

## STARS FANS AND CONSUMPTION IN THE 1950S%0A

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2 Stars, Fans, and Consumption in the 1950s to television viewing. As a matter of fact, newsstand sales were brisk and shot up 45 percent in the first half of the decade. And Photoplay was one of two national magazines that enhanced its advertising revenue during a recession in 1954.2 A close reading of the leading fan magazine, this study focuses on print media as it represented feminine Stars, Fans, and Consumption in the 1950s - Reading ... A unique aspect of Stars, Fans, and Consumption in the 1950s: Reading Photoplay is the effort to recreate the historical experience of reading a fan magazine. Higashi incorporates new ways of presenting history and continues her important interdisciplinary work in Hollywood's cultural representations. (Jennifer Frost, American Historical Review, February, 2016)

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Preface Of all our resources, water is the most precious. New York City is famed both for the quality and reliability of its water supply as well as for the economy of its largely Power Consumption of a ceiling fan| Most energy efficient ...

Ceiling Fan Power Consumption is the draw in watts of the ceiling fan on the highest speed excluding the light fixture. The power consumption of a ceiling fan depends on the size and type of motor used in ceiling fan. An ordinary ceiling fan would consume more power as compared to Energy Efficient Ceiling Fan.

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The fan magazine Photoplay pioneered the construction of both female stars as social types and fans as aspiring consumers in the first mass consumption society. In the 1950s, stars embodied a leisured California lifestyle based on goods. Addressing working- and lower middle-class readers, Photoplay published beauty tips, fashion layouts, sewing patterns, home decorating advice, recipes, and vacation guidelines so that fans could live like the stars. This book traces the changing social mores

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