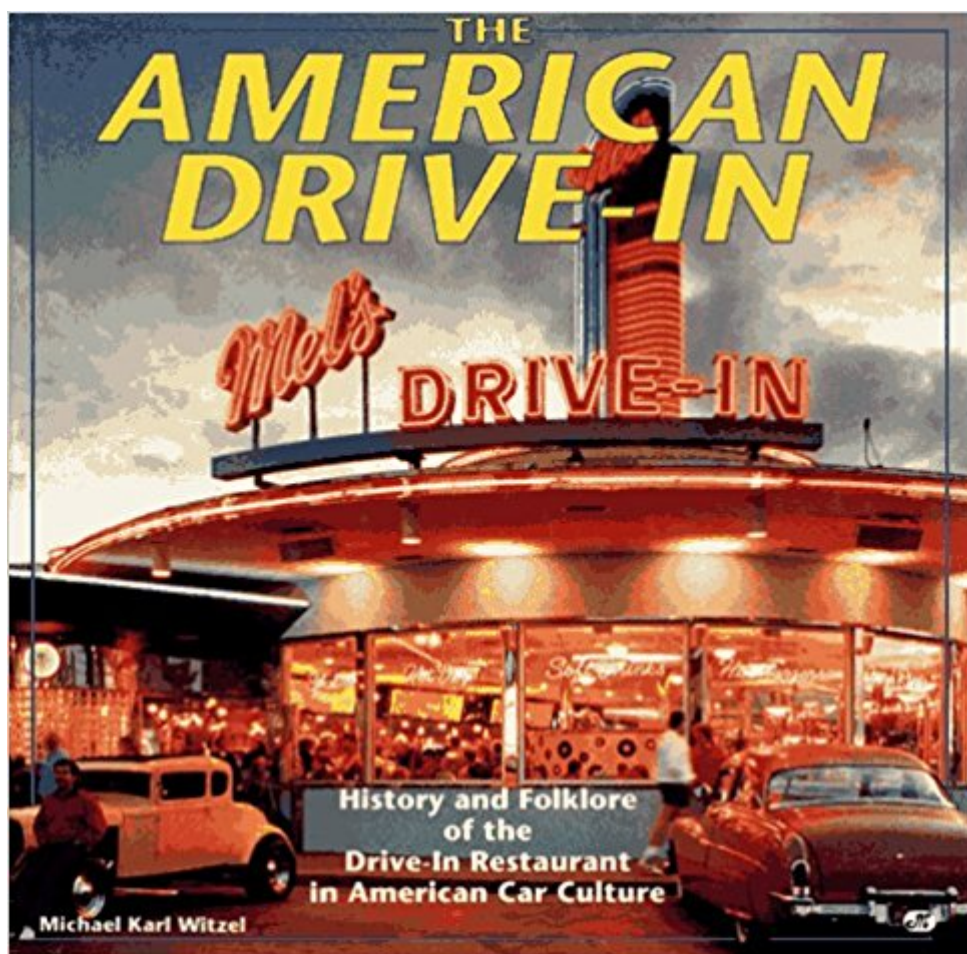


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The American Drive-In: History And Folklore Of The Drive-in Restaurant In American Car Culture



Synopsis

The American Drive-In is a wonderful look at the nostalgic history, culture, and folklore of the drive-in restaurant--its development and the role it played in American folklife. Images from American Graffiti, Happy Days, and the finned and chromed cars from the '50s and '60s set the tone for this colorful, memory-filled book.

Book Information

Hardcover: 192 pages

Publisher: Motorbooks International; 1st Ed. edition (September 1994)

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Average Customer Review: 4.3 out of 5 stars 13 customer reviews

Best Sellers Rank: #464,411 in Books (See Top 100 in Books) #185 in [Books > Reference > Encyclopedias & Subject Guides > Mythology & Folklore](#) #810 in [Books > Arts & Photography > Architecture > History](#) #968 in [Books > Business & Money > Industries > Hospitality, Travel & Tourism](#)

Customer Reviews

The drive-in was once a classic expression of car culture and remains a fixture in the memory of the first baby boomers. In his lavish iconography of burger-on-the-dash emporia, Witzel (*American Gas Station*, Motorbooks Internat., 1992) tracks these high-caloric palaces of middle America from their birth in Texas to ultimate refinement and near death from decadence in California. (The drive-in has survived teen rowdiness and even undergone an American Graffiti-fueled revival.) Witzel's most interesting passages explore drive-in prerequisites (cars), precursors (drugstore soda fountains), components (coke, neon, carhops), and offshoots (fast-food franchises), but his corny "you are here" conjurations of imagined trips to the drive-in are stale from the start. Still, you'll be getting the story in the pictures, not from his words; clearly, he's a skilled editor and energetic collector.

Suitable for public libraries, though most aficionados will want it on their coffee tables or not at all. Scott H. Silverman, Bryn Mawr Coll. Lib., Pa. Copyright 1994 Reed Business Information, Inc.

If you'd like to read a book that will stimulate your appetite, make your heart race and stop your

clock, take a look at Michael Witzel's The American Drive-in. What purports to be a history of our national preoccupation with fast food served at curbside will not only take you down memory lane, but also make you look at your life as one long trip from drive-in to drive-in. -- Road & Track, July 1995

I LOVE BOOKS LIKE THESE!!!! I own several books written by Michael Witzel. Numerous photos and well written. These books rock!!!!

Great read and very informative. Bringing the past back to life.

I own most of Mr. Witzel's books - they are all excellent - but this is definitely the best of them. No roadside library would be complete without this one....it brings back the 50's like few other books can!

this is an excellent book for your bar, game room or coffee table--very interesting descriptions and great pictures---buy it, you'll love it

Great fun ! A great gift for pals.

excellent

Wonderful book, most of the places I used to go to are featured such as Simon's; what a shame they most were on corners that later became prime real estate and were torn down. The photos are top notch.

Loved the book

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