



## John Margolies: Roadside America

*Phil Patton, C. Ford Peatross*

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**The native genius of America's mid-era automobile culture**

**Before the advent of corporate communications and architectural uniformity, America's built environment was a free-form landscape of individual expression.** Signs, artifacts, and even buildings ranged from playful to eccentric, from deliciously cartoonish to quasipsychedelic. Photographer **John Margolies** spent over three decades and drove more than 100,000 miles documenting these fascinating and endearingly artisanal examples of roadside advertising and fantasy structures, a fast-fading aspect of Americana.

This book brings together **approximately 400 color photographs** of Main Street signs, movie theaters, gas stations, fast food restaurants, motels, roadside attractions, miniature golf courses, dinosaurs, giant figures and animals, and fantasy coastal resorts. In an age when online shopping and mega-malls have reconfigured American consumerism, stripping away idiosyncrasy in favor of a bland homogeneity, **Margolies's elegiac 30-year survey reminds us of a more innocent unpredictable and colorful past.**

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The reason why? Because this John Margolies: Roadside America is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will shock you with the secret the idea inside. Reading this book next to it was fantastic author who all write the book in such incredible way makes the content inside of easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this anymore or you going to regret it. This book will give you a lot of gains than the other book have such as help improving your ability and your critical thinking method. So , still want to delay having that book? If I were being you I will go to the e-book store hurriedly.

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