

Business History Review

S P R I N G 1 9 9 6



Front Cover: Paul Miller and Allen H. Neuharth

In 1963 Paul Miller, chief executive officer of Gannett Newspapers, hired Al Neuharth, an ambitious young newspaper star to help him mastermind the firm's expansion strategy. Neuharth's first project was the creation of a brand new daily in Brevard County, Florida, which he called Today. The two are pictured reading the paper's first edition. Gannett continued to expand, largely by acquisition, and by 1976 owned 73 papers. The firm's immense profits prompted other publishers to imitate its expansion strategy, and by the late 1980s, a handful of newspaper chains dominated the industry. In 1982, after his promotion to CEO, Neuharth started another new daily, USA Today. (Photograph reproduced courtesy of Paul Miller Papers, Oklahoma State University Library, Stillwater, Oklahoma.)

For an article examining the consolidation of the American newspaper industry, see pp. 1-42.

Back Cover: Women Working in a Piano Factory

During World War I, many women were employed in manufacturing, such as these young workers in a piano factory in Philadelphia. As the men returned from the armed forces, the women lost their jobs. This photo and others pertaining to the local and regional history of Pennsylvania can be found in the collections at the Historical Society of Pennsylvania. (Photograph reproduced courtesy of the Historical Society of Pennsylvania.)

For an essay describing many items of interest to business historians in the collections at the Historical Society of Pennsylvania, see pp. 91-107.

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