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Nota di contenuto	Contents; Foreword; Preface and Acknowledgments; Introduction; Part One: Commercial Signs; 1 : Signs Downtown; 2 : Signs on Main Street; 3 : Roadside Signs; Part Two: Signing Public Places; 4 : Traffic Signs; 5 : Signs and Community; Part Three Signing Personal Space; 6 : Territorial Markers and Signs of Personal Identity; Part Four: Sign Aesthetics; 7 : Signs and Landscape Visualization; 8 : Sign Regulation; Epilogue; Notes; Bibliography; Index
Sommario/riassunto	Signs orient, inform, persuade, and regulate. They help give meaning to our natural and human-built environment, to landscape and place. In Signs in America's Auto Age, cultural geographer John Jakle and historian Keith Sculle explore the ways in which we take meaning from outdoor signs and assign meaning to our surroundings-the ways we "read" landscape. With an emphasis on how the use of signs changed as the nation's geography reorganized around the coming of the automobile, Jakle and Sculle consider the vast array of signs that have evolved since the beginning of the twentieth century.