

City Center To Regional Mall Architecture The Auto

Are there potentials in central city revitalization? What role will the federal government play in determining future retail locational choices? Shopping center development has never been more popular-or more hazardous than it is today. Retail distribution in the United States has greater efficiency than anywhere else in the world, a tribute to the adaptability and rationalization of systems which have characterized the field. The pressures of the future, however, require greater exertion if they are to be adequately met. The industry drive to the new "middle markets" may change the face of small city America-or it may lead to a blind alley. As central cities, aided by EDA (Economic Development Administration) and UDAG (Urban Development Action Grant), gird up for revitalization in the face of reduced real buying power, these issues take on increased vigor. A whole new legal fabric is evolving in the development of major commercial facilities. Does it mark the path of the future-or is it an ineffectual last gasp effort to reshape the basic overwhelming trend lines of American life? How do we get a grasp on these parameters? Whether city planner, economic or marketing consultant, investor, or developer-much of our future depends on the answers. The authorities brought together for these specially sponsored papers are the best in the business-and provide key insights into this dynamic field. Demographics and consumer response that challenge marketing and planning professionals are also included.

"Flat-out one of the most interesting books I've read in years. To say that a book about California might rank with Kevin Starr's Americans and the California Dream or Mike Davis' City of Quartz is dangerously high praise, but I think Axelrod's book may someday be in that league."—John Ganim, University of California, Riverside
"Inventing Autopia thoughtfully weaves together planning and policy history with cultural history to great effect. It is sure to change our understanding of the ways in which Los Angeles not only grew and developed but envisioned itself in the era."—William Devereil, author of Whitewashed Adobe: The Rise of Los Angeles and the Remaking of Its Mexican Past

After World War II, structures, practices and the culture of retailing in most West European countries went through a period of rapid change. The post-war economic boom, the emergence of a mass consumer society, and the adaptation of innovations which already had been implemented in the USA during the interwar period, revolutionized the world of getting and spending. But the implementation of self-service and the supermarket, the spread of the department store and the mail order business were not only elements of a transatlantic catch up process of 'Americanization' of retailing. National patterns of the retail trade and specific cultures of consumption remained crucial, and long term processes of change, starting in the 1920s or 1930s, also had an impact on the transformation of retailing in post-war Europe. This volume presents a series of case-studies looking at transformations of retailing in several European countries, offering new insights into the structural preconditions of the emerging mass consumer societies and also into the consequences consumerism had on the practices of retailing. Longstreth explores the early development of two kinds of retail space that have become ubiquitous in the United States in the second half of the twentieth century. Richard Longstreth is one of the few historians to focus on ordinary commercial buildings—buildings usually associated with commercial builders and real estate developers rather than architects and thus generally overlooked by historians of "high" architecture. Here Longstreth explores the early development of two kinds of retail space that have become ubiquitous in the United States in the second half of the twentieth century. One, external, is devoted to the circulation and parking of automobiles on retail premises. Longstreth analyzes the origins of this development in the 1910s and 1920s, with the super service station and then the drive-in market. The other type of space, internal, was introduced soon thereafter with the single-story supermarket. The most innovative aspect of the supermarket was how its interior was designed for high-volume turnover of a large selection of goods with a minimum of staff assistance. Longstreth focuses on Los Angeles, the principal center for the development of both kinds of space, during the period from the mid-1910s to the early 1940s. This richly illustrated study integrates architectural, cultural, economic, and urban factors to describe the evolution of retailing and how it has affected the urban landscape.

The Origins of Garden Suburban Community Planning in Texas

One Nation Under Goods

A mode of mobility

Everyday America

Remembering Roadside America

Marketing between Expert Planning and Consumer Responsiveness

Levittown, Pennsylvania

Zoning and the road to federal legislation -- Losers and winners -- Conclusion: the road ahead.

*Heterotopia, literally meaning 'other place', is a rich concept in urban design that describes a space that is on the margins of ordered or civil society, and one that possesses multiple, fragmented or even incompatible meanings. The term has had an impact on architectural and urban theory since it was coined by Foucault in the late 1960s but it has remained a source of confusion and debate since. Heterotopia and the City seeks to clarify this concept and investigates the heterotopias which exist throughout our contemporary world: in museums, theme parks, malls, holiday resorts, gated communities, wellness hotels and festival markets. With theoretical contributions on the concept of heterotopia, including a new translation of Foucault's influential 1967 text, *Of Other Space* and essays by well-known scholars, the book comprises a series of critical case studies, from Beaubourg to Bilbao, which probe a range of (post)urban transformations and which redirect the debate on the privatization of public space.*

While Worlds and terrains vagues are studied in detail in a section on urban activism and transgression and the reader gets a glimpse of the extremes of our dualized, postcivil condition through case studies on Jakarta, Dubai, and Kinshasa. Heterotopia and the City provides a collective effort to reposition heterotopia as a crucial concept for contemporary urban theory. The book will be of interest to all those wishing to understand the city in the emerging postcivil society and post-historical era. Planners, architects, cultural theorists, urbanists and academics will find this a valuable contribution to current critical argument.

"Like Jakle and Sculle's earlier works on car culture, Lots of Parking will fascinate professional planners, landscape designers, geographers, environmental historians, and interested citizens alike."--BOOK JACKET.

Originally published: Piscataway: Center for Urban Policy Research, Rutgers, State University of New Jersey, 1981.

The Drive-In, the Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941

The Suburban Crisis in American Culture, 1975-2001

A Shoppers' Paradise

Heterotopia and the City

How the Ladies of Chicago Claimed Power and Pleasure in the New Downtown

City Center to Regional Mall

Past Trends and Future Prospects of the American City

"Personal and anecdotal, the book serves as an informal documentary of the past fifty years, when Columbus grew to become the largest city in Ohio. Famous for his tours of the city, Hunker includes itineraries for two tours - one in 1956, one in 1999 - which he uses to compare the city then and now."

In the years that followed World War II, both the United States and the newly formed West German republic had an opportunity to remake their economies. Since then, much has been made of a supposed "Americanization" of European consumer societies—in Germany and elsewhere. Arguing against these foggy notions, Jan L. Logemann takes a comparative look at the development of postwar mass consumption in West Germany and the United States and the emergence of discrete consumer modernities. In Trams or Tailfins?, Logemann explains how the decisions made at this crucial time helped to define both of these economic superpowers in the second half of the twentieth century. While Americans splurged on private cars and bought goods on credit in suburban shopping malls, Germans rebuilt public transit and developed pedestrian shopping streets in their city centers—choices that continue to shape the quality and character of life decades later. Outlining the abundant differences in the structures of consumer society, consumer habits, and the role of public consumption in these countries, Logemann reveals the many subtle ways that the spheres of government, society, and physical space define how we live.

This book argues that mobility is the central theme of the interwar mode of design known today as Art Deco. It is present on the very surfaces of Art Deco objects and architecture—in iconography and general formal qualities (whether the zigzag rectilinear forms popular in the 1920s or curvilinear streamlining of the 1930s). By focussing on mobility as a means of tying the seemingly disparate qualities of Art Deco together, Michael Wintover shows how the surface-level expressions correspond as well with underpinning systems of mobility, including those associated with migration, transportation, commodity exchange, capital, and communication. Journeying across the globe—from a skyscraper in Vancouver, B.C., to a department store in Los Angeles, and from super-cinemas in Bombay (Mumbai) to radio cabinets in Canadian living rooms—this richly illustrated book examines the reach of Art Deco as it affected public cultures. Wintover's innovative perspective exposes some of the socio-political consequences of this "mode of mobility" and offers some reasons as to how and why Art Deco was incorporated into everyday lifestyles around the world.

