



The Thomas Newcomen \$1,000 Award in Business History

Presented by

THE NEWCOMEN SOCIETY IN
NORTH AMERICA

in cooperation with

THE BUSINESS HISTORY REVIEW

☛ The Newcomen Society in North America, in cooperation with the *Business History Review*, announces a prize of \$1,000 and scroll to be awarded in 1979 for the best book on the history of business published in the United States during the years 1976-1978.

☛ For the purposes of this award, "the history of business" will be interpreted in its broadest sense, including not only the history of firms or industries, but books tracing interactions of businessmen, analyses of business philosophy or behavior, and studies of the adjustment of businesses and businessmen to their economic, political, and social environments.

☛ Criteria for selection will include contribution to knowledge, depth of analysis, soundness of reasoning, clarity of style and organization, and general readability and format.

☛ The committee to select the recipient of the 1979 Thomas Newcomen \$1,000 Award in Business History is composed of Dr. Albro Martin, Editor, *Business History Review*, Harvard Graduate School of Business Administration; Mr. Stanley van den Heuvel, Trustee, The Newcomen Society in North America; and Professor James P. Baughman, Harvard Graduate School of Business Administration, chairman.

☛ The 1979 Thomas Newcomen \$1,000 Award in Business History will be the sixth in a series of triennial prizes intended to encourage the study and improve the writing of business history in the United States and Canada.

AUTOMOBILE AGE ATLANTA

*The Making of a Southern Metropolis,
1900-1935*

HOWARD LAWRENCE PRESTON

"It is the most detailed examination of the motor vehicle's consequences for any single American city. This study will make an important contribution to southern and American urban history" —Blaine A. Brownell. \$15.00



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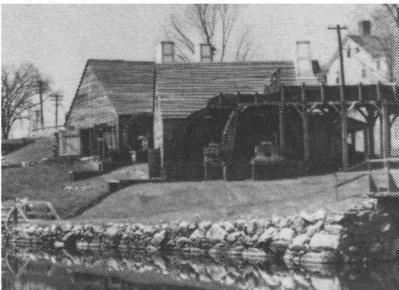
The History of an Airline

W. DAVID LEWIS and WESLEY PHILLIPS NEWTON

Using five years of research in Delta's corporate records and a large number of interviews with employees, the authors have written a readable narrative history of the airline's growth and development from a small crop dusting operation to one of the country's five largest air carriers. \$15.00



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Richard Merrill, Photograph/
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BERNARD BAILYN

"In the past, the social history of seventeenth-century New England has been written in terms of the Puritan Zion, not of the market place. The interaction of these two forces—meetinghouse and counting-house—is the basic problem to which Mr. Bailyn has devoted this excellent book. . . It is social history as it has seldom been written and business history as it should be written—a story of people, not of prices and trends; of merchants, not mercantile houses."—*American Historical Review* \$4.95 paper

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