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# Buyways: Billboards, Automobiles, and the American Landscape (Cultural Spaces)

*Catherine Gudis*

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## BUYWAYS

**BILLBOARDS, AUTOMOBILES,  
AND THE AMERICAN LANDSCAPE**

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**Catherine Gudis : Buyways: Billboards, Automobiles, and the American Landscape (Cultural Spaces)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Buyways: Billboards, Automobiles, and the American Landscape (Cultural Spaces):

8 of 9 people found the following review helpful. An intriguing, original, seminal history of travel routes By Midwest Book Review Catherine Gudis' Buyways is a unique and intrinsically fascinating history of the advertising billboard industry in America. Of immense value for the academic study of American business history, Buyways is also highly recommended reading for travelers and non-specialist general readers interested in wayside advertising and highway history. From legal battles between environmentalists and business interests, to the involvement of artists and behavioral scientists in billboard presentation and design, Buyways provides an intriguing, original, seminal history of

travel routes and advertising format choices.

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"Editorial Abstract."-Reference and Research Books News, May 2004 "Gudis' prose is... aerodynamic... a cultural history of roadside advertising, its meanings and methods, and how it reshaped the American scene.."-L.A. Times, May 30 2004 ..."inclusive, thorough research and scholarship that makes this volume an indispensable resource for both enthusiasts and scholars of the American road.."-Carol Ahlgren, The Journal of American History, September 2005 About the Author Catherine Gudis is an assistant professor at the University of Oklahoma and received her Ph.D. in American Studies from Yale University. She has worked for several museums, including The Museum of Contemporary Art in Los Angeles, and is the editor of numerous art books, among them Helter Skelter: L.A. Art in the 1990s and A Forest of Signs: Art in the Crisis of Representation.