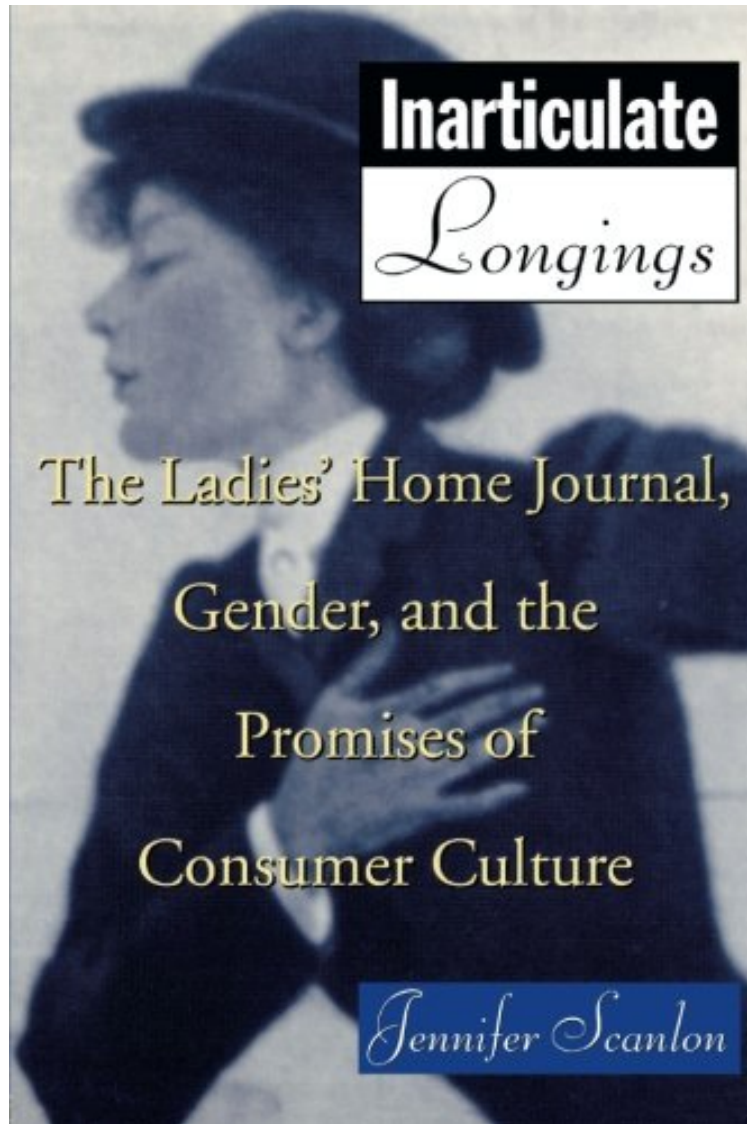


Inarticulate Longings: The Ladies' Home Journal, Gender and the Promise of Consumer Culture

Jennifer Scanlon

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would love to give it to many of my lady friends just so they can understand the previous few generations of white Americans.

Inarticulate Longings explores the contradictions of a social agenda for women that promoted both traditional roles and the promises of a growing consumer culture by examining the advertising industry in the early 20th century.

Combining attention to textual complexities and contradictions with a clear analytical and critical voice, Scanlon succeeds in showing how mass culture can be both powerful and pleasurable. This is a significant accomplishment. About the Author Jennifer Scanlon is William R. Kenan Professor of the Humanities in Gender and Women's Studies at Bowdoin College.