



# Service and Style: How the American Department Store Fashioned the Middle Class

*Jan Whitaker*

Download now

[Click here](#) if your download doesn't start automatically

# Service and Style: How the American Department Store Fashioned the Middle Class

Jan Whitaker

**Service and Style: How the American Department Store Fashioned the Middle Class** Jan Whitaker

Downtown department stores were once the heart and soul of America's pulsing Broadways and Main Streets. With names such as City of Paris, Penn Traffic, The Maze, Maison Blanche, or The Popular, they suggested spheres far beyond mundane shopping. Nicknames reflected the affection customers felt for their favorites, whether Woodie's, Wanny's, Stek's, O.T.'s, Herp's, or Bam's.

The history of downtown department stores is as fascinating as their names and as diverse as their merchandise. Their stories encompass many themes: the rise of decorative design, new career paths for women, the growth of consumerism, and the technological ingenuity of escalators and pneumatic tubes. Just as the big stores made up their own small universes, their stories are microcosmic narratives of American culture and society.

The big stores were much more than mere businesses. They were local institutions where shoppers could listen to concerts, see fashion shows and art exhibits, learn golf or bridge, pay electric bills, and plan vacations – all while their children played in the store's nursery under the eye of a uniformed nursemaid. From Boston to San Diego and Miami to Seattle, department stores symbolized a city's spirit, wealth, and progressiveness. Situated at busy intersections, they occupied the largest and finest downtown buildings, and their massive corner clocks became popular meeting places. Their locations became the epicenters of commerce, the high point from which downtown property taxes were calculated. Spanning the late 19th century well into the 20th, their peak development mirrors the growth of cities and of industrial America when both were robust and flourishing.

The time may be gone when children accompany their mothers downtown for a day of shopping and lunch in the tea room, when monogrammed trucks deliver purchases for free the very same day, and when the personality of a city or town can be read in its big stores. But they are far from forgotten and they still have power to influence how we shop today.

*Service and Style* recreates the days of downtown department stores in their prime, from the 1890s through the 1960s. Exploring in detail the wide range of merchandise they sold, particularly style goods such as clothing and home furnishings, it examines how they displayed, promoted, and sometimes produced goods. It reveals how the stores grew, why they declined, and how they responded to and shaped the society around them.

 [Download Service and Style: How the American Department Sto ...pdf](#)

 [Read Online Service and Style: How the American Department S ...pdf](#)

## **Download and Read Free Online Service and Style: How the American Department Store Fashioned the Middle Class Jan Whitaker**

---

### **From reader reviews:**

#### **John Mallery:**

What do you in relation to book? It is not important to you? Or just adding material when you want something to explain what yours problem? How about your extra time? Or are you busy person? If you don't have spare time to accomplish others business, it is give you a sense of feeling bored faster. And you have free time? What did you do? Everyone has many questions above. They need to answer that question simply because just their can do this. It said that about guide. Book is familiar on every person. Yes, it is right. Because start from on pre-school until university need this Service and Style: How the American Department Store Fashioned the Middle Class to read.

#### **Joseph Nixon:**

Here thing why this kind of Service and Style: How the American Department Store Fashioned the Middle Class are different and dependable to be yours. First of all reading a book is good but it depends in the content of the usb ports which is the content is as yummy as food or not. Service and Style: How the American Department Store Fashioned the Middle Class giving you information deeper since different ways, you can find any e-book out there but there is no book that similar with Service and Style: How the American Department Store Fashioned the Middle Class. It gives you thrill reading journey, its open up your own personal eyes about the thing that happened in the world which is possibly can be happened around you. You can bring everywhere like in recreation area, café, or even in your means home by train. In case you are having difficulties in bringing the published book maybe the form of Service and Style: How the American Department Store Fashioned the Middle Class in e-book can be your substitute.

#### **Shawn Hernandez:**

Are you kind of busy person, only have 10 as well as 15 minute in your moment to upgrading your mind expertise or thinking skill perhaps analytical thinking? Then you are receiving problem with the book as compared to can satisfy your limited time to read it because all this time you only find guide that need more time to be learn. Service and Style: How the American Department Store Fashioned the Middle Class can be your answer since it can be read by anyone who have those short spare time problems.

#### **Francisco Morgan:**

Reading a book for being new life style in this yr; every people loves to study a book. When you read a book you can get a wide range of benefit. When you read textbooks, you can improve your knowledge, mainly because book has a lot of information into it. The information that you will get depend on what forms of book that you have read. If you want to get information about your analysis, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, this kind of us novel, comics, and also soon. The Service and Style: How the American Department Store Fashioned the Middle Class offer you a new experience in looking at a book.

**Download and Read Online Service and Style: How the American  
Department Store Fashioned the Middle Class Jan Whitaker  
#7L0K12XJEAM**

## **Read Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker for online ebook**

Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker books to read online.

### **Online Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker ebook PDF download**

**Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker Doc**

**Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker Mobipocket**

**Service and Style: How the American Department Store Fashioned the Middle Class by Jan Whitaker EPub**