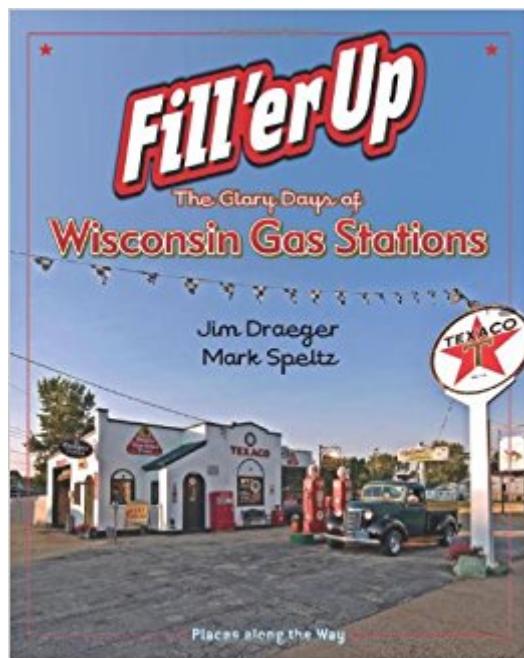


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# Fill 'er Up: The Glory Days Of Wisconsin Gas Stations (Places Along The Way)



## Synopsis

Step back to the day when a visit to the gas station meant service with a smile, a wash of the windshield, and the cheerful question, "Fill 'er up?" Since their unremarkable beginnings as cheap shacks and curbside pumps at the dawn of the automobile age, gas stations have taken many forms and worn many guises: castles, cottages and teepees, Art Deco and Streamline Moderne, clad with wood, stucco, or gleaming porcelain in seemingly infinite variety. A The companion volume to the Wisconsin Public Television documentary of the same name, *Fill 'er Up: The Glory Days of Wisconsin Gas Stations* visits A 60 Wisconsin gas stations that are still standing today and chronicles the history of these humble yet ubiquitous buildings. The book tells the larger story of the gas station's place in automobile culture and its evolution in tandem with American history, as well as the stories of the individuals influenced by the gas stations in their lives. A *Fill 'er Up* provides a glimpse into the glory days of gas stations, when full service and free oil changes were the rule and the local station was a gathering place for neighbors. More importantly, *Fill 'er Up* links the past and the present, showing why gas stations should be preserved and envisioning what place these historic structures can have in the 21st century and beyond.

## Book Information

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## Customer Reviews

"What an amazing collection of stories, images, and, of course, beautiful vintage gas stations! Draeger and Speltz provide gallons of premium detail that make for hours of fun reading and

reminiscing." (Brian Butko, coauthor of *Roadside Attractions: Cool Cafes, Souvenir Stands, Route 66 Relics, & Other Road Trip Fun*) "Current frustrations over gasoline prices cloud our memory of the central role gasoline has played in the development of Wisconsin. This is a fascinating book, reminding us all of the love affair we've had with the freedom afforded us by the automobile— all supported by the neighborhood service station." (Ed Jacobsen, Northwoods Petroleum Museum, Three Lakes, Wisconsin) "Draeger and Speltz reliably guide readers back to the auto age in Wisconsin when travelers found the benefits of community along the way at gas stations. They also advocate for the preservation of these gas stations through which we can visit our common past." (Keith A. Sculle, Illinois Historic Preservation Agency and coauthor of *The Gas Station in America*) "Whether your interest is automotive history, architecture, petroliana, travel, culture, or any combination of these, *Fill 'er Up* will appeal to you. With the 'Your Guide to Hitting the Road' section, *Fill 'er Up* might more likely end up in your glove box than on your bookshelf." (Ken Nimocks, President, Wisconsin Chapter of the Society of Automotive Historians) 2009 Award of Merit from the American Association for State Local History 2009 Finalist in the Travel Guides Category from ForeWord Magazine's Book of the Year Award 2009 Finalist in the Midwest Regional Category from Midwest Independent Publishers Association Midwest Book Awards 2009 Finalist in the Regional Non-fiction Category from National Indie Excellence Awards 2009 Finalist in the History/Historical Non-fiction from Next Generation Indie Book Award 2009 Finalist in the Travel: Recreational Category from USA National Best Book Awards

Jim Draeger is an architectural historian with the Wisconsin Historical Society with more than 20 years of historic preservation experience. From roadside architecture to North Woods resorts, Draeger celebrates the importance of ordinary buildings to our daily lives through his research, writing, and lectures. He shares a historic 1936 International-style house in Monona with his wife, Cindy, and son, Nick. Mark Speltz is a historian at American Girl and is completing a master's degree in history with a specialization in public history at the University of Wisconsin-Milwaukee. He has worked as an independent researcher on exhibