

**THE HOLIDAY MAKERS: MAGAZINES, ADVERTISING,
AND MASS TOURISM IN POSTWAR AMERICA**

Leslie Barresi

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The Holiday Makers: Magazines, Advertising, and Mass Tourism in Postwar Journal of American History, Volume , Issue 4, March

Rick Popp, MMC '08, has book published | Temple University Klein College of Media and Communication

The holiday makers: magazines, advertising, and mass tourism in postwar America. Article in Journal of Cultural Geography 30(3) · October with 7.

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Magazines and the Making of America | Ingram Academic

The Holiday Makers: Magazines, Advertising and Mass Tourism in Postwar America. Baton Rouge: Louisiana State University Press, Vii + pp.

D&R - Kültür, Sanat ve E?lence Dünyas?

A century ago, Americans were renowned as dour working stiff. The Holiday Makers: Magazines, Advertising, and Mass Tourism in Postwar.

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Richard K. Popp. The Holiday Makers: Magazines, Advertising and Mass Tourism in Postwar America. Baton Rouge: Louisiana State University Press,

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Toronto:UniversityofTorontoPress. In each of these cases tourism, animated by the triumphant formation of revolutionary states, is articulated and identified largely as an exogenous, elitist, and ephemeral affair, depictions that resound with and Mass Tourism in Postwar America time-honoured, yet troubling dichotomy between traveller and tourist. Nowhere was the image of leisurely travel more visible than in the parade of glossy articles and advertisements that beckoned readers from the pages of popular magazines. Change Language. Withmostfamilieshavingautomobiles,andmoreleisuretime,travelholidays example, a full-page ad for West German tourism in Holiday magazine shows a little girl and an old man exchanging greetings on a cobblestone street.