

CURRICULUM VITAE

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EDUCATION:

University of Wisconsin-Madison	Ph.D. 1977
	M.A. 1973
Harvard University	M.Div. 1972
Washington State University	B.A. 1968

POSITIONS HELD:

The Pennsylvania State University,
1983-Present (Distinguished Prof. 2002-)
University of Wisconsin-Milwaukee, 1980-82
University of Wisconsin-Parkside 1979-80
Lake Forest College (Illinois), 1978-79

SELECTED PUBLICATIONS

Books and Edited Works:

Consumed Nostalgia: Memory in the Age of Fast Capitalism (Columbia University Press, 2015)
Packaged Pleasures: How Technology and Marketing Revolutionized Desire with Robert Proctor
(University of Chicago Press, 2014)
Mento Boys: The Making of Modern Immaturity (Columbia University Press, 2008), (reviewed
in the Washington Post, New Yorker, Washington Monthly, Times Literary Supplement, Wall
Street Journal, Financial Times, etc.)
The Playful Crowd: Pleasure Places in the Twentieth Century (with John K. Walton), (Columbia
University Press, December 2005).

The Cute and the Cool: Wondrous Innocence and Modern American Children's Culture (Oxford University Press, 2004), reviewed in the Washington Post and elsewhere.

Encyclopedia of Leisure and Recreation in America (Scribner's, 2004), (Editor in chief of this 2 volume prize-winning reference).

An All Consuming Century: Why Commercialism Won in Modern America (Columbia University Press, 2000, "Editors' Pick 2000" in San Francisco Chronicle and reviewed in the New Republic, The Nation, Washington Times, Los Angeles Times.

Kids' Stuff: Toys and the Changing Worlds of American Childhood (Harvard University, 1997), reviewed 34 times, including the New York Times, The Nation, The Economist, Times Higher Education Supplement, Baltimore Sun, Los Angeles Times, Washington Times, Chicago Tribune, Wilson Quarterly, Publishers' Weekly, and Entertainment Weekly. Translated into Chinese, 2010.

Technology and American Society: A History (co-authored with Rick Szostak, Economics, University of Alberta), (Prentice-Hall, 1995), 334 pages. Second ed. 2005.

Time and Money: The Making of Consumer Culture (Routledge, 1993). (Translated into Italian as Tempo e denaro: La nascita della cultura del consumo (Il Mulino, 1998).

A Social History of Leisure (Venture Publ., 1990).

Worktowners at Blackpool: Mass-Observation and Popular Leisure in the 1930s (Routledge, 1990), 256 pages. (Critical edition)

A Quest for Time: The Reduction of Work in Britain and France, 1840-1940, (University of California Press, 1989).

Worktime and Industrialization: An International History (Temple University Press, 1988), edited anthology, with two chapters contributed.

Immigrant Workers in Industrial France: The Making of a New Laboring Class, 1900-1940 (Philadelphia: Temple University Press, 1983).

Forthcoming Publications and Works in Progress:

"Growing up with Cars" (under contract with the University of Chicago Press, Delivery, January 2016)

"Fast Capitalism and Fast People," work in progress.

"Knott's Berry Farm: The Improbable Amusement Park in the Shadow of Disneyland," The Amusement Park: History, Culture and the Heritage of Pleasure, Jason Wood ed. (Ashgate, 2015).

“Historical Roots of Consumption-Based Nostalgia for Childhood in the U.S.,” in Reinventing Childhood Nostalgia, Lies Wesseling, ed. (Ashgate, 2015)

Selected Articles and Book Chapters:

“Consumption Patterns as Generational Markers: American Examples/Comparative Possibilities in History by Generations: Generational Dynamics in Modern History, Christina Lubinski ed. (New York: Palgrave, 2013).

Origins of Modern Consumption: Advertising, New Goods, and a New Generation, 1890-1930, in Routledge Companion to Advertising and Promotional Culture, Matt McAllister and Emily West eds. (New York: Routledge, 2013).

