

HARVARD HISTORICAL STUDIES • 171

Published under the auspices
of the Department of History
from the income of the
Paul Revere Frothingham Bequest
Robert Louis Stroock Fund
Henry Warren Torrey Fund

Advertising Empire

**RACE AND VISUAL CULTURE
IN IMPERIAL GERMANY**

David Ciarlo

HARVARD UNIVERSITY PRESS

Cambridge, Massachusetts

London, England

2011

Copyright © 2011 by the President and Fellows of Harvard College

All rights reserved

Printed in the United States of America

Library of Congress Cataloging-in-Publication Data

Ciarlo, David.

Advertising empire : race and visual culture in imperial Germany / David Ciarlo.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-674-05006-8 (alk. paper)

1. Advertising—Social aspects—Germany—History. I. Title.

HF5813.G4C53 2010

659.10943'09034—dc22 2010012449

*To my parents,
Dorothy and Jim*