A collection of seventeen essays examining the field of American cultural landscapes past and present. The role of J. B. Jackson and his influence on the field is explored in many of them.

A Personal Geography

Malls and the Seductions of American Shopping

Trams Or Tailfins?

From Goodwill to Grunge

A History of the Pankow Companies

Public and Private Prosperity in Postwar West Germany and the United States

Highland Park and River Oaks

Volume 4 "THE ECONOMY" of the American Cities: series. This collection brings together more than 200 scholarly articles pertaining to the history and development of urban life in the United States during the past two centuries. The selections in Volume 4 of the series concern the development of the urban economy since the early nineteenth century. Three groups of articles, each arranged chronologically, deal with three basic sectors of the economy—trade and commerce (especially retailing), manufacturing and industrialization, and finance. Individual articles address subjects as diverse as merchants and shopping malls, flour milling and scientific management, and the Chicago Board of Trade and redlining.

"This book explores how cities around the world consume energy, assesses innovative ideas for reducing urban energy consumption, and discusses why energy efficiency will determine which cities thrive economically in the future"—Provided by publisher.

Although vernacular architecture scholarship has expanded beyond its core fascination with common buildings and places, its attention remains fixed on the social function of building. Consistent with this expansion of interests, Constructing Image, Identity, and Place includes essays on a wide variety of American building types and landscapes drawn from a broad geographic and chronological spectrum. Subjects range from examinations of the houses, hotels and churches of America's colonial and Republican elite to analyses of the humble cottages of Southern sharecroppers and mill workers, Mississippi juke joints, and the ephemeral rustic cabins and bowers erected by Civil War soldiers. Other contributors examine or reexamine the form of early synagogues in Georgia, colonial construction technologies in the Chesapeake, the appropriation and use of storefront windows by San Francisco suffragists, and the evolution of the modern factory tour. Other decidedly twentieth-century topics include the impact of the automobile on American building forms and landscapes, including parkways, drive-in movie theaters, and shopping malls. Drawn from the Vernacular Architecture Forum conferences of 1998 and 1999, these seventeen essays represent the broad range of topics and methodologies current in the field today. The volume will introduce newcomers to the breadth and depth of vernacular architecture while also bringing established scholars up to date on the field's continued growth and maturation. The Editors: Alison K. Hoagland is associate professor of architectural history at Michigan Technological University. Kenneth A. Breisch is director of Programs in Historic Preservation at the University of Southern California. He is author of Henry Hobson Richardson and the Small Public Library in America. The Contributors: Shannon Bell, Robert W. Blythe, Timothy Davis, Stephanie Dyer, Willie Graham, Kathleen LaFrank, William Littmann, Carl Lounsbury, Al Luckenbach, Sherri M. Marsh, Maurice McInnis, Steven H. Moffson, Jason D. Moser, Jennifer Nardone, Martin C. Perdue, Mark Reinberger, Andrew K. Sandoval-Strausz, Jessica Sewell, Donna Ware, and Camille Wells.

A novel look at how Americans imagined, traversed, and regulated suburban space in the last quarter of the twentieth century. Neighborhood of Fear shows how the preferences of the suburban middle class became central to the cultural values of the nation and fueled the continued growth of suburban political power.