“Play and Playthings,” Routledge History of Childhood in the Western World, Paula Fass, ed. (New York: Routledge, 2013).

“Saratoga Springs: From Genteel Spa to Disneyfied Family Resort,” Journal of the History of Tourism, (Summer 2012), 75-84.

“Playing at War: Modern Historical Trends and Debates,” in Children and Armed Conflict, Dan Cook, ed. (Palgrave, 2011), 39-54

“Research on the History of Consumption in the United States,” in Decoding Modern Consumer Societies, Hartmut Berghoff and Uwe Spiekermann, eds. (New York: Palgrave, 2012), 37-50.

“Children and the Market: An American Historical Perspective.” In Understanding Children as Consumers, David Marshall ed. (London: Sage, 2010), 81-95.

“Children, Consumption, and Contradictory Adult Desires in American Advertising in the Early 20th Century,” Childhood and Consumer Culture, David Buckingham and Vebjorg Tingstad, eds. (London: Palgrave, 2010), 17-30.

“Play in America from Pilgrims and Patriots to Kid Jocks and Joystick Jockeys: Or How Play Mirrors Social Change,” American Journal of Play, Summer 2008, 1-23.

“Crowds and Leisure: Thinking Comparatively across the 20th Century,” Journal of Social History (Spring 2006), 631-650.

“Leisure and Recreation,” in A Day in the Life: Studying Daily Life through History, Peter Stearns, ed. (Westport, CT: Greenwood Press, 2005), 193-216.

“The Cute Child and Modern American Parenting,” in American Behavioral History, an Introduction, Peter Stearns, ed. (New York: New York University Press, 2005), 19-41

“A Right to Be Lazy? Busyness in Retrospective.” Social Research 72, 2 (Summer 2005): 263-288.

- “Japan, the U.S. and the Globalization of Children’s Consumer Culture,” Journal of Social History (with Greg Smits), 38, 4 (June 2005): 273-91.
- “Wondrous Innocence: Print Advertising and the Origins of Permissive Child Rearing in the U.S.,” Journal of Consumer Culture, 4, 2 (2004): 183-201.
- “Just for Kids: How Holidays Became Child Centered,” in We Are What We Celebrate: Understanding Holidays and Rituals, Amitai Etzioni, ed. (New York: New York University Press, 2004), 61-73.
- “Valves of Desire: An Historian’s Perspective on Children, Parents and Marketing,” Journal of Consumer Research, 29 (Dec. 2002): 441-449.
- “Corralling Consumer Culture: Shifting Rationales for State Intervention in Free Markets,” Politics of Consumption: Material Culture and Citizenship in Europe and America, Martin Daunton and Mathew Hilton, ed. (London: Berg, 2001), 283-300.
- “Gendered Futures/Gendered Fantasies: Toys as Representations of Changing Childhood,” American Journal of Semiotics, 12 (Summer 1998), pp. 289-310.
- “Toys and Time: Playthings and Parents' Attitudes toward Change in Early 20th-Century America,” Time and Society, Vol. 7, no. 1, Spring 1998, pp. 5-24.
- “The Suburban Weekend: Perspectives on a Vanishing Twentieth-Century Dream,” in Visions of Suburbia, Roger Silverstone, ed. (Routledge, 1997), pp. 108-131.
- “Consumer History and the Dilemmas of Working-Class History,” Labour History Review, Vol. 62, No. 3, Winter 1997, pp. 253- 66
- "Labour in Settler State Democracies: Comparative Perspectives on Australia and the U.S., 1890-1910," Labour History, 70 (May 1996): 1-24.
- "Rethinking the Hartz Thesis in the Settler Societies of 19th Century U.S. and Australia," The Australasian Journal of American Studies, 14, 1 (July 1995): 15-42.
- “Casting Off Shackles or Forging Links?” International Labor and Working-Class History 45 (Spring 1994): 80-85.
- "Labor History's Encounter with Consumer Culture," International Labor and Working Class History (Spring 1993), an essay to which three historians will comment in a "Scholarly Controversy:" 2-24.
- "Vacations for All: The Leisure Question in the Era of the Popular Front," Journal of Contemporary History (Autumn, 1989): 599-621.

