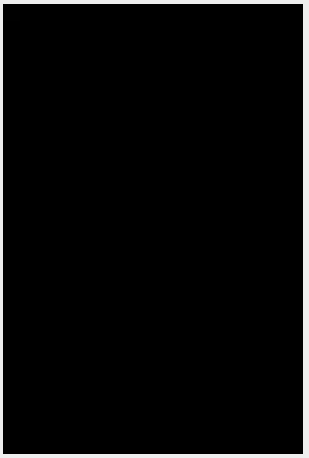
Gudis

Buyways

Billboards, Automobiles, and the American Landscape



The highway has become the buyway. Along the millions of miles the public travels, advertisers spend billions on images of cola, cars, vodka, fast food, and swimming pools that blur past us, catching our fleeting attention and turning the landscape into a corridor of commerce. A smart, succinct, and visually compelling history of the billboard in America, Buyways traces how the outdoor advertising industry changed the face of American commercialism. Taking us from itinerant bill-stickers of circus posters in the 19th century to the blinking, beeping, 3-D eyesores of today, Gudis argues that roadside advertising has turned the landscape itself into a commodity to be bought and sold as advertising space. Buyways vividly chronicles the battles between environmentalists and businessmen as well as the response of artists, from New Deal photographers who satirized the billboard-infested landscape to commercial artists who embraced the kitsch of it all. It also shows how advertisers tapped into the American mythology of the open road, promoting mobile consumption as the American Dream on four wheels. Entertaining and brilliantly illustrated, Buyways is a vibrant road map of the new geography of consumption. Also includes an eight page color insert.

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