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Autore	Marling Karal Ann
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Nota di contenuto	Contents; Preface; TALL TALES, TRADEMARKS, AND THE GREAT GATSBY: Midwestern Space Defined; THE HOAX, THE AD, AND THE FRONTIER: Mythological Giants Arise to Fill the Vastness of the American West; ANXIETY, NOSTALGIA, AND WORLD'S FAIRS: Colossi Mark the Borders of a Modern America; FRONTIERS, HIGHWAYS, AND MINIATURE GOLF: The Tourist Becomes a Roadside Colossus; THE GREAT AMERICAN ROADSIDE: Tourist Sculpture in Minnesota; POSTCARDS, SOUVENIRS, AND COME-ONS: Wayside Giants Sell the American Dream; SCALE, PATRIOTISM, AND FUN: Crossing the Last Frontier of Fantasy NICK CARRAWAY, PAUL BUNYAN, AND BABE, THE BLUE OX: Why Gatsby is ""Great""Notes; Minnesota Colossi; Other Colossi; Photo Album
Sommario/riassunto	A rich and lively examination of this curious and pervasive tradition. Karal Ann Marling visits dozens of roadside attractions, viewing them analytically, intellectually, and enthusiastically, tracing each one through folklore and literature. Heavily illustrated, this book takes the reader on the road to examine these treasures and all that they represent.

