



Streamlined Decade Design In The 1930s

William H. Young, Nancy K. Young



Streamlined Decade Design In The 1930s:

American Design in the Twentieth Century Gregory Votolato, 1998 Author Greg Votolato presents the intricate story of how design evolved as a profession and a leisure activity Votolato demonstrates that design in affluent American culture is as much about personalization of the material world as it is about the performance and appearance of manufactured goods 114 illustrations

The Great Depression in America William H. Young, Nancy K. Young, 2007-03-30 Everything from Amos n Andy to zeppelins is included in this expansive two volume encyclopedia of popular culture during the Great Depression era Two hundred entries explore the entertainments amusements and people of the United States during the difficult years of the 1930s In spite of or perhaps because of such dire financial conditions the worlds of art fashion film literature radio music sports and theater pushed forward Conditions of the times were often mirrored in the popular culture with songs such as Brother Can You Spare a Dime breadlines and soup kitchens homelessness and prohibition and repeal Icons of the era such as Fred Astaire and Ginger Rogers Louis Armstrong Bing Crosby F Scott Fitzgerald George and Ira Gershwin Jean Harlow Billie Holiday the Marx Brothers Roy Rogers Frank Sinatra and Shirley Temple entertained many Dracula Gone With the Wind It Happened One Night and Superman distracted others from their daily worries Fads and games chain letters jigsaw puzzles marathon dancing miniature golf Monopoly amused some while musicians often sang the blues Nancy and William Young have written a work ideal for college and high school students as well as general readers looking for an overview of the popular culture of the 1930s Art deco big bands Bonnie and Clyde the Chicago s World Fair Walt Disney Duke Ellington five and dimes the Grand Ole Opry the jitter bug Lindbergh kidnapping Little Orphan Annie the Olympics operettas quiz shows Seabiscuit vaudeville westerns and Your Hit Parade are just a sampling of the vast range of entries in this work Reference features include an introductory essay providing an historical and cultural overview of the period bibliography and index

Eugenic Design Christina Cogdell, 2004 In 1939 Vogue magazine invited commercial designer Raymond Loewy and eight of his contemporaries including Walter Dorwin Teague Egmont Arens and Henry Dreyfuss to design a dress for the Woman of the Future as part of its special issue promoting the New York World s Fair and its theme The World of Tomorrow While focusing primarily on her clothing and accessories many commented as well on the future woman s physique predicting that her body and mind would be perfected through the implementation of eugenics Industrial designers fascination with eugenics especially that of Norman Bel Geddes began during the previous decade and its principles permeated their theories of the modern design style known as streamlining In *Eugenic Design* Christina Cogdell charts new territory in the history of industrial design popular science and American culture in the 1930s by uncovering the links between streamline design and eugenics the pseudoscientific belief that the best human traits could and should be cultivated through selective breeding Streamline designers approached products the same way eugenicists approached bodies Both considered themselves to be reformers advancing evolutionary progress through increased efficiency hygiene and the

creation of a utopian ideal type Cogdell reconsiders the popular streamline style in U S industrial design and proposes that in theory rhetoric and context the style served as a material embodiment of eugenic ideology With careful analysis and abundant illustrations Eugenic Design is an ambitious reinterpretation of one of America s most significant and popular design forms ultimately grappling with the question of how ideology influences design *The Advertising Age Encyclopedia of Advertising* John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world s leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert **From the American**

System to Mass Production, 1800-1932: The Development of Manufacturing Technology in the United States David Hounshell, 2023-11-25 In *From the American System to Mass Production* David A Hounshell has provided a detailed thoughtful and comprehensive examination of American industrial technology from the early 1800s through the 1930s Lavishly illustrated with 19th century prints and more recent photographs of factory interiors and industrial products this important work traces the direct and indirect routes down the road toward modern American industrial civilization For business and labor historians and for historians of American technology and industrialization Hounshell s book will fill many gaps in the history of the technical contours of modern industrial America the book begins with an examination of the origins of the American system of manufactures in government and private arms production and then moves to the sewing machine woodworking agricultural equipment bicycle and automobile industries It touches on the important inventors and innovators and describes their fundamental contributions in these American industries Most of the principal figures and institutions are covered Simeon North Eli Whitney Thomas Blanchard John H Hall and Samuel Colt in armories Eli Terry and Seth Thomas in the clockmaking industry the Wheeler and Wilson Willcox and Gibbs and Singer sewing machine firms the Singer woodworking plant the McCormick Reaper works the Columbia Pope and Western Wheel Works bicycle companies and the Ford and General Motors automotive corporations Hounshell s work is a major contribution to the social history of technical innovators and their innovations All in all *From the American System to Mass Production* is an impressive work In his documentation of the history of American industrial technology Hounshell has demonstrated the slow evolution and the near failure of large scale capital intensive and work degrading industrial systems Whereas other historians of technology have tended to tread too lightly on the social dimensions of technical change Hounshell has provided an excellent social analysis of the networks of innovators and their role in the diffusion of armory practices and other industrial advances from industry to industry Technology and Culture Mr Hounshell is an enthusiastic lively writer yet very careful scholar He is cautious in his

