

BUSINESS HISTORY REVIEW

WINTER 2007



Seagram's, Camels, and other brand names illuminate
New York's Times Square, c. 1940

Front cover: A view of Times Square, New York, 1940. Courtesy of Loeb Library, Harvard Design School.

Back cover: Piazza del Duomo at night, c. 1953–54, Milan. Courtesy of Schlesinger Library, Radcliffe Institute, Harvard University.



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