Art Deco

A Better Way to Build

Columbus, Ohio

Urban Sprawl

Shopping

Inventing Autopia

Transformations of Retailing in Europe after 1945

While architects have been the subject of many scholarly studies, we know very little about the companies that built the structures they designed. This book is a study in business history as well as civil engineering and construction management. It details the contributions that Charles J. Pankow, a 1947 graduate of Purdue University, and his firm have made as builders of large, often concrete, commercial structures since the company's foundation in 1963. In particular, it uses selected projects as case studies to analyze and explain how the company innovated at the project level. The company has been recognized as a pioneer in "design-build," a methodology that involves the construction company in the development of structures and substitutes negotiated contracts for the bidding of architects' plans. The Pankow companies also developed automated construction technologies that helped keep projects on time and within budget. The book includes dozens of photographs of buildings under construction from the company's archive and other sources. At the same time, the author analyzes and evaluates the strategic decision making of the firm through 2004, the year in which the founder died. While Charles Pankow figures prominently in the narrative, the book also describes how others within the firm adapted the business so that the company could survive a commercial market that changed significantly as a result of the recession of the 1990s. Extending beyond the scope of most business biographies, this book is a study in industry innovation and the power of corporate culture, as well as the story of one particular company and the individuals who created it.

Hollywood cinema and Los Angeles cannot be understood apart. Hollywood Cinema and the Real Los Angeles traces the interaction of the real city, its movie business, and filmed image, focusing on the crucial period from the construction of the first studios in the 1910s to the decline of the studio system fifty years later. As Los Angeles gradually became one of the ten largest cities in the world, the film industry made key contributions to its rapid growth and frequent crises in economic, social, political and cultural life. Whether filmmakers engaged with the real city on location or recreated it on a studio set, Los Angeles shaped the films that were made there and circulated influentially worldwide. The book pays particular attention to early cinema, slapstick comedy, movies about the movies and film noir, which are each explored in new ways, with an emphasis on urban and architectural space and its representation, as well as filmmaking style and technique. Including many previously unpublished photographs and new historical evidence, Hollywood Cinema and the Real Los Angeles gives us a never-before-seen view of the City of Angels.

Popular culture assumes that women are born to shop and that cities invite their trade. But downtowns were not always welcoming to women. Emily Remus turns to Chicago at the turn of the last century to chronicle an unheralded revolution in women's rights that took place not at the ballot box but in the streets and stores of the business district.

This book charts the history of Australian retail developments as well as examining the social and cultural dimensions of shopping in Australia. In the second half of the twentieth century, the shopping centre spread from America around the world. Australia was a very early adopter, and produced a unique shopping centre model. Situating Australian retail developments within a broader international and historical context, Managing the Marketplace demonstrates the ways that local conditions shape global retail forms. Knowledge transfer from Europe and America to Australia was a consistent feature of the Australian retail industry across the twentieth century. By critically examining the strengths and weaknesses of Australian retail firms' strategies across time, and drawing on the voices of both business elites and ordinary people, the book not only unearths the forgotten stories of Australian retail, it offers new insights into the opportunities and challenges that confront the sector today, both nationally and internationally. This book will be of interest to all scholars and practitioners of retail, marketing, business history and economic geography, as well as social and cultural history.

Making Cities Global

Material Culture Perspectives

Billboards, Automobiles, and the American Landscape

Neighborhood of Fear

Hollywood Cinema and the Real Los Angeles

The Routledge Companion to Automobile Heritage, Culture, and Preservation

Urban Energy Efficiency and the Economic Fate of Cities

Top scholars offer historical, legal, political, and socio-economic insights into the causes, effects, and solutions to urban sprawl in this even-handed account of the spreading suburbanization of America.

For most people in the United States, going almost anywhere begins with reaching for the car keys. This is true, Christopher Wells argues, because the United States is Car Country—a nation dominated by landscapes that are difficult, inconvenient, and often unsafe to navigate by those who are not sitting behind the wheel of a car. The prevalence of car-dependent l a relatively new historical development. In Car Country, Wells rejects the idea that the nation's automotive status quo can be explained as a simple byproduct of an ardent love affair with the automobile. Instead, he takes readers on a tour of the evolving American landscape, charting the ways that transportation policies and land-use practices have combined to reeas movement of automobiles. Wells untangles the complicated relationships between automobiles and the environment, allowing readers to see the everyday world in a completely new way. The result is a history that is essential for understanding American transportation and land-use issues today. Watch the book trailer: http://www.youtube.com/watch?v=4BLT Atlanta's experience over the past 15 to 20 years is reflective of many cities, particularly those in the south and west. Thus, the story of how and why Atlanta has changed is informative for cities in general. What accounts for the positive turn-around of the city of Atlanta? What can other cities learn from Atlanta's experience? This collection examines changes in factors associated with the observed changes. Beginning with several essays that take a broad focus on the city's demographics and the city's economy, the contributions then focus on more specific aspects of urban development, such as the changing face of retailing; income and poverty; race and ethnicity; the arts; transportation; and housing and gentrification.

