

of English language. The optician's hoarding becomes really significant at the end of the novel, when George Wilson—in his bewilderment—mistakes those huge eyes for the eyes of God. Consumerism and materialism have taken the place of spiritual values in the America that Fitzgerald depicts in this novel.

Gatsby's efforts to attract Daisy can be seen as a kind of self-advertisement. He has created an image in order to persuade Daisy that he is the person she needs. In effect he is promoting his own brand. His clothes are imported from Europe, and are intended to impress Daisy just as Tom's clothes impress Myrtle. Note that, in Chapter 8, Daisy actually tells Gatsby that he reminds her of an advertisement (see p. 114).

Class

The Wilsons live over the garage where George works. This shows they have lower social standing than Nick Carraway, who works in the city but lives in a suburb, at a distance from work. The very rich in this novel seem not to work at all, and can live where they choose. Fitzgerald is indicating that America, despite claims to democratic equality, is a society divided into a number of social classes based on wealth and property. He was attracted to the lavish lifestyle of the wealthy, yet he also had a keen sense of social injustice in 20th-century America.