

White Towers - [by] Paul Hirshorn and Steven Izenour.

MIT Press - White Towers



Description: -

- Authors -- Biography.

Recitations.

White Tower (Firm)White Towers - [by] Paul Hirshorn and Steven

Izenour.

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Notes: Includes index.

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Hirshorn, Paul & Steven Izenour WHITE TOWERS 1st Edition 1st Printing

PBThe reissue of a classic MIT Press title first published almost thirty years ago tracing the theme and variations in the architecture of the White Tower hamburger chain and recapturing a nearly forgotten piece of American history. Today's dominant fast-food franchises spend millions to persuade us that they do it all for us, that we can have it our way. Also, this photo shows several automobiles from the era the 1920's.

White Towers: Hirshorn, Paul, Izenour, Steven, Hirshorn, Paul: Amazon.sg: Books

In an affectionately written introductory essay, Hirshorn and Izenour describe the identifiable and idiosyncratic commercial architectural style of the 1930s and 1940s and document the development of the White Tower buildings and their stylistic variations. Accessories such as CD, codes, toys, may not be included. After the Author's Note comes a section of the book with 24 pages of text, where each page has between one and six thumbnail photos of White Tower restaurants.

White Towers by Hirshorn, Paul and Izenour, Steven

Today's dominant fast-food franchises spend millions to persuade us that they do it all for us, that we can have it our way. . White Tower, the pioneering hamburger chain founded in 1926, never felt the need for this kind of advertising; it depended on its instantly recognizable building to say it all.

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