



Popular Writing in America: The Interaction of Style and Audience

By Robert Atwan

Oxford University Press, 1993. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service!

Summary: INTRODUCTION ADVERTISING Women Woman's Attractiveness: The Power that Moves the World (1918), Modart Often a Bridesmaid but Never a Bride (1923), Listerine Should a Gentleman Offer a Tiparillo to a Lab Technician? (1968), Tiparillo "When I Grow Up, I'm Going to Be a Judge, or a Senator or Maybe President" (1980), NOW Legal Defense & Education Fund "I Know She's a Very Important Person" (1987), Mary Ann Restivo A Western Original Wears a Western Original (1990), Wrangler There's Something about a Soldier (1990), U.S. Army What If? (1991), National Women's Political Caucus Remember PE Class? (1992), Nike Buy What You Want to Buy (1991), American Express Company Men "We Smash 'Em Hard" (1918), White Owl Case #099 B (1928), Listerine How Joe's Body Brought Him Fame instead of Shame (1944), Charles Atlas The End of the Skinny Body (1973), Joe Weider When Crusher Lizowski Talks about Being a Homemaker, You Listen (1978), Future Homemakers of America "Hello?" "How's the Great American Novel Going?" (1982), Paco Rabanne An American Hero (1986), Aramis Obsession for Men (1989), Calvin Klein In This world of Total...



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