

# *Business History Review*

W I N T E R 1 9 8 9



Cover: New York City Newsstand, 1903

*Aided by advances in printing technology and distribution methods, mass-circulation magazines proliferated in late nineteenth century America. Many titles were available in the early twentieth century, as this newsstand scene attests. (Photograph courtesy of the Library of Congress, Washington, D.C.)*

Back cover: Sample Advertisement, Butterick Company, 1918

*As leaders in the use of mass market advertising techniques, many women's magazine publishers produced promotional brochures containing sample advertisements to encourage increased advertising in their journals. This one is reproduced from a Butterick Company publication, Mrs. John Doe. A Book Wherein for the First Time an Attempt Is Made to Determine Woman's Share in the Purchasing Power of the Nation (New York, 1918), p. 42.*

*For an extended look at the pioneering role of women's magazines, see pp. 715–756.*

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# *Business History Review*

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