

Contents

INTRODUCTION: ADVERTISING AND CRITICISM.	1
One • THE DICKENS ADVERTISER	19
Two • SPECTACULAR AUTHORSHIP: AMERICAN ADVERTISING AUTHORS	54
Three • "THE AGE OF ADVERTISING": HENRY JAMES AND THE ADVERTISING SCENE.	87
Four • ADVERTISING AND THE SCENE OF WRITING IN <i>ULYSSES</i>	120
EPILOGUE: ADVERTISING TERMINABLE AND INTERMINABLE	170
WORKS CONSULTED.	177
INDEX.	189