

**Stars, Fans, And Consumption In The 1950s:  
Reading Photoplay**

**By Sumiko Higashi**

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May 09, 2015 A fan set at a higher speed uses more power than one STAR offers energy-use information on on the energy consumption of your appliances,

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Parameters: ES-50 5 Star Fans: Ordinary Fans: Rated Wattage: 50W# 75W: Power Consumption @ 16 hrs./day: 800W: 1200W: Total unit of Electricity/Month: 24 units: 36 units

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Get substantial energy savings, a cooler home and attractive decor with energy-efficient Westinghouse indoor and outdoor ceiling fans.

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The magazine Photoplay pioneered the construction of both female stars as social types and fans as aspiring consumers in the first mass consumption society. The

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Dear Sir, we required around 400 Nos. of BEE star rated ceiling fans. pl. send your competitive cost/fan including technical specification i.e. power consumption, air

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issue of Photoplay magazine, that, although the most exciting phrase in any affinity for popular culture, cited three international examples: Child star Shirley . as the various audiences who consumed their products, used young girls to alleviate .. Cultural Studies 1 (1987): 179-194; Sumiko Higashi, Virgins, Vamps, and

**Ceiling Fan Hacks to Save Energy (and Money) - The -**  
Ceiling Fan Hack #1: Adjust the HUGE difference in the power consumption between a fan and a quality ceiling fans including a large amount of energy star

**NEW - Stars, Fans, and Consumption in the 1950s: -**  
NEW - Stars, Fans, and Consumption in the 1950s: Reading Photoplay in Books, Magazines, Textbooks | eBay

**The Cecil B. DeMille Archives - Harold B. Lee -**  
Critic Julian Johnston commented in Photoplay that "for months this fine studio . abandon the star system nor did DeMille, who went on to acquire a reputation as a star As the "consumption ethic" displaced the Protestant ethic and the mood of the .. Written by Sumiko Higashi who teaches history and film at the State

**ISSUU - Film and Television 2015 by Palgrave -**  
Mar 23, 2015 5 FILM HISTORY Stars, Fans, and Consumption in the 1950s Reading Photoplay Sumiko Higashi, The College at Brockport, SUNY, USA "What

**Cecil B. DeMille and American Culture "d0e3890" -**  
Preferred Citation: Higashi, Sumiko. As consumption became a pleasurable aspect of modernity, his conditions, and while there are a number of big acting parts, it does not require any one big star. Macpherson is thus acknowledged as the author of the photoplay in the same title that attributes the film to the novelist.

**- -Higashi -**  
, ,Higashi, PHOTOSHOP & ILLUSTRATOR 100,Challenges Stars, Fans, and Consumption in the 1950s: Reading Photoplay.  
Higashi Sumiko Palgrave Macmillan 2014-12- 17

**How Energy Efficient Is Your Ceiling Fan? -**  
Before you buy your next ceiling fan, learn what to look for. They now come labeled with their energy efficiency in air flow per energy input.

### **Ceiling Fans | Products - Energy Star -**

ENERGY STAR certified ceiling fans with lights are 60% more efficient than conventional fan/light units, saving you \$175 in energy costs over the fan's 10-year lifetime.

### **Crompton BEE 5 Star Power Saver Ceiling FAN HS -**

Crompton BEE 5 Star Power Saver Ceiling Fan HS Plus ( Brown ) Crompton Greaves HS Plus is Power Saver BEE 5 Star Ceiling Fan. 53 watts Power Consumption.

### **JSTOR: Journal of Consumer Research, Vol. 28, No -**

It occurs collectively at Star Trek conventions and fan club meetings as cultural figures and fans rearticulate Star Trek consumption meanings by JSTOR is part of

### **Bathroom Exhaust fan and Energy Efficiency -**

What a Bathroom Exhaust Fan has to do With Energy Efficiency. One Energy Star ceiling fan maybe noticeably more efficient than another Energy Star rated fan.

### **Virgins, Vamps, and Flappers: The American Silent -**

Mar 1, 1978 by Sumiko Higashi . Cecil B. DeMille and American Culture: The Silent Era Stars, Fans, and Consumption in the 1950s: Reading Photoplay

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### **Media Screen Roundup (Mar 2015) - British -**

Forgotten Stars. My Father and the British Silent doi:10.1093/jdh/epu038. Higashi, Sumiko. Stars, Fans, and Consumption in the 1950s Reading Photoplay.

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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.

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