"The Political Economy of Unemployment: Some Historical Perspectives," Radical History Review 44 (Spring 1989):190-202.

"'We Think We are of the Oppressed:' Gender, White Collar Work, and Grievances of Late Nineteenth Century Pennsylvania Women," (with Peter Shergold) Labor History (Winter 1987): 5-22.

"Short Hours from Haymarket to the Popular Front: An International Perspective," International Labor and Working Class History, (Summer 1987): 79-93.

"The Family Economy and the Market: Residence and Wages of Women Workers in Late Nineteenth-Century Pennsylvania," (with Peter Shergold), Journal of Family History, 3 (1986): 245-65.

"The Political Economy of Leisure: Britain, France, and the Origins of the Eight-Hour Day, 1885-1920," Leisure Studies (January 1986): 69-90.

"Les TroisHuits: International Reform, Labor Movements, and the Eight-Hour Day, 1919-1924," French Historical Studies, (Fall, 1985): 240-268.

"The Quest for Leisure: Reassessing the Eight-Hour Day in France," Journal of Social History (Winter, 1984): 195-216.

"Redefining Workers' Control: Rationalization, Labor-Time and Union Politics in France," in Work, Community, and Power: The Experience of Labor in Europe and America, 1900-1925, James Cronin and Carmen Serrianni, eds. (Philadelphia: Temple University Press, 1983), 143-172.

"To Regulate or Assimilate: French Immigration Policy Between the Wars," Journal of Ethnic Studies (November, 1982): 1-18.

"Polish Miners in French Mines: Industrial Social Control of the Immigrant Worker in the 1920s," TroisièmeRépublique, 10 (Fall 1980): 18-44.

"Toward Prosperity and Peace: The Politics of Immigration During he Era of World War I," French Historical Studies 9, (Fall 1980): 610-32.

Selected short pieces:

“Joy to the Packaging People,” International New York Times (Dec. 12, 2014)

“Jaded Children, Callow Adults: What We Lose When We Expand Adolescence,” Chronicle of Higher Education, March 10, 2014.

“Picturing Childhood: What Images Tell Us About the Modern History of Parenting,” Hedgehog Review, Fall, 2013

“Toy for Saps,” New York Times (Sept. 16, 2007), op Ed

Articles on “Vacations,” “Consumer Culture” in the Encyclopedia of Childhood, Paula Fass, ed. (Scribners, 2003)

Reprint of passages from Time and Money, in Neva Goodwin, ed. Consumer Society (Washington” Island Press, 1998).

"The Plight before Christmas: How the Toy Market Outgrew Grown-Ups," Washington Post, Sunday, Dec. 21 1997, (2000 word guest article in the Sunday Outlook Section), pp. c1, c4.

"Too Many Toys," New York Times (November 24, 1995), p. A19.

"An All-Consuming Work Ethic," Demos 5 (Spring 1995): 21-22 (a contribution to a special issue, "The Time Squeeze," produced by a London-based think tank).

"Striking for Family Values," Newsday (October 4, 1994), republished throughout the country from the wire service.

"Despite Gains in Productivity, Time and Money Don't Match," Baltimore Sun (July 31, 1994), p. 4J.

"Time," Encyclopedia of Social History, Peter Stearns ed. (Garland Press, New York, 1994), 751-53.

SELECTED CONFERENCE PAPERS AND INVITED LECTURES:

Comment on panel, “Creating Communities: Transnational Histories of Media, Society of the History of Childhood and Youth,” Vancouver, Canada, 26 June 2015.

