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| 1. Record Nr.           | UNINA9910465659203321   |
| Autore                  | Garvey Ellen Gruber   |
| Titolo                  | The adman in the parlor [[electronic resource] ] : magazines and the gendering of consumer culture, 1880s to 1910s // Ellen Gruber Garvey   |
| Pubbl/distr/stampa      | New York, : Oxford University Press, 1996   |
| ISBN                    | 1-4237-5937-0<br>1-280-52906-7<br>0-19-535531-8   |
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| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references (p. 187-220) and index.   |
| Nota di contenuto       | Contents; Introduction; 1 Readers Read Advertising into Their Lives: The Trade Card Scrapbook; 2 Training the Reader's Attention: Advertising Contests; 3 ""The Commercial Spirit Has Entered In"": Speech, Fiction, and Advertising; 4 Reframing the Bicycle: Magazines and Scorching Women; 5 Rewriting Mrs. Consumer: Class, Gender, and Consumption; 6 ""Men Who Advertise"": Ad Readers and Ad Writers; Conclusion: Technology and Fiction; Notes; Index;  |

**Sommario/riassunto**

How did advertising come to seem natural and ordinary to magazine readers by the end of the nineteenth century? The Adman in the Parlor explores readers' interactions with advertising during a period when not only consumption but advertising itself became established as a pleasure. Garvey argues that readers' participation in advertising, rather than top-down dictation by advertisers, made advertising a central part of American culture. Garvey's analysis interweaves such texts and artifacts as advertising trade journals, magazines addressed to elite, middle class, and poorer readerships, scrapbo

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**Autore**

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