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Joanne Hershfield's most recent book joins a boom in studies of Mexican visual culture that have followed a broader “cultural turn” in Mexican historiography since the mid-1990s. Although readers of the *AHR* might be more familiar with the work of Serge Gruzinski or John Mraz, a host of other scholars have contributed to this boom, including those published in Aurelio de los Reyes's edited volume *La imagen, ¿espejo de la vida?* (2006), which forms part of an important new series on quotidian life in Mexico. As Hershfield notes, the 1920s brought dramatic technological changes in the reproduction and circulation of images, fueling a transnational fascination with the “modern girl” — the young, urban fashionista with bobbed hair and a flapper skirt who smoked a cigarette while driving a mixed-sex carload of friends. The collaborative Modern Girl around the World Research Project...

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