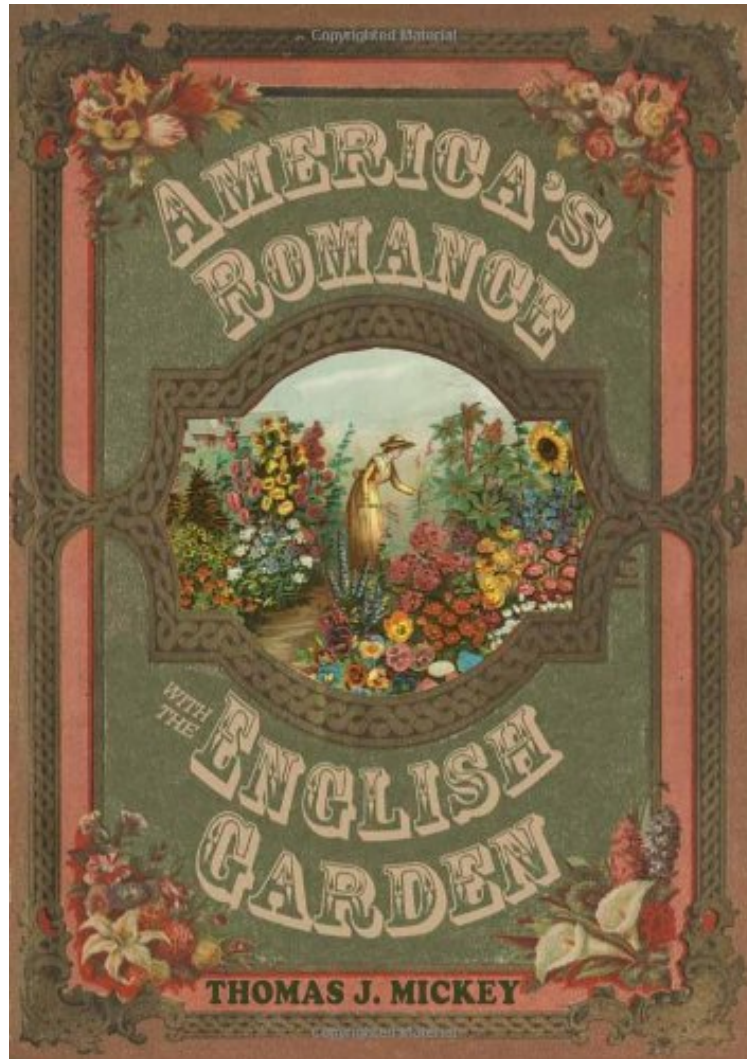


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America's Romance with the English Garden

Thomas J. Mickey

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Thomas J. Mickey : America's Romance with the English Garden before purchasing it in order to gage whether or not it would be worth my time, and all praised America's Romance with the English Garden:

1 of 1 people found the following review helpful. Mickey's work traces interesting aspects of horticulture in America. By Flournoy S. Rogers This work was a very interesting exploration for me of the development of the gardening catalogue industry from its earliest days well into the twentieth century. The success of this industry inspired imitation by the likes of Sears Roebuck, Montgomery Ward, L.L.Bean, the Nieman Marcus Christmas issue, Williams-Sonoma, and all the others that now crowd our mailboxes. I particularly enjoyed the sections that dealt with early horticulture and landscaping both in Great Britain and in Colonial America and the interaction between them. This part of the work dove-tailed with other readings which I have found to be fascinating: "The Natures of John and

William Bartram" by Thomas P. Slaughter, "Earthly Joys" and "Virgin Earth" both by Philippa Gregory, and "The Brother Gardeners" by Andrea Wulf. 0 of 0 people found the following review helpful. Nice garden book on a rare topic. By Carl / Elise Fila Love this book-----on a topic not usually covered in garden books. It covers the history of the seed and plant mail order catalog business, starting in Victorian times. It also has examples of plants and shrubs popular in days past, and the ways they were promoted via early advertising, such as the popular Crimson Rambler Rose. Nicely illustrated with color photos and pages from old seed catalogs. Covers heirloom annuals, perennials, shrubs, bulbs, etc, and examples of 19th and early 20th century landscaping designs for the homeowner. 2 of 2 people found the following review helpful. Slow going By Robert C. Dailey The book is full of information about seed salesmen of the 19th century and how they influenced gardeners in the US to emulate English gardens. this is a good read for gardeners, landscapers, and anyone else who has a love for and an interest in landscaping and gardening in North America.

The 1890s saw a revolution in advertising. Cheap paper, faster printing, rural mail delivery, railroad shipping, and chromolithography combined to pave the way for the first modern, mass-produced catalogs. The most prominent of these, reaching American households by the thousands, were seed and nursery catalogs with beautiful pictures of middle-class homes surrounded by sprawling lawns, exotic plants, and the latest garden accessories in other words, the quintessential English-style garden. America's Romance with the English Garden is the story of tastemakers and homemakers, of savvy businessmen and a growing American middle class eager to buy their products. It's also the story of the beginnings of the modern garden industry, which seduced the masses with its images and fixed the English garden in the mind of the American consumer. Seed and nursery catalogs delivered aspirational images to front doorsteps from California to Maine, and the English garden became the look of America.

Mickey has thoughtfully woven together an American landscape design history with a critical examination of how commercial interests and mass media shape our preferences, even in our humble backyards. Publishers Weekly