The Garage: Automobility and Building Innovation in America’s Early Auto Age

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ISSN 0003-4827
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Recommended Citation
Available at: https://doi.org/10.17077/0003-4827.12160

Hosted by Iowa Research Online
at the Malone African Methodist Episcopal Church. Chapter three reviews the early days of the Omaha paper, especially noting Brown’s ability to develop strong ties with black and white city leaders. Forss then describes the role of gender and politics in the black newspaper industry, and especially the importance of self-help and etiquette columns for readers. Chapter five explores the Star’s involvement with Catholic leadership in combating racial discrimination and unfair employment practices. Next is a review of the ending of restrictive covenants and segregated public schools. In chapter seven Forss examines Brown’s role as mediator, not activist, in three race riots of the late 1960s. The last chapter covers her later years and her puzzling decision to leave her estate, and especially her successor as publisher, for the courts to decide. (In the end, the newspaper was claimed by a niece, who had had an adulterous relationship with Brown’s common-law husband.)

This book reflects extensive use of oral history but unfortunately not much effort to place the Star in context. Forss briefly touches the topic of black newspapers in general only at the beginning of chapter four. What exactly accounted for the longevity of this weekly? (The author could have made better use of Henry Lewis Suggs’s The Black Press in the Middle West, for starters.) Except for a reference to the Browns’ brief residence in Des Moines and Sioux City in the mid-1930s, this work is silent on the subject of Iowa history. Readers might wish to consult Allen W. Jones’s essay on the black press in Iowa in the Suggs anthology as well as D. G. Paz’s piece on Nebraska found there.

This is clearly a pietistic work, marred too often by lapses in diction and syntax. It does offer a distinctive look into the life of a remarkable woman.


Reviewer Mary Anne Beecher is professor and chair of the Department of Design at The Ohio State University. Her research and writing have focused on, among other areas, roadside architecture.

The research and writing team of John A. Jakle and Keith A. Sculle have produced no fewer than ten non-fiction narratives that trace the history of the landscape, built environment, and cultural experiences of Americans whose lives have been touched by the automobile, the roadside, the highway, and many of their byproducts. The authors’ latest offering
is a book that focuses on the purchase, housing, and maintenance of the automobile from the early twentieth century into the early 1960s.

*The Garage* is a well-documented and well-illustrated history that considers the subject of “the garage” in its various forms. First, they detail the evolution of the service station for the automobile from the blacksmith shop that served previous forms of transportation through the independent garage to the franchised enterprise. They examine the garage as an increasingly prominent building type on Main Street America from its impact on the development of urban commercial districts to the rise of the highways and byways that shaped modern American automotive transportation by the middle of the twentieth century. They also analyze the dealerships where cars could be purchased and maintained, focusing on the new modes of customer relations that emerged to meet the needs of customers and on the new modes of management and compensation that framed the labor relations required to sustain automotive repair and maintenance businesses. Finally, they establish the history of the storage of the car at home or in specialized consolidated structures. Fireproof storage garages emerged to accommodate the increasing number of automobiles found in inner cities, but the authors especially emphasize the presence of garages in middle-class suburban neighborhoods, from their humble and somewhat hidden beginning as a sort of shed behind the house to the demonstrative presence of the hyper-storage environments that began to dominate the suburban streetscape after World War II.

The authors’ analysis, using descriptive narrative and a rich collection of drawings and photographs of the three types of architectural environments, is thorough, systematic, and vivid in its representation of the archetypes. Anyone interested in the history of such buildings will find the book useful for its provision of cultural context as well as its presentation of a detailed explanation of the evolution of typical site conditions, building construction methods and materials, and the emergence of new spatial layouts that corresponded with the new functional demands brought on by increasingly complex automotive technologies. Readers specifically interested in Iowa history and its connections to this topic will be happy to find several references and narratives detailing automotive service businesses that operated in Iowa communities.

In general, however, this book best provides a national perspective on the development of the modern built environment that is dedicated to maintaining the automobile. By also including an analysis of the roles of labor practices and varying models of management, the influence of gender on the built environment and customer services, and the impact of major world events such as wars and the Great Depression, Jakle and
Sculle do much to solidify the architectural and historical significance of “the garage” as a basis for approaching its preservation and interpretation. By reminding us that modern technological advances such as the automobile exist both as commodities and also as personal objects that become embedded deeply into people’s lives, Jakle and Sculle make the case for considering the architectural and experiential requirements for the use, maintenance, and protection of the car as key factors in further establishing its place in American culture.


Reviewer Drake Hokanson is an independent scholar, author, photographer and editor, and professor emeritus at Winona State University. He is the author of *Reflecting a Prairie Town: A Year in Peterson* (1994) and *The Lincoln Highway: Main Street across America* (1988).

Americans have long had a warm spot for the midwestern small-town boy, fishing with a cane pole from the railroad bridge on a summer day, or, a generation later, hanging out at the soda fountain on Main Street, or of any generation gazing down the long road leading out of town, aching to make a mark on the larger world. The formative experiences of midwestern small-town boys in the nineteenth and twentieth centuries were different from those of girls, and distinct from those who grew up, say, in seacoast villages in New England or certainly big cities everywhere.

How did a midwestern small-town upbringing help shape the lives of young men who went on—and went away—to do great things? What are the forces in small towns of the region that helped create greatness in politicians, artists, scientists, entertainers, authors, sports figures, industrialists, and mega-merchants? John Miller’s *Small-Town Dreams* is a partial answer to those questions—partial not because of any failings of the book, but because of the enormity of the questions. The questions take on added significance in an increasingly placeless electronic world when so many small towns and villages across the region are down in their cups as the energy of the nation flows to brighter places elsewhere. The book is, as Miller writes, “an effort to comment on and reassert the importance of place in people’s lives, with a specific emphasis on the small-town experience” (4–5).

The core of the book brings readers biographies of 22 varied men, including the likes of Henry Ford (Michigan), Frederick Jackson Turner (Wisconsin), Sinclair Lewis (Minnesota), Ronald Reagan (Illinois), John