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BUSINESS HISTORY REVIEW

**The Tempo of Mercantile Life  
in Colonial America**

This study of the working habits of early American businessmen focuses on long-forgotten details that help clarify methods of the day and suggest that business in colonial times had not yet become an end in itself nor a dominant means for self-expression.

ARTHUR H. COLE

**A Railroad for Turkey: The Chester Project**

There was an interlude when enchantment with Dollar Diplomacy overcame the reluctance of Washington to become involved in Near East politics. The Chester project, however, was defeated by German imperialism, lack of popular support for business ambitions abroad, and vacillation by the promoters themselves. The time for effective alliance between the State Department and American businessmen was not yet at hand.

JOHN A. DeNOVO

**The Premises of Business Revisionism**

The Revisionist trend in American business history has been shaped by values, premises, logic, and procedure that bear certain striking similarities to Marxism, most clearly seen in the Revisionists' acceptance of the inevitability of abuse in capital accumulation.

GABRIEL KOLKO

**The Development of Personnel Management  
in the United States**

Personnel management as we know it today grew out of welfare work, on the one hand, and Scientific Management on the other. It came to embrace added functions and concepts, the most important of which was that idealism and realism were compatible in dealing efficiently with human beings.

HENRY EILBIRT

**Great Independent: The Lincoln Telephone Company**

It was not in the nature of the local American entrepreneur to concede to monopolistic power. Technical competence, good controls, and appeals to local pride were potent weapons in the struggle of a small company to succeed in the face of competition with the giant Bell system.

WILLIAM D. TORRENCE

**OVER THE COUNTER**

Shop Talk — Johnson-Supple; Marketing History and Economic Development — Myers-Smalley; Business Ethics in Norway — Johs. Lunde; Colonial Newspaper Advertising — Steven J. Shaw; Marketing Nonconsumer Goods before 1917 — Arthur H. Cole

**CENTENNIAL BIBLIOGRAPHY: Annotated Selections on the  
History of the Petroleum Industry in the United States.**

WALTER RUNDELL, JR.

