

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 1-280-52906-7 0-19-535531-8
Descrizione fisica	1 online resource (241 p.)
Disciplina	302.2324 809.93505 813/.409
Soggetti	American fiction - 19th century - History and criticism Short stories - Publishing - United States - History - 19th century Periodicals - Publishing - Economic aspects - United States Popular literature - United States - History and criticism American fiction - 20th century - History and criticism Short stories, American - History and criticism Literature and society - United States - History Advertising, Magazine - United States - History Books and reading - United States - History Women consumers - United States - Attitudes Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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
