### HARVARD STUDIES IN BUSINESS HISTORY

1. JOHN JACOB ASTOR, BUSINESS MAN BY KENNETH WIGGINS PORTER 2. JAY COOKE, PRIVATE BANKER BY HENRIETTA M. LARSON 3. THE JACKSONS AND THE LEES: TWO GENERATIONS OF MASSACHUSETTS MERCHANTS, 1765-1844 BY KENNETH WIGGINS PORTER 4. THE MASSACHUSETTS-FIRST NATIONAL BANK OF BOSTON, 1784-1934 BY N. S. B. GRAS 5. THE HISTORY OF AN ADVERTISING AGENCY: N. W. AYER & SON AT WORK, 1869-1949 REVISED EDITION, BY RALPH M. HOWER 6. MARKETING LIFE INSURANCE: IT'S HISTORY IN AMERICA BY J. OWEN STALSON 7. HISTORY OF MACY'S OF NEW YORK, 1858-1919: CHAPTERS IN THE EVOLUTION OF THE DEPARTMENT STORE BY RALPH M. HOWER 8. THE WHITESMITHS OF TAUNTON: A HISTORY OF REED & BARTON, 1824-1943 BY GEORGE SWEET GIBB 9. DEVELOPMENT OF TWO BANK GROUPS IN THE CENTRAL NORTHWEST; A STUDY IN BANK POLICY AND ORGANIZATION BY CHARLES STERLING POPPLE 10. THE HOUSE OF HANCOCK: BUSINESS IN BOSTON, 1724-1775 BY W. T. BAXTER 11. TIMING A CENTURY: HISTORY OF THE WALTHAM WATCH COMPANY BY C. W. MOORE 12. GUIDE TO BUSINESS HISTORY: MATERIALS FOR THE STUDY OF AMERICAN BUSINESS HISTORY AND SUGGESTIONS FOR THEIR USE BY HENRIETTA M. LARSON 13. PEPPERELL'S PROGRESS: HISTORY OF A COTTON TEXTILE COMPANY, 1844-1945 BY EVELYN H. KNOWLTON 14. THE HOUSE OF BARING IN AMERICAN TRADE AND FINANCE: ENGLISH MERCHANT BANKERS AT WORK, 1763-1861 BY RALPH W. HIDY 15. THE WHITIN MACHINE WORKS SINCE 1831: A TEXTILE MACHINERY COMPANY IN AN INDUSTRIAL VILLAGE BY THOMAS R. NAVIN 16. THE SACO-LOWELL SHOPS: TEXTILE MACHINERY BUILDING IN NEW ENGLAND, 1813-1949 BY GEORGE SWEET GIBB 17. BROADLOOMS AND BUSINESSMEN: A HISTORY OF THE BIGELOW-SANFORD CARPET COMPANY BY JOHN S. EWING AND NANCY P. NORTON 18. NATHAN TROTTER: PHILADELPHIA MERCHANT, 1787–1853 BY ELVA TOOKER 19. A HISTORY OF THE MASSACHUSETTS HOSPITAL LIFE INSURANCE COMPANY BY GERALD T. WHITE 20. THE CHARLES ILFELD COMPANY: A STUDY OF THE RISE AND DECLINE OF MERCANTILE CAPITALISM IN NEW MEXICO BY WILLIAM J. PARISH

### The Machinists A NEW STUDY IN TRADE UNIONISM

**By Mark Perlman.** A truly authoritative study of a "model American union" (IAM has long been known as one of the most ethical and efficient), based on complete access to the organization's files. Providing a full account of the union's growth and development, the book also analyzes both sides of the many controversies it has faced. \$7.50

## The Charles Ilfeld Company

### A STUDY OF THE RISE AND DECLINE OF MERCANTILE CAPITALISM IN NEW MEXICO

**By William J. Parish.** In a pioneering study of far western commercial enterprise from Santa Fe Trail days to the present, detailed company records reveal the merchant's solutions to monetary exchange, balance of trade, and transportation problems, in depression and prosperity. The author traces the defeat of mercantile capitalism by modern specialization. New materials give valuable insights into the history of economic development in the western hemisphere. Illustrations. \$10.00

# Trade Union Officers

### A STUDY OF FULL-TIME OFFICERS, BRANCH SECRETARIES AND SHOP STEWARDS

By H. A. Clegg, A. J. Killick, and Rex Adams. The problems of recruitment and procedure now facing trade union officers have become a matter of major importance in England. This study, based on union records, local surveys, and questionnaires, replaces theory with fact, upsets many prejudices, and throws light on the union bureaucracies and their officers' circumstances. \$6.00

## Competition in the Aluminum Industry, 1945-1958

**By Merton J. Peck.** The aluminum industry, once a classic example of monopoly, now has six producers. Mr. Peck analyzes the change, due to anti-trust action, both formal and "informal", that is through federal agencies and Congressional committees. The author suggests that further drastic antitrust action is unlikely to be worth the cost in reduced efficiency, but makes important proposals for public policy. \$5.25



# In this issue

BUSINESS HISTORY REVIE

#### Henrietta M. Larson

This issue is dedicated to Henrietta M. Larson, pioneer in the field of business history. Discussion of her contributions provides a fitting background to the papers that constitute the remainder of this dedicatory issue.

> RALPH W. HIDY MURIEL E. HIDY

#### **Business History's Future**

A brief summary of the present status and future prospects of business history suggested by the discussion at the Business History Conference, Harvard Business School, October, 1961. ARTHUR M. JOHNSON

#### **Business History's Challenges**

The challenges of business history in academic curriculums in the light of the rise of the modern corporation.

**CLARENCE C. WALTON** 

Comments by: R. W. Hidy

R. C. Overton H. F. Williamson

#### **Business History Teachers**

Comments and suggestions on the following questions: How are business history teachers presently recruited? What are the strengths and weaknesses in the present arrangement? What should be the process of recruiting?

HERMAN E. KROOSS

Comments by: H. F. Bennett

T. C. Cochran A. K. Steigerwalt

#### **Approaches to Business History**

History of business emphasizes not only company history and entrepreneurial biography but other topics such as the history of business instruments, of business education, etc. Business in history shows the role which business has played in history. However broad or narrow the business historian wants to define his field of endeavor, he must be articulate about its relation to kindred fields of research.

FRITZ REDLICH

Comments by: J. D. Glover

A. M. Johnson G. R. Taylor R. C. Overton

#### Academicians and Businessmen

A report on the DuPont Educators Conference, an experiment to improve communications between academicians and businessmen. GLEN PERRY

#### What Is Business History?

Present and future business historians need not abandon enterprise histories, but they can add other fields of inquiry more fruitful both for the improvement of professional training in the schools of business and for enlightenment of scholars and students of social history.

ARTHUR H. COLE

#### THE EDITORS' CORNER

Tribute to George S. Gibb Newcomen Awards in Business History Business Archives and History

