

resented by *Humanae Vitae*—and its effect on Dingman—is evident throughout the book.

Crisler and Mosle have written an anecdotal, sometimes hagiographic book. They rightly claim that the high point of the Dingman years was Pope John Paul II's visit to Des Moines in 1979. They hint at opposition to Dingman's policies and consultative style, but they do not discuss it.

Readers who want a general introduction to Dingman and the issues that faced Iowa Catholics (and Iowans in general) during these years can benefit from this book. But general readers and scholars who want a more analytical look at Dingman's leadership will have to wait for another book.

*The Gas Station in America*, by John A. Jakle and Keith A. Sculle. Baltimore: The Johns Hopkins University Press, 1994. xi, 272 pp. Illustrations, maps, tables, notes, bibliography, index. \$32.95 cloth.

REVIEWED BY LEO E. LANDIS, HENRY FORD MUSEUM & GREENFIELD VILLAGE

In *The Gas Station in America*, John Jakle, a geographer, and Keith Sculle, a historian, provide a definitive history of the American gas station. This product of the twentieth century is placed in a cultural and economic framework. The authors blend business and cultural history with cultural geography and provide a broad analysis that engages the reader.

In their introduction the authors describe childhood memories of gas stations and explain how their interest in the topic matured. This device provides the rationale for the study, and introduces the cultural significance of the gas station. The study reflects the environmental history concept of "second nature," as the innovative built environment becomes so commonplace that its importance is undervalued. In the case of the gas station, the architecture and its cultural significance are marginalized. The chapter is sometimes wearing, but it provides relevant background regarding the authors' academic disciplines and professions. The authors offer a concise survey of the development of cultural geography as an academic discipline, and relate the difficulty of pursuing independent research as an employee within a state historical agency bureaucracy.

The authors employ a model termed "place-product-packaging" to analyze the American gas station. "Place" is the distinctive architecture employed by oil companies. "Product" refers to the brand names and logos associated with the "place." Oil companies branded

their products, as did other firms, to establish brand loyalty and cultivate repeat customers. Out of the systemization of marketing products, firms developed a "package" that provided an appearance of reliability and offered consumers a degree of comfort in the selection of their gas station. The authors posit that "place-product-packaging" later served the roadside hotel and fast food industry as marketing devices. Such standardization produces repeatable experiences.

The additional seven chapters explore such themes as "Marketing Strategies in the Petroleum Industry," "The Gas Station as Form," and "Gas Station as Design." The third chapter, titled "Corporate Territoriality," is a topical discussion providing corporate histories of the major oil companies in the United States. Readers with an interest in the origins, expansion, and consolidation of the petroleum industry will find brief histories along with the changing market for various companies. Overall, the text is geographically broad, considering gas stations across the nation. The chapter related to small entrepreneurs focuses on two gas stations, one in Wisconsin, the other in North Carolina. Another chapter examines gas stations in Champaign and Urbana, Illinois.

Any reader is justified to question the importance of an entire volume dedicated to the history of the gas station. The authors assert that the gas station is a defining artifact of twentieth-century American culture. That may be true, but it is a theme that is sometimes underdeveloped. In chapter six, which explores Pure Oil's introduction of the English "Cottage" gas station, the authors adequately treat Revivalism and Modernism in American culture, but ignore the political and social turmoil of the period. Why did Anglo-Americans prefer architecture perceived to be English? Jakle and Sculle mention the Red Scare in their conclusion, but do not adequately frame the Colonial Revival. Was it coincidental that the federal government restricted immigration at the same time Anglo-Americans looked toward their colonial roots?

The work is impressively complete. The text is organized topically and chronologically. Occasionally more precise chronology would be helpful. The narrative is an excellent catalyst for additional scholarship. Readers are provoked to consider additional themes. What racial or regional factors affected gas stations? Did minority groups require distinct services, such as the Pure Oil station owners in Florida who resisted the stations in the form of Tudor cottage because the style was incongruent with a Latino population? An Iowa scholar might examine gas stations in African-American neighborhoods, and the relationship of owners to their product suppliers.

Were the owners independent, or did they tend to develop relationships with national firms? Did African-Americans have an opportunity to own and operate gas stations? Did rural service stations embrace the "place-product-packaging" model as readily as urban stations, or did a greater degree of independence exist? Did oil companies develop strategies specific to rural areas? The potential for additional scholarship is great.

Jakle and Sculle convincingly explore the importance of the gas station in American culture. America has always been a nation on the move, and this work discusses the development of this important twentieth-century development. Readers can look at roadside architecture in a new way after reading this text, and consider the validity of the model, and the larger role of the gas station in America.

*The Motel in America*, by John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers. Baltimore: The John Hopkins University Press, 1996. xiv, 387 pp. Illustrations, tables, notes, bibliography, index. \$32.95 cloth.

REVIEWED BY RICHARD P. HORWITZ, UNIVERSITY OF IOWA

During the twentieth century, motels have become so ubiquitous in the United States that it is hard to imagine a destination without one. As these coauthors (two geographers and a historian) explain, the motel represents both a distinctive monument to modern taste—a mixture of restlessness and a yearning for bland comfort—and business as usual.

Until the 1910s and 1920s, when most travel funneled through depots and ports, drowsy businessmen and tourists relied on full-service, downtown hotels. But as those folk, now more often with family in tow, took to travel by car and as the highway system grew, entrepreneurs provided lodging better tailored to automobility. In the 1920s, mom and pop built and staffed minimalist renditions of home, such as those funky cabin courts that now attract South Asian immigrant investors and nostalgia marketeers. In the 1930s and 1940s early chains, such as the Alamo Plaza, built more respectable regional referral networks. Through trade associations, technical advances (plus "amenity creep"), massive capital resources, and tax advantages, the postwar future belonged to titans such as Holiday Inns. During the 1970s and 1980s the various franchisers further professionalized, feverishly grooming themselves and their subsidiaries for particular market shares and punching out roadside structures to

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