



Route 66 Roadside Signs and Advertisements

Joe Sonderman

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Seeing this panoply of signs splashed across the pages in *Route 66 Roadside Signs and Advertisements* is almost as good as taking a road trip!

You can get your kicks--and pretty much anything else--on Route 66, provided you see the sign that s advertising it! *Route 66 Roadside Signs and Advertisements* showcases the colorful history of commercial signage along the Mother Road. From kitschy to classy, this book includes photos of early vintage signs as well as modern signs.

The vivid photos are organized according to type of establishment the signs are for, such as roadside attractions, motels, restaurants, businesses of ill repute (bars, strip clubs, etc.), and more. While *Route 66 Roadside Signs and Advertisements* places emphasis on high-quality visuals, it also includes anecdotes and history about the signs that sprang up along the sides of Route 66.

The most famous Route 66 signs get center-stage treatment in the book, with two-page spreads accompanied by detailed text. Such signs include icons like the Blue Swallow in Tucumcari, New Mexico, the Munger Moss in Lebanon, Missouri, the U-Drop Inn at Shamrock, Texas, and the El Vado in Albuquerque, New Mexico. Additional information is included, such as background about buzzing neon lights--how these signs are actually made and how they get restored. Each image from this famous American roadway could be a postcard, so allow yourself to be rubbernecked by *Route 66 Signs and Advertisements*.

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