Living Up to the Ads



Living Up

to the Ads

Gender Fictions of the 1920s

Simone Weil Davis

In slightly different versions, sections of chapter 4 of the present work appeared in French (translated by Maggy Chambon) as "La Mise en Scène des Femmes dans la Publicité," in *Mimesis: Imiter, représenter, circuler, Hermes* 22 (fall 1998): 167–77; and sections of chapter 5 of the present work appeared as "'The Burden of Reflecting': Effort and Desire in Zelda Fitzgerald's *Save Me the Waltz*," in *Modern Language Quarterly* 56, no. 3 (September 1995): 327–61.

© 2000 Duke University Press

All rights reserved

Printed in the United States of America on acid-free paper ∞

Typeset in Adobe Garamond by Keystone Typesetting, Inc.

Library of Congress Cataloging-in-Publication Data appear on the last printed page of this book.