Together, the contributions paint a picture of how the city of Atlanta has changed, why it has changed, and its future prospects. The implications for other major metropolitan centers are broad, and the lessons learned are of relevance to anyone interested in the economic and social health of cities.

In the blink of an eye, vast economic forces have created new types of communities and reinvented old ones. In The New Geography, acclaimed forecaster Joel Kotkin decodes the changes, and provides the first clear road map for where Americans will live and work in the decades to come, and why. He examines the new role of cities in America and takes us into the

brilliant and indispensable guidebook to a fundamentally new landscape.

Consumer Engineering, 1920s-1970s

An Environmental History

Second Suburb

The Very Hungry City

Preserving the Recent Past as Landscape and Place

Public Space in a Postcivil Society

A History of Secondhand Styles and Alternative Economies

The shopping mall is both the most visible and the most contentious symbol of American prosperity. Despite their convenience, malls are routinely criticized for representing much that is wrong in America—sprawl, conspicuous consumption, the loss of regional character, and the decline of Mom and Pop stores. So ubiquitous are malls that most people would be surprised to learn that they are the brainchild of a single person, architect Victor Gruen. An immigrant from Austria who fled the Nazis in 1938, Gruen based his idea for the mall on an idealized America: the dream of concentrated shops that would benefit the businessperson as well as the consumer and that would foster a sense of shared community. Modernist Philip Johnson applauded Gruen for creating a true civic art and architecture that enriched Americans' daily lives, and for decades he received praise from luminaries such as Lewis Mumford, Winthrop Rockefeller, and Lady Bird Johnson. Yet, in the end, Gruen returned to Europe, thoroughly disillusioned with his American dream. In Mall Maker, the first biography of this visionary spirit, M. Jeffrey Hardwick relates Gruen's successes and failures—his work at the 1939 World's Fair, his makeover of New York's Fifth Avenue boutiques, his rejected plans for reworking entire communities, such as Fort Worth, Texas, and his crowning achievement, the enclosed shopping mall. Throughout Hardwick illuminates the dramatic shifts in American culture during the mid-twentieth century, notably the rise of suburbia and automobiles, the death of downtown, and the effect these changes had on American life. Gruen championed the redesign of suburbs and cities through giant shopping malls, earnestly believing that he was promoting an American ideal, the ability to build a community. Yet, as malls began covering the landscape and downtowns became more depressed, Gruen became painfully aware that his dream of overcoming social problems through architecture and commerce was slipping away. By the tumultuous year of 1968, it had disappeared. Victor Gruen made America depend upon its shopping malls. While they did not provide an invigorated sense of community as he had hoped, they are enduring monuments to the lure of consumer culture. Winner of the Lewis Mumford Prize for Best Book Published in American City & Regional Planning History 1995-1997. From the 1920s to the 1950s, Los Angeles did for the shopping center what New York and Chicago had done for the skyscraper. In a single generation, the American retail center shifted from the downtown core to the regional shopping center. This rise of the regional shopping center is one of the most significant changes to the American city in the twentieth century, and no other American city has done as much as Los Angeles to spur that change. Ten years in the making, City Center to Regional Mall is a sweeping yet detailed account of the development of the regional shopping center. Richard Longstreth takes an historical perspective, relating retail development to broader architectural, urban, and cultural issues. His story is far from linear; the topics he covers include the emergence of Hollywood as a downtown in miniature, experiments with the shopping center as an amenity of planned residential developments, the branch department store as a landmark of decentralization, the evolution of off-street parking facilities, and the obscure origins of the pedestrian mall as a spine for retail complexes. Longstreth takes seriously the task of looking at retail buildings—one of the most neglected yet common building types—and the economics of real estate in the American city. He shows that Los Angeles in the period covered was a harbinger of American metropolitan trends during the second half of this century. Over 250 illustrations, culled from a wide variety of sources, constitute one of the best collections of old LA photographs published anywhere.

Urban sprawl has gained much national attention in recent years. Sprawl involves not only land-use issues but also legal, political, and social concerns. It affects our schools, the environment, and race relations. Comprehensive enough for high school students and also appropriate for college undergraduates, Remaking American Communities delves into the challenges of urban sprawl by turning to some of America's top thinkers on the problem, including Robert Yaro, president of the Regional Plan Association. Other cutting-edge essays include a foreword about the emergence of sprawl by nationally syndicated columnist Neal Peirce, views about race and class by former mayor of Albuquerque David Rusk, and a discussion of transportation dynamics by Curtis Johnson, president of the CitiStates Group. ø The essays in this collection explore the core issues of sprawl and the agenda for dealing with it. Complete with a glossary, resources, and contact information for smart-growth alliances, this book is extremely user-friendly. David C. Soule offers an unbiased viewpoint of this national phenomenon in a way that will be accessible to students and those with little background in the issue.

The degree to which shopping, or, more broadly, consumerism, is both critiqued and defended in American society confirms the role that commercial goods play in our daily lives. This collection of essays provides case studies depicting selected aspects of this engaging activity. The authors include several historians with diverging specialties, an art historian, an anthropologist, an environmental journalist, a geographer and urban planner, and practicing artists. Each author demonstrates how a material culture perspective—a focus on the relationship between people and their things—can illuminate a specific corner of consumption. Connecting the essays are concerns about the spaces in which shopping occurs; about the experience of shopping itself, both individual and social; and about its economic, environmental, and personal downsides. Collectively, these essays demonstrate how a material culture perspective on shopping yields insights into multiple aspects of American culture.

Medicine Moves to the Mall

Shopping Centers: U.S.A.

Architecture, the Automobile, and Retailing in Los Angeles, 1920-1950

The Economy

The Transnational Turn in Urban History

Love and Hate in the Automotive Age

Mall Maker

In recent decades, hundreds of millions of people across the world have moved from rural areas to metropolitan regions, some of them crossing national borders on the way. While urbanization and globalization are proceeding with an intensity that seems unprecedented, these are only the most recent iterations of long-term transformations—cities have for centuries served as vital points of contact between different peoples, economies, and cultures. Making Cities Global explores the intertwined development of urbanization and globalization using a historical approach that demonstrates the many forms transnationalism has taken, each shaped by the circumstances of a particular time and place. It also emphasizes that globalization has not been persistent or automatic—many people have been as likely to resist or reject outside connections as to establish or embrace them. The essays in the collection revolve around three foundational themes. The first is an emphasis on connections among the United States, East and Southeast Asia, Latin America, and South Asia. Second, contributors ground their studies of globalization in the built environments and everyday interactions of the city, because even world-spanning practices must be understood as people experience them in their neighborhoods, workplaces, stores, and streets. Last is a fundamental concern with the role powerful empires and nation-states play in the emergence of globalizing and urbanizing processes. Making Cities Global argues that combining urban history with a transnational approach leads to a richer understanding of our increasingly interconnected world.

In order to achieve prosperity, peace, and sustainability in metropolitan areas in the present and into the future, we must understand their historical origins and development. Contributors: Erica Allen-Kim, Leandro Benmergui, Matt Garcia, Richard Harris, Carola Hein, Nikhil Rao, Carl Highet-Lovale, Amy C. Offner, Margaret O'Mara, Nikhil Rao, A. K. Sandoval-Strausz, Arjitjit Sen, Thomas J. Sugrue. The Routledge Companion to Automobile Heritage, Culture, and Preservation explores automotive heritage, its place in society, and the ways we might preserve and conserve it. Drawing on contributions from academics and practitioners around the world and comprising six sections, this volume carries the heritage discourse forward by exploring the complex and sometimes intricate place of automobiles within society. Taken as a whole, this book helps to shape how we think about automobile heritage and considers how that heritage explores a range of cultural, intellectual, emotional, and material elements well outside of the automobile body itself. Most importantly, perhaps, it questions how we might better acknowledge the importance of automotive heritage now and in the future. The Routledge Companion to Automobile Heritage, Culture, and Preservation is unique in that it juxtaposes theory with practice, academic approaches with practical experience, and recognizes that issues of preservation and conservation belong in a broad context. As such, this volume should be essential reading for both academics and practitioners with an interest in automobiles, cultural heritage, and preservation.

"From the Model T to the SUV, Autophobia reveals that our vexed relationship with the automobile is nothing new - in fact, debates over whether cars are forces of good or evil in our world have raged for over a century now, ever since the automobile was invented."--Jacket. Loved and hated, visited and avoided, seemingly everywhere yet endlessly the same, malls occupy a special place in American life. What, then, is this invention that evokes such strong and contradictory emotions in Americans? In many ways malls represent the apotheosis of American consumerism, and this synthetic and wide-ranging investigation is an eye-popping tour of American culture's values and beliefs. Like your favorite mall, One Nation under Goods is a browser's paradise, and in order to understand America's culture of consumption you need to make a trip to the mall with Farrell. This lively, fast-paced history of the hidden secrets of the shopping mall explains how retail designers make shopping and goods "irresistible." Architects, chain stores, and mall owners relax and beguile us into shopping through water fountains, ficus trees, mirrors, and covert security cameras. From food courts and fountains to Santa and security, Farrell explains how malls control their patrons and convince us that shopping is always an enjoyable activity. And most importantly, One Nation Under Goods shows why the mall's ultimate promise of happiness through consumption is largely an illusion. It's all here—for one low price, of course.

How the Digital Revolution Is Reshaping the American Landscape

The New Geography

Shopping Centers

The Dynamics of Atlanta

The Grove Encyclopedia of American Art

Managing the Marketplace

Reinventing Shopping Centres in Post-War Australia

Second Suburb uncovers the unique story of Levittown, Pennsylvania, and its significance to American social, architectural, environmental, and political history.

The use of cars and trucks over the past century has remade American geography—pushing big cities ever outward toward suburbanization, spurring the growth of some small towns while hastening the decline of others, and spawning a new kind of commercial landscape marked by gas stations, drive-in restaurants, motels, tourist attractions, and countless other retail entities that express our national love affair with the open road. By its very nature, this landscape is ever changing, indeed ephemeral. What is new quickly becomes old and is soon forgotten. In this absorbing book, John Jakle and Keith Sculle ponder how “Roadside America” might be remembered, especially since so little physical evidence of its earliest years survives. In straightforward and lively prose, supplemented by copious illustrations—historic and modern photographs, advertising postcards, cartoons, roadmaps—they survey the ways in which automobilability has transformed life in the United States. Asking how we might best commemorate and preserve this part of our past—which has been so vital economically and politically, so significant to the cultural aspirations of ordinary Americans, yet so often ignored by scholars who dismiss it as kitsch—they propose the development of an actual outdoor museum that would treat seriously the themes of our roadside history. Certainly, museums have been created for frontier pioneering, the rise of commercial agriculture, and the coming of water- and steam-powered industrialization and transportation, especially the railroad. Is now not the time, the authors ask, for a museum forcefully exploring the automobile’s emergence and the changes it has brought to place and landscape? Such a museum need not deny the nostalgic appeal of roadides past, but if done properly, it could also tell us much about what the authors describe as “the most important kind of place yet devised in the American experience.” John A. Jakle is Emeritus Professor of Geography at the University of Illinois, Urbana-Champaign. Keith A. Sculle is the former head of research and education at the Illinois Historic Preservation Agency. They have coauthored such books as America’s Main Street Hotels: Transiency and Community in the Early Automobile Age; Motoring: The Highway Experience in America; Fast Food: Roadside Restaurants in the Automobile Age; and The Gas Station in America.

"Shows how the developers of Highland Park in Dallas and River Oaks in Houston were trying to create better living conditions in a countryside atmosphere away from the uncontrolled development that had blighted late 19th-century and early 20th-century urban neighborhoods in Texas. Also explores why planned suburban and community growth failed at the city-wide level and remained confined to elite suburbs. Also looks at subdivisions in Fort Worth, San Antonio, Amarillo, Wichita Falls, Beaumont, Galveston, and Port Arthur to provide information on how city planners worked with landscape architects to incorporate infrastructure improvements, coordinate landscape planning, and employ such legal devices as restrictive covenants to shape elite space coherently. The work of Texas' foremost suburban house architects, such as C.D. Hill, William Ward Watkin, and John F. Staub, is also analyzed."

In the middle of the twentieth century, a new class of marketing expert emerged beyond the familiar ad men of Madison Avenue. Working as commercial designers, consumer psychologists, sales managers, and market researchers, these professionals were self-defined "consumer engineers," and their rise heralded a new era of marketing. To what extent did these efforts to engineer consumers shape consumption practices? And to what extent was the phenomenon itself a product of broader social and cultural forces? This collection considers consumer engineering in the context of the longer history of transatlantic marketing. Contributors offer case studies on the roles of individual consumer engineers on both sides of the Atlantic, the impact of such marketing practices on European economies during World War II and after, and the conflicted relationship between consumer activists and the ideas of consumer engineering. By connecting consumer engineering to a web of social processes in the twentieth century, this volume contributes to a reassessment of consumer history more broadly.

Remaking American Communities

Constructing Image, Identity, and Place

Buyways

A Comprehensive Reference Guide

Autophobia

Cultural Landscape Studies After J. B. Jackson

Dreams and Visions of the Modern Metropolis in Jazz Age Los Angeles

Links changes in the sites at which medical services are offered to changes in medical practice. In medical economics, and in patterns of American commerce and urbanism. [back cover].

Where is American art in the new millennium? At the heart of all cultural developments is diversity. Access through recent technology engenders interaction with artists from around the world. The visual arts in the United States are bold and pulsating with new ideas.

In this surprising new look at how clothing, style, and commerce came together to change American culture, Jennifer Le Zotte examines how secondhand goods sold at thrift stores, flea markets, and garage sales came to be both profitable and culturally influential. Initially, selling used goods in the United States was seen as a questionable enterprise focused largely on the poor. But as the twentieth century progressed, multimillion-dollar businesses like Goodwill Industries developed, catering not only to the needy but increasingly to well-off customers looking to make a statement. Le Zotte traces the origins and meanings of "secondhand style" and explores how buying pre-owned goods went from a signifier of poverty to a declaration of rebellion. Considering buyers and sellers from across the political and economic spectrum, Le Zotte shows how conservative and progressive social activists—from religious and business leaders to anti-Vietnam protesters and drag queens—shrewdly used the exchange of secondhand goods for economic and political ends. At the same time, artists and

performers, from Marcel Duchamp and Fanny Brice to Janis Joplin and Kurt Cobain, all helped make secondhand style a visual marker for youth in revolt.

Car Country

Lots of Parking

Victor Gruen, Architect of an American Dream

U.S.A.

Land Use in a Car Culture

A Reference Guide to Urban Sprawl