conclusions and candid about what is debatable He offers several sides of every issue he does not judge particular technologies as good or bad What stands out in this history is how slowly what appears to be a sensible productive and efficient system of manufacturing was adopted chiefly because it required a change in the mind set of managers changes in skills and work habits of workers and disciplined procedures and practices throughout the plants New York Times Book Review David Hounshell s history of the evolution of American production methods has few rivals in execution of the theme it has none Hounshell carefully documents the development transfer and modification of the technology of the manufacture of interchangeable parts from firm to firm and industry to industry A series of excellent technical photographs and Hounshell s own field trials support his argument Science A meticulous study of mass production s roots and early flowering An able researcher Hounshell follows the trail of early manufacturing ideas and shows how they were gradually perfected and diffused throughout different industries before converging in Ford s miracle at Highland Park Wall Street Journal An important study which offers a convincing reinterpretation of the development of mass production in the United States Hounshell has combined substantial new archival research with a synthesis of the mass of new work completed by others in the past three decades Journal of Economic History

Architecture in Texas Jay C. Henry, 1993 Written in an accessible style Henry s work places Texas architecture in the wider context of American architectural history by tracing the development of building in the state from late Victorian styles and the rise of neoclassicism to the advent of the International Style His work provides a welter of new facts both about the era s buildings and the architects who designed them and he has catalogued and described most of the important landmarks of the period Southwestern Historical Quarterly a significant contribution to the study of Texas architecture Drury Blakeley Alexander author of Texas Homes of the Nineteenth Century Texas architecture of the twentieth century encompasses a wide range of building styles from an internationally inspired modernism to the Spanish Colonial Revival that recalls Texas earliest European heritage This book is the first comprehensive survey of Texas architecture of the first half of the twentieth century More than just a catalog of buildings and styles the book is a social history of Texas architecture Jay C Henry discusses and illustrates buildings from around the state drawing a majority of his examples from the ten to twelve largest cities and from the work of major architects and firms including C H Page and Brother Trost and Trost Lang and Witchell Sanguinet and Staats Atlee B and Robert M Ayres David Williams and O Neil Ford The majority of buildings he considers are public ones but a separate chapter traces the evolution of private housing from late Victorian styles through the regional and international modernism of the 1930s Nearly 400 black and white photographs complement the text Written to be accessible to general readers interested in architecture as well as to architectural professionals this work shows how Texas both participated in and differed from prevailing American architectural traditions

The Development of Marketing Management Kazuo Usui, 2024-11-01 There has been much discussion about the origin of marketing and marketing thought and whether it was truly American in origin Nevertheless it

is true that US marketing management thought was very influential throughout the world in the latter half of the twentieth century becoming dominant after the Second World War In order to recognize why and how this kind of thought developed in the USA it is necessary to explore the historical contexts in which the marketing management thought was produced and developed at this time as well as the contents of the thought This work argues that while doubts about the US origin of marketing are acceptable marketing management thought which especially appeals to mass producers such as the USA developed according to their particular needs This book looks at the relationship between theories of marketing and the historical context in which they were developed rescuing them from later generalizations that failed to take into account contemporary social and economic factors

Design in the USA Jeffrey L. Meikle, 2005-07-28 From the Cadillac to the Apple Mac the skyscraper to the Tiffany lampshade the world in which we live has been profoundly influenced for over a century by the work of American designers Beautifully illustrated *Design in the USA* explores the underlying history of American design over the past two centuries

Norman Bel Geddes Nicolas P. Maffei, 2018-02-22 Norman Bel Geddes has long been considered the founder of American industrial design During his long career he worked on everything from theatre design world fairs and cars to houses and product and packaging design Nicolas P Maffei s magisterial biography draws on original material from the archive at the Harry Ransom Center University of Texas at Austin and places Bel Geddes work within the fast changing cultural and intellectual contexts of his time Maffei shows how Bel Geddes futuristic but pragmatic style his notion of practical vision was central to his work and highly influential on the professional practice of American industrial design in general

From the American System to Mass Production, 1800-1932 David Hounshell, 1984 David A Hounshell s widely acclaimed history explores the American genius for mass production and traces its origins in the nineteenth century American system of manufacture Previous writers on the American system have argued that the technical problems of mass production had been solved by armsmakers before the Civil War Drawing upon the extensive business and manufacturing records of leading American firms Hounshell demonstrates that the diffusion of arms production technology was neither as fast nor as smooth as had been assumed Exploring the manufacture of sewing machines and furniture bicycles and reapers he shows that both the expression mass production and the technology that lay behind it were developments of the twentieth century attributable in large part to the Ford Motor Company Hounshell examines the importance of individuals in the diffusion and development of production technology and the central place of marketing strategy in the success of selected American manufacturers Whereas Ford was the seedbed of the assembly line revolution it was General Motors that initiated a new era with its introduction of the annual model change With the new marketing strategy the technology of the changeover became of paramount importance Hounshell chronicles how painfully Ford learned this lesson and recounts how the successful mass production of automobiles led to the establishment of an ethos of mass production to an era in which proponents of Fordism argued that mass production would solve all of America s social

problems

Whispering the Strategies of Language: An Psychological Journey through **Streamlined Decade Design In The 1930s**

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