

“A Century of Classic American Book Advertisements,” Read Me is a fascinating collection of more than 300 surprising and strange, beautiful and funny vintage book ads that together reveal the hidden history of America’s literary culture over the past 100 years. Dwight Garner, daily book critic for the New York Times, has gathered hundreds of examples of original publishers’ ads that offer fresh, sometimes startlingly different looks at some of America’s greatest writers—from Hemingway and Fitzgerald to Kerouac, Updike, and Mailer, to Susan Sontag, Toni Morrison, and Hunter S. Thompson. An edifying and eye-opening delight, Dwight Garner’s Read Me is an indispensable slice of Americana.

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Read Me: A Century of Classic American Book Advertisements By Dwight Garner Foreword by Dave Eggers Ecco/HarperCollins p.

“The world’s first paid print advertisement, for any product,” writes Dwight Garner, “was for a book.” This ad, he points out, appeared in the seventeenth century. Get this from a library! Read me: a century of classic American book advertisements. [Dwight Garner; Dave Eggers] -- Features more than vintage book. The Hardcover of the Read Me: A Century of Classic American Book Advertisements by Dwight Garner at Barnes & Noble. FREE Shipping on. A century’s worth of the intersection of literature and communication arts. In Read Me: A Century of Classic American Book Advertisements. A century’s worth of the intersection of literature and communication arts. Read Me: A Century of Classic American Book Advertisements (public library), New.

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