This publication is available in microform.



University
Microfilms
International

University Microfilms International
reproduces this publication in microform: micro
fiche and 16mm or 35mm film. For information
about this publication or any of the more than
13,000 titles we offer, complete and mail the
coupon to: University Microfilms International.
300 N. Zeeb Road, Ann Arbor, MI 48106, Call
us toll-free for an immediate response:
800-521-3044. Or call collect in Michigan.
Alaska and Hawaii: 313-761-4700.

☐ Please send miormation about these titles:			
Name	*		
Company/Institution			
Address			
City			
State	Zip		
Phone ()			

=Lehigh University Press=

Announces its inaugural volume

Joseph Wharton: Quaker Industrial Pioneer

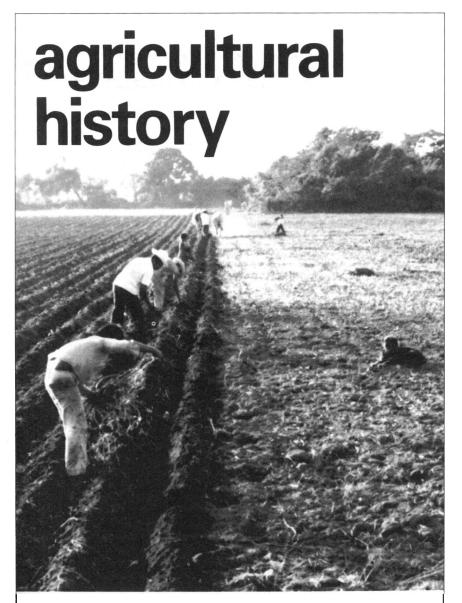
by W. ROSS YATES

Joseph Wharton introduced the production of metallic zinc and nickel in the United States and promoted the steel industry, largely through the Bethlehem Iron Company, forerunner of the Bethlehem Steel Corporation. In addition, he endowed the Wharton School of Finance and Commerce at the University of Pennsylvania. Yates's work is the first book-length biography of this important industrial pioneer.

413 pages, illustrated-\$49.50

Order from:

Lehigh University Press 440 Forsgate Drive Cranbury, New Jersey 08512



Subscriptions: \$17.50 for individuals; \$35.00 for institutions; \$8.00 for students. (Add \$3.00 postage for foreign orders.)

University of California Press

2120 Berkeley Way, Berkeley, CA 94720

BUSINESS HISTORY

A FRANK CASS JOURNAL

Recent and Forthcoming Issues

Volume XXX October 1988

The Early Application of Scientific Management by Cadbury

Michael Rowlinson

The Growth and Relative Decline of the North British Rubber Company, 1856-1956

Michael French

Bankers in a British Colony: Cyprus, 1876-1959

Kate Phylaktis

The Invisible Hand Strikes Back: Motor Insurance and Erosion of Organised Competition in General Insurance, 1920-1938

Oliver Westall

Volume XXXI January 1989

Railways and Scientific Management in Japan, 1907-1930

Eisuke Daito

The American System of Manufacturers in Birmingham: Production Methods at the Birmingham Small Arms Company in the Nineteenth Century

Roger Lumley

Growth and Ownership in the International Tobacco Industry: BAT, 1902-27

Howard Cox

Business History is published quarterly by Frank Cass & Co. Subscriptions: \$50.00 for individuals, \$95 for institutions. Back issues available. Orders to The Journal's Subscription Manager, Frank Cass & Co, 11 Gainsborough Road, London E11 1RS, United Kingdom.

Newcomen Awards in Business History

For the best article published in the Business History Review during the previous year the Society will award a prize of \$300 and a scroll. For the best article published in the Business History Review during the previous year by a graduate student or a recent Ph.D. who has not published a book in business history, the Society will award a special prize of \$150 and a scroll. Criteria for selection include originality, value, breadth and interest of contribution, quality of research materials and methods, and quality of presentation.

Winners will be selected by a panel of judges consisting of the editors and the members of the editorial board of the Business History Review, none of whom shall be eligible to receive a prize. The awards are administered by the editorial office of the Review. No special prize will be awarded in years when, in the opinion of the judges, no eligible article suitable for the prize was published, and no person may be awarded both prizes in any one year.

ANNOUNCING
THREE AWARDS
IN
BUSINESS HISTORY



PRESENTED BY THE NEWCOMEN SOCIETY OF THE UNITED STATES

Thomas Newcomen Book Award in Business History

The Newcomen Society of the United States, in cooperation with the Business History Review, will award in 1988 the ninth in a series of triennial prizes consisting of \$1,000 and a scroll for the best book on the history of business published in the United States between 1985 and 1987. "Business history" is defined in its broadest sense to include not only the history of firms or industries, but books tracing interactions of business leaders, analyses of business philosophy or behavior, and studies of the adjustment of businesses and businesspeople 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.

Judges for the 1988 award will be announced at an appropriate time by the Harvard Business School and the Newcomen Society of the United States.

Yesterday's Technologies

THE AUTOMOBILE AGE James J. Flink

The automobile age has ended, and with it an extraordinary era of social and economic change brought on by the impact of the road and the car.

In this sweeping cultural history, James Flink provides a fascinating account of the automobile industry and its impact on a society. Flink covers a wealth of topics spawned by the world's first automobile culture, from the evolution of the passenger car and refinement of mass-production techniques to the roles played by public-policy decisions in the creation of today's car culture and its transformation of American life.

"This is an impressive piece of scholarship and a major contribution to the automotive literature. It will strongly appeal to serious students of economic, technological, and social history."

—John B. Rae, Professor of the History of Technology, Emeritus, Harvey Mudd College
61 illus. \$25.00

IMAGINING TOMORROWHistory, Technology, and the American Future edited by Joseph J. Corn

Imagining Tomorrow takes a lively and informative look at the future as envisioned in the American past. These ten original essays explore the impulse to peer into the future, particularly into the American dream of a technological utopia. Some of the technologies discussed are x-rays, radio, plastics, the electric light and nuclear power (including Henry Ford's nuclear car). Illustrated \$9.95 paper

The MIT Press

55 Hayward Street, Cambridge, MA 02142