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**ALEKO KONSTANTINOV, BAY GANYO  
AND THE ROSE OIL TRADE**

(Summary)

Public opinion about certain social, economic and political processes of the past has been largely shaped by fictions and myths. Aleko Konstantinov is among the most influential authors of Bulgarian literary classics. His popular character Bay Ganyo is a symbol of negative characteristics, which have contributed to the formation of negative attitude of Bulgarians towards the market economy and towards entrepreneurs. The authors attempt to prove that Aleko Konstantinov did not know the specifics of the export trade with rose oil from the end of the 19th century and because of this he transferred the repulsive personal characteristics of Bay Ganyo to a business activity that actually had the potential to help overcome them.

**Keywords:** rose oil, commerce, Bay Ganyo, Aleko Konstantinov.

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