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Autore	Garvey Ellen Gruber
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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, scrapbooks, and

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Soggetti

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