

Name _____

Industry Influence

Directions: Match each company or industry in Column A with its founder in Column B and the business practice in Column C that made the company powerful during the Industrialization and Gilded Age. Write the correct pair of letters next to each number. Then answer the analysis questions below.

Column A: Companies / Industries

1. Standard Oil - _____, _____
2. U.S. Steel - _____, _____
3. Railroads - _____, _____
4. Banking and Finance - _____, _____

Column B: Key Figures

- A. Andrew Carnegie
- B. J.P. Morgan
- C. John D. Rockefeller
- D. Cornelius Vanderbilt

Column C: Business Practices

- E. Controlled most oil refining through horizontal integration
- F. Consolidated smaller railway companies into one network
- G. Bought failing companies and reorganized them to reduce competition
- H. Used vertical integration to control every step of steel production



Analysis Questions: Answer in 2-3 complete sentences each.

1. How did large business combinations affect competition and consumer choices during the Gilded Age?
2. Which figure do you think had the most lasting impact on the American economy? Explain your reasoning with historical evidence.