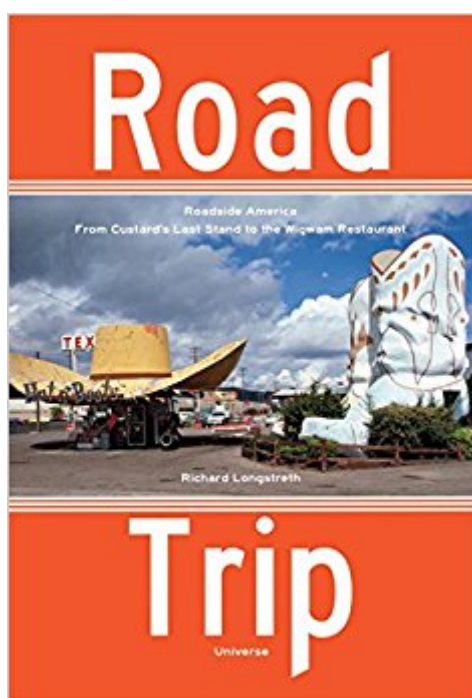


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# Road Trip: Roadside America, From Custard's Last Stand To The Wigwam Restaurant



## Synopsis

Unseen photographs of the late 1960s and early 1970s from the American road offer a compelling portrait of a fanciful landscape, now all but gone. Expectation, anticipation, discovery—each of these is a facet of an American institution, the road trip. With a focus on vernacular roadside architecture built between 1920 and the late 1960s, the golden age of the American road, *Road Trip* is a time capsule, a snapshot taken primarily in the early 1970s, of an extraordinary era and its roadside buildings, restaurants, gas stations, motels, and places of amusement, most of which are now long since gone. Built in an age of unbridled imagination, these structures speak to the fancies of their original owners and builders as much as to the purposes for which they were built: a gas station whose pumps are covered by a canopy in the form of a fully realized B-29 bomber; a hot dog stand named Frank Stein, whose diners are met by a colossal Frankenstein bearing in one hand a mustard-covered dog and in the other a mug of foaming beer. With more than 200 previously unpublished full-color photographs of the iconic imagery of the American highway and richly descriptive text, *Road Trip* will delight and engage both the armchair traveler, the enthusiast of Americana, the architectural enthusiast, and all those longing for the romance of the road.

## Book Information

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## Customer Reviews

"Armed with a Nikon F, the architectural historian [Richard Longstreth] shot them all, coast-to-coast, on Kodachrome film for slides, through the 1970s and into the mid-1980s. The 200 images in his

book are rich in color - and in nostalgia and wonder that will beckon readers of all ages." -Architects and Artisans"From hamburger joints to drive-ins, this is an entertaining and, in its own way, sad trip down memory's blacktop lane." -The Chicago Tribune

Richard Longstreth is a passionate observer of the American road who has driven cross-country on numerous occasions and always with a camera. A professor at George Washington University, where he directs the program in historic preservation, he is the author of numerous books and articles.

An amazing little book. A photo book time capsule taking you back to the extremely rich mid to late 20th century American roadside. How Richard was able to compose these views while traversing the entire United States from New Jersey to Seattle is remarkable, for instance the view on pages 84-85 of a Shell service station on Route 66 in Shamrock, Texas taken in November 1972. This photo is composed with a lady in a 1960 Cadillac coupe filling up at the pumps, a '62 Chevy in service bay, and three men hovering around '59 Buick sedan in the background. A remarkable photo, presumably taken on the fly in 1972. The context and the content of the views, as well as the lighting and composition are fantastic. Who else was not only looking at these buildings and compositions at this time, but taking the time to photographically document them with such care and detail. An amazing achievement and a treasure trove made available for us all.

If you are old enough to remember these sights, than this is a really nice slice of long gone americana for you. Nice photos, I would have purchased this as a hard bound book if it had been available.

Growing up during the time these pictures were taken, it was a great trip back to the pass. Several of the building in Seattle and Portland were places my dad took me see when I was young [ the hat and boots on the cover and the bomber gas station ] I am glad that there is a record of this time in history.

This is a book of photos from the 1970s. Interesting as far as it goes, but I was hoping for more description and a little more scope.

I enjoyed this book. There are many photos and the photos are of good quality. The book does a

good job of showing what eating places and gas stations used to look like. If you enjoy looking at old photos of years ago this book is for you.

The photos are great! When I received this, I had to look at every page before putting it aside to actually read later. What a wonderful compendium of unique roadside architecture. Sad to think that those days are over.

It could have been better if ALL of the photo pages had been number (as the text refers to the photos by page number). I had to keep counting from a numbered page. Also, inserting the photos closer to the corresponding text would have made the book much more readable. Moving past that, I enjoyed the pictures and the commentary on neat and unusual buildings. A better layout would have gotten 4 stars. Keeping the author's journey in mind, if the book had more pictures from during the stores working lives I would have given it 5 stars.

Everything went well with this order. The book was in very good condition.

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