Co-convenor and paper, “What does ‘Fast Capitalism’ Mean for Consumers,” workshop, “‘Consumer Engineering’ – Mid-Century Mass Consumption between Planning Euphoria and the Limits of Growth, 1930s-1970s.” University of Goettingen, March 26–28, 2013.

Comment on panel: "Other World(s): Childhood, Nation, and the Price of Feeling Good," American Studies Association, Los Angeles, 7 November 2014.

"The Package and its Pleasures: How American Business and Technology Shaped Consumer Desire," invited lecture in business history, Pacific Lutheran University, Tacoma, Wa. 9 October 2014.

"Prospects for Adulthood Today: How Growing up has Changed (or not) since the Founding of Berry College," Invited Lecture, Berry College, Mt Berry, Georgia, 25 September 2014.

"Doing it Yourself in the History of Consumption" Keynote Address for the conference: "A Hands-on Approach. The Do-It-Yourself Culture and Economy in the 20th Century," German Historical Institute, Washington DC, 23-24 April 2014.

"Historical Roots of Consumption-based Nostalgia for Childhood in the US," The Multiple Life Cycles of Children's Media: Childhood Nostalgia in Contemporary Convergence Culture Workshop, University of Reading (UK), 1 September 2012

"Collecting Childhood Consumption: A Recent Transformation in American Nostalgia," Popular Culture Association Conference, Boston, 19 April 2012.

"Saratoga Springs: From Victorian Spa to Disneyfied Resort," Conference, "International History of the Spa," Mondariz, Spain, 4-6 October 2011

"The Cool, The Commercial, and Recent Changes in Childhood and Childrearing" invited lecture at Washington University's Center for Child Studies, 15 September 2011

"Nostalgia Today: A Distorting Mirror of Childhood," Society for the History of Childhood and Youth, Columbia University, 23-25 June 2011.

Convener: "Making Modern Consumers: Rationalization, Mechanization, and Digitization in the Twentieth Century," a conference sponsored by the German Historical Institute, Washington DC, 16-20 June 2011.

"Consumption Patterns as Generation Markers: American Examples/Comparative Possibilities," History by Generations: Generational Dynamics in Modern History" at the German Historical Institute in Washington, DC, December 9-11, 2010.

"Consumption Patterns as Generation Markers: American Examples/Comparative Possibilities," History by Generations, German Historical Institute in Washington, DC, December 9-11, 2010.

"No More Goody Two Shoes: Cultural Challenges to American Models of Maturation in the 1970s," in the Panel: After the Boom: American Childhood of the 1970s (and Beyond), Society for the History of Childhood and Youth, U.C. Berkeley, 11-13 July 2009.

“Revisiting Worktowners at Blackpool,” Resorting to the Coast: Tourism, Heritage and Cultures of the Seaside, Blackpool, United Kingdom, 25-29 June 2009.

Workshop with Staff of the Strong National Museum of Play on the material culture of children’s play and public lecture “Not So Innocent: Changing Images of Children,” 12-13 May 2009

“War Toys in American Popular Culture,” Conference on Children and War, Rutgers University, 4-5 April 2009.

“Research on the History of Consumption in the USA,” Conference on Decoding Modern Consumer Societies: Preliminary Results, Ongoing Research, and Future Agenda, German Historical Institute, Washington D.C., Nov. 7-8, 2008.

Keynote Address: “Streetcar Saturnalias, Family Fun, and Thrill Rides: Changing Venues of Playful Crowds in 20th century America,” Conference on American Play: Sports, Games, Entertainment, and Fantasy in American Culture, Strong Museum of Play, Rochester, NY., 4-5 April 2008

Keynote lecture: “Children as Valves of Adult Desires,” Child and Teen Consumption 2008 conference, Norwegian Centre for Child Research, Trondheim, Norway, 24-25 April 2008.

“Kids, Parents, and Commercialism: Mapping the Meaning of Household Goods across the last Century,” Alfred P. Sloan Center on the Everyday Lives of Families, UCLA, Department of Anthropology, 13 November 2007.

