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Titolo	Celluloid Pueblo : Western Ways Films and the Invention of the Postwar Southwest // Jennifer L. Jenkins
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface: Adventures in the archives; or, bringing film back to light -- Acknowledgments -- Establishing shots: Southwest borderlands as spectacle -- Sights and sounds: Fox Movietone visits Arizona in 1929 -- Missions and Mexico -- Framing race in the Arizona borderlands -- From silver screen to small screen -- Epilogue: fade to black -- Appendix: complete Herbert filmography.
Sommario/riassunto	Celluloid Pueblo tells the story of Western Ways Features and its role in the invention of the Southwest. Founded by Charles and Lucile Herbert in 1936, the Western Ways Features film service documented the landscape, regional development, and diverse cultures of Arizona, the Southwest, and northern Mexico for thirty years. Active during a period of profound growth and transformation, the Herberts created a dynamic visual record of the region; their archival films now serve as a time capsule of the Sunbelt in the mid-20th century. Chapters examine the Herberts' work on the first sound films in the Borderlands, Western Ways' subsequent rise to prominence in the promotion of the

Southwest, and the filmic representation of Native and Mexican lifeways, Anglo ranching and leisure, Mexican missions and tourism, and the Borderlands postwar prosperity and progressivism. The story of *Western Ways* closely follows the boom and bust arc of the midcentury Southwest and its constantly evolving representations of an exotic but safe and domesticated frontier.

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