Contents

	ACKNOWLEDGMENTS
3	INTRODUCTION
12	CHAPTER 1. THE MAKING OF MAIN STREET Transformation and Invention on the Commercial Frontier, 1700s-1899
48	CHAPTER 2. THE GREAT BLIGHT WAY Electricity and Reform from Main Street to City Center, 1900-1917
80	CHAPTER 3. VISIONS AND VELOCITY The Expansive Age of the Automobile, 1918–1928
116	CHAPTER 4. SIGN AS STOREFRONT America Discovers Modernism, 1929-1945
94	CHAPTER 5. LANDSCAPES OF MORE AND LESS Consequences of Commercial Freedom and Restraint, 1946-1964
50	CHAPTER 6. REDISCOVERING MAIN STREET Retrenchment, Repair, and Reinvention, 1965-2010
311	CONCLUSION
23	NOTES
65	ESSAY ON SOURCES
75	INDEX
	COLOR PLATES FOLLOW PAGE 212