“Images of the Child: The Cute, the Cool, and the Changing Meanings of Parenting,” Frederick County Historical Society, 8 September 2007.

“Children and Consumer Culture,” discussant, The Society for the History of Children and Youth, Norrköping, Sweden, (also chaired the Book Prize Committee), June 27-30 2007.

“The Cool, Vanishing Markers of Maturity, and Commercialized Childhood in Recent American History,” invited presenter at the Workshop on Consuming Children: Commercialisation and the Changing Construction of Childhood, University of Trondheim (Norway), 21-2 March 2007.

Invited presenter and keynote speaker at the Third International Conference on Consumption Studies: Times and Spaces of Consumption in Comparative Perspective at Federal Fluminense University, Rio de Janeiro and a talk on American consumer history for the School of Business at the September 16 and 18, 2006, University of Sao Paulo.

“Why Goods have Trumped Time: Historical Consequences of Modern Trends in Consumption,” invited presenter at the Transformations of Socio-Economy, University of Essex (England), 10-11 July 2006.

“Cool Kids and the Commercialization of Modern Childhood,” invited presentation for a Symposium on Children and Commercial Culture, University of Houston, 3-5 February 2006

"The Elusive Innocent: Images of Modern American Childhood," Guest Speaker, Corning Children's Center, 15 October 2005

“Contradictions of Playful Fathering in the Permissive Postwar Generation,” Society for the History of Childhood and Youth,” (SHCY), Milwaukee, 3 Aug. 2005.

Three lecturers at the Caledonian Business School Glasgow Caledonian University (sponsored by the Media, Culture and Leisure Management Department), 23-28 May 2005.

”Pricing the Priceless Child in 2005,” presentation at the Eastern Sociological Society, Washington DC., 19 March 2005.

“Children and the Transformation of the 20th Century American Pleasure Crowd,” American Historical Association, Seattle, Jan, 2005.

“Crowds and Leisure: Thinking Comparatively across the 20th Century,” Conference on the Future of Social History, George Mason University, 22-24 Oct. 2004.

Key note address at a Conference on Children and Childhood History, University of California at Berkeley Oct 15-16 2003.

“Why We Celebrate Conference,” invited paper, George Washington University, April 11, 2003.

“Wondrous Innocence: Images and Rituals of Childhood in Early 20th-Century America,” Invited Lecture, History Workshop, Rutgers University, 3 October 2000.

16 Leverhulme Lectures (including a “Professorial Lecture”) at the University of Central Lancashire, Preston, UK, May-June 2000, 2001, additional lectures at Liverpool, Warwick, York, Glasgow etc.

“The Material Culture of 20th Century Children,” two seminars at the Childhood Center, Linköping University, Sweden, 8-14 November 2000.

“Why Consumerism is the ‘Ism’ that Won in Modern America,” Guest Lecture, University of Southern California, 30 March 2001.

“Wondrous Innocence: Images and Rituals of Childhood in Early 20th-Century America,” Invited Lecture, History Workshop, Rutgers University, 3 October 2000.

“Price Check on the Priceless Child,” History of Childhood Conference, Washington D.C. 4-5 August 2000.

“Toys and the Birth of Wondrous Innocence,” University of York, History Department Seminar, 15 June 2000.

“Play and Playthings,” Strong Museum staff workshop, Rochester N.Y., 6-7 February 2000.

“Images of Innocence in early 20th Century Toys,” Childhood Culture Conference, Odense University, Denmark, 31 October 1999.

“Corralling Consumer Culture: Shifting Rationales for State Intervention in Free Markets,” Politics of Consumption Conference, Cambridge University, 3-5 September 1999.

“Changing Intergenerational Meanings of Toys,” International Toy Research Conference, Halmstad Sweden, 14-19 June, 1999.

“Work, Play, and American Identity,” American Identities Workshop, Smithsonian Institution, 25 February, 1999.

