THE DREAM OF A NEW SOCIAL ORDER



POPULAR

MAGAZINES IN

AMERICA

1893-1914

Matthew Schneirov



COLUMBIA UNIVERSITY PRESS NEW YORK

CONTENTS

Acknowledgments ix

Introduction: A Power and a Pleasure 1

Part I. The Gospel of Culture and the Victorian Reader 25

CHAPTER ONE The Family House Magazines and the Gospel of Culture 27

CHAPTER TWO The Victorian Reader and the Political Economy of the Magazine 48

Part 2. The Magazine Revolution 73

CHAPTER FOUR "The Whirlpool of Real Life": The Popular Magazine Project 103

Part 3. Dreams of Abundance, Social Control, and Social Justice

CHAPTER FIVE The New Secular Religion of Health 12

CHAPTER SIX "New Worlds to Conquer": The Dreams
of Progress 161

CHAPTER SEVEN Muchraking, Realism, and the Dream of Social Justice 202

CHAPTER EIGHT Dreams of a New Social Order 245

Appendix 1: Circulation in Thousands of the Leading General Interest Magazines from 1900 to 1913 265

Appendix 2: Topics of Lead Cosmopolitan Articles, 1893-1904 266

Appendix 3: Topics of Lead Cosmopolitan Articles, 1905-1914 267

Appendix 4: Century Magazine Articles, 1893-1900 268

Appendix 5: Cosmopolitan Magazine Articles, 1893-1900 269

Appendix 6: Contributors to Walker's Cosmopolitan 270

Notes 273

Bibliography 333

Index 345