



Investing for Middle America: John Elliott Tappan and the Origins of American Express Financial Advisors

K. Lipartito, C. Peters

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In 1892, John Elliott Tappan, a twenty-four year old Minneapolis lawyer, was worried how people saved their money. Out of these concerns, Investors Syndicate was born, one of the first of a new type of financial institution designed to meet the savings needs of the average person. Here is the story of this financial pioneer, whose innovation has today grown into one of the nation's largest financial services companies, American Express Financial Advisors. The book draws on Tappan's diaries, business correspondence, and various family oral histories. Tappan's life, work and ideas chronicle the changes in spending and savings, work and leisure, the culture of politics and money, that have given rise to our modern notions of consumer finance.



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