



The Cart That Changed the World: The Career of Sylvan N. Goldman (Paperback)

By Terry P Wilson

University of Oklahoma Press, United States, 1978. Paperback. Condition: New. First Edition, Reissue ed.. Language: English . Brand New Book ***** Print on Demand *****.From his birth in Ardmore, Indian Territory, in 1898, the life of Sylvan Nathan Goldman (1898-1984) spans almost the entirety of Oklahoma s modern history. He stands as a symbol of America s twentieth-century pioneers, the developers of the business frontier of the state and the nation. His rich, productive life is recorded in these pages. Goldman gained an early familiarity with business, for his father and uncles were merchants in pioneer Oklahoma. After service in World War I he joined his brother in business, and the two became successful retail grocery merchants in the Tulsa area. Undaunted by the Great Depression, the brothers moved to Oklahoma City and soon built up the Standard-Humpty Dumpty chain of groceries, the nucleus of what is now a major national chain. Goldman was an innovator. Early in his career as a grocer he developed many of the advertising and marketing techniques now in common use by supermarkets. But perhaps his greatest and best-known invention was the shopping cart, a device that has affected the lives of virtually all Americans...

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