“Toys in the History of the Study of Play,” invited paper, Association for the Study of Play, St. Petersburg, FL, Feb 22-23, 1998.

“The State of Contemporary Toys,” invited presenter at Toys and Children,, a special conference of ten presenters sponsored by the Smithsonian Institution, at Emory University, Jan. 23-25 1998.

“Origins of the ‘Standard’ Workweek,” conference on Rescheduling Time, University of Manchester and the University of Essex, at the University of Manchester, 5-8 November 1997.

“Boys’ Toys: Masculinity and Technology, 1900-1940,” Hagley Conference, “Boys and Their Toys,” Hagley Museum, Delaware, Oct. 3, 1997.

“Toys and the Construction of American Childhood,” Conference on the Cultures of Childhood, Odense University, Denmark, June 1, 1997.

“Origins of a Culture of Work and Spend,” plenary address, Conference on New Strategies in Everyday Life: Work, Leisure and Consumption, University of Tilburg, The Netherlands, Dec. 15, 1996.

"American Origins of Fantasy Toys," invited paper for the Nordic Center for Research on Toys and Educational Media," Halmstad University, Sweden, June 19, 1996.

"Labor Historians and the Problems of Interpreting 20th Century Consumer Culture," keynote talk at a conference, "The Working Class and Consumption," society for the Study of Labour History, Newcastle, England, November 25, 1995.

"Gender and the Restructuring of Worktime in 20th Century France and Britain," invited talk at the European University Institute, Florence, Italy, October 27, 1994.

"Immigration Policy, A European Historical Perspective," invited presentation at a conference on Immigration History and Policy at Bowling Green University, April 10-11, 1995.

"Toys in the Emergence of a Symbolic Economy, 1900-1940," invited talk at Conference devoted the historical cultures of consumption, University of California at Santa Cruz, November 10-12, 1994.

"Historical Reflections on a Culture of Work and Spend," a lecture at the University of Melbourne, April 1992.

"Dilemmas of Organized Leisure," lecture at Griffith University (Brisbane, Australia), March 1992.

"The Economics of Time and Money in the 1920s," Economic History Departments at Australian National University and University of New South Wales, March 1992.

"Time and Money: An Interpretation of the Origins of Mass Consumerism," featured presentation at a seminar series, "Consumer Societies in Comparative Historical Perspective," Institute for Historical Analysis, Rutgers University, Sept. 1991.

"Problems of Organized Leisure in a Consumer Age," keynote speech at the Florida Recreation Association Meeting, February 1991.

"Quest for Time: Noneconomistic Interpretation of the Short- Hours Movements in Britain and France, 1890-1920," Invited paper for the History of the Working Class Seminary, Columbia University Faculty Seminar, September 21, 1989.

"Peoples' Holidays: Organized Leisure in Britain and France in the 1930s," Lowell Conference on Industrial History, October 26, 1989.

"Primacy of Politics: Expansion of Leisure Time in International Discontinuity: 1880-1940," Second International Leisure Studies Association Conference, Brighton, England, July 2, 1988

"Intensifying Work: Technological Responses to the Eight-Hour Day in France, 1919-1930," Economic History Association Conference, September, 1986.

"Gender and the Weekly Rest in France, 1890-1912," Social Science History Conference, November 1985.

"Paths to the Eight-Hour Day in Britain and France," Social Science History Conference, November 1983.

"The Politics of Hours in France, 1910-25," Society for French Historical Studies, April 1983.

"Regulating the Immigrant Worker During a Depression: The French Example in the 1930s," American Historical Association, December, 1981.

"Acceptance Without Integration: French Labor Confronts the Foreign Worker in the 1920s," Society for French Historical Studies, March 1981.

"Polish Labor and French Mines," Western Society for French History, November 1979.

"The French Foreign Labor System: Origins in the Interwar Period," Social Science History Conference, November 1979.

"Labor and Technological Change in France," Wisconsin Association of Teachers of College History, September 1978.