *Harvard Study in Business History*.

Handsomely illustrated, \$6.00

BROADLOOMS AND BUSINESSMEN A History of the Bigelow-Sanford Carpet Company

By *JOHN S. EWING and NANCY P. NORTON*. This history of the oldest carpet-making company in the industry is centered on two themes: the organization of management and the provision for management succession (a critical element in four important mergers); and the recurring nature of product decisions. The book, which provides a survey of the origins and growth of an important American industry over a period of 125 years, cannot fail to interest business and economic historians. A new *Harvard Study in Business History*.

Handsomely illustrated, \$9.00

THE NEW ENGLAND MERCHANTS IN THE SEVENTEENTH CENTURY

*BERNARD BAILY*N, in this interesting book, surveys the rise of our economic founding fathers, the merchant families in the Bible Commonwealth, and their successes in trade and such industries as fishing, lumbering, fur trade, and iron making. His story of their struggle for recognition gives a revealing picture of the emergence of a new social group whose interests and changing position powerfully affected the developing character of American society. A new *Study in Entrepreneurial History*. \$4.75



Through your bookseller, or from

HARVARD UNIVERSITY PRESS

44 Francis Avenue, Cambridge 38, Massachusetts

The Business History Review

A quarterly journal specializing in the history of business

Development of administrative methods

•

Roles of management and labor in industrial expansion

•

*Growth of business functions,
such as marketing and investment banking*

•

Relation of business attitudes and actions to social change

•

Biographies of leading businessmen

•

Histories of important business firms