

standards. He also shows how the immigrants succumbed to the lure of American individualism.

The Germans brought with them strong family and community ties and built strong churches here (especially the Missouri Synod and Wisconsin Synod Lutherans). Yet they were practical people who took advantage of their financial opportunities and thereby became more individualistic and less beholden to their ministers, elders, and community notables. The Yankees took the lead in aggressive modernization, trying, as promoters of temperance, antislavery, education, and corporations, to convert everyone to their social, economic, political, and ethical viewpoint. But the Yankees were too frenzied, too obtrusive, too immoderate for the Germans, and conflict repeatedly erupted in politics, especially regarding the prohibition issue. Simply put, the Yankees (in alliance with the Scandinavians) attempted to dry up the Midwest and put German beer out of business.

Gjerde's text moves gracefully among many different types of evidence and styles of writing. The book is full of tables, but also of revealing pithy quotes from newspapers (especially Dubuque's foreign language press), and from diaries, letters, and memoirs as well. Political historians will appreciate the author's fine coverage of the ethnocultural theme in politics, especially the raging debates over liquor, schooling, and women's rights. The outcome is not told—Gjerde touches too lightly on the decisive years of World War I. He or another equally talented historian needs to bring the story up to date to show how the descendants of Germans and Swedes, Yankees and southerners, have become indistinguishable individualists today, each learning from and teaching the others, each forgetting their cultural heritage.

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Main Street Revisited: Time, Space, and Image Building in Small-Town America. By Richard V. Francaviglia. (Iowa City: University of Iowa Press, 1996. Pp. xxiv, 224. Illustrations, notes, bibliography, index. Clothbound, \$39.95; paperbound, \$17.95.)

In each of our respective pasts, there exists some form of Main Street—a place that evokes recollections of the corner drugstore, memories of simpler times, or images of a vibrant and bustling community. Whether it exists in the quaint countryside of New England, the farming communities of the American heartland, towns of the Southwest, or simply as a part of our collective memory, Main Street has been visible in our history, culture, and built environment since the beginning of American settlement. Fascinated by its central role in our lives, Richard V. Francaviglia has spent decades gathering images from small towns across the American landscape and studying the evolution of this corridor as both physical space and cultur-

al phenomenon. This highly readable and intriguing volume brings together his observations about how time, space, and popular images merged to create a place that has become the symbol of small-town America and, in many ways, America as a whole.

Relying upon historic and contemporary photographs, town plans, maps, and fieldwork, Francaviglia explores the diverse regional patterns of America's small towns in order to understand the emergence and meaning of communities. Since his primary interest as a historical geographer is in the way people utilized both time and space to create place, the author "reads" his towns and their histories through their material culture—the buildings, physical designs, and public spaces. He argues, for example, that the transition in architectural styles along Main Street—from residential to assorted commercial forms and the incorporation of catalog storefronts, plate glass, and stylized architecture—gave each streetscape a distinct personality and revealed how the town perceived itself and wished others to see it at different points in time. Likewise, the author's analysis of street plans, shapes of property parcels, and the presence of public spaces (parks, courthouse squares) uncovers distinct regional characteristics that reveal how people viewed and used their townscapes.

While most of the book deals with concrete issues of town development, the last chapter focuses on the popular image of Main Street. Here, Francaviglia explores how Main Street became a part of our collective consciousness and how it ultimately came to represent a sense of traditional American values and community. In doing so, he describes how Walt Disney incorporated a fictive Main Street as the core of his theme parks (a practice replicated by other amusement centers) in order to evoke memories (and myths) of past times and values. The author argues convincingly that Main Street, especially as reinterpreted by Disney, has been a major influence in the development of modern-day downtown commercial centers and suburban shopping malls.

His major contribution to the examination of small towns is a list of sixteen axioms or generalizations. These accurately describe how Main Streets have grown since colonial times and are certainly useful for any local history practitioner or observer. Of special interest to Hoosier readers is the credit given to the Historic Landmarks Foundation of Indiana for a composite graphic illustrating the evolution of architectural styles in America's towns, an item to which the author refers regularly to support his themes.

Francaviglia uses Main Street as a medium by which to study the past, present, and future of small-town America. In so doing, he takes his readers on an enjoyable and illuminating walk down Main Street USA. From this excursion readers will assuredly become more cognizant of their surrounding environs, more inquiring about how their communities developed, and, one hopes, more interested in the

meaning of small towns amidst the urban and suburban growth of contemporary America.

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The Motel in America. By John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers. (Baltimore: Johns Hopkins University Press, 1996. Pp. xiv, 387. Illustrations, tables, figures, maps, notes, select bibliography, index. \$32.95.)

The motel is a quintessentially American institution and one that is central to the American cultural experience. Yet its history, like the history of roads and of motor transport, has been slighted. This neglect stems in part from problems in locating sources about a mode of mobility that is primarily individualistic and a service infrastructure that has not retained a coherent body of archival records. It also results from the magnitude and diversity of the subject of land transportation. Where do academics begin when assessing motor mobility generally and roadside lodgings in particular? A study of motels, defined as roadside accommodations, involves not only the sweep of twentieth-century history but also landscape geography, architecture, planning, business management, changing patterns of consumerism, and cultural interactions. It is thus fitting that this interdisciplinary topic should be discussed by two geographers and a historian. Readers may have to use the index to gain the specific information that they require, but they will be effectively informed and greatly entertained.

The authors explore the place of the motel in American society, examining its origins, evolution, and geographical distribution and its changing social and cultural contexts. The book proceeds chronologically, although this chronology is interspersed with thematic chapters examining motel architecture, motels in Albuquerque, and two chains, the early Alamo Plaza Hotel Courts and Holiday Inns. Motels began with rental cabins and cabin courts in the first three decades of the century. By the 1930s they had become easier to recognize and document. Roadside accommodations increased rapidly in the 1930s and then again in the two decades after World War II. They peaked at 61,000 units in 1961, after which they declined in number but not in rooms available for hire. By 1994 there were 3.1 million rooms available in hotels and motels.

Motels also changed markedly in style. Even in the early 1960s most were independent operations. The individualistic “mom and pop” enterprises were, however, fading in the face of referral chains of cooperating motels, motel trade associations, and ownership chains.