

SELLING MODERNITY



**SELLING MODERNITY**

Advertising in Twentieth-Century Germany

EDITED BY  
Pamela E. Swett, S. Jonathan Wiesen,  
and Jonathan R. Zatlin

Duke University Press   Durham and London   2007

© 2007 Duke University Press

All rights reserved

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

Designed by Heather Hensley

Typeset in Dante Monotype by Tseng Information Systems, Inc.

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

FOR JACK, NATHANIEL, DANIEL, LEORA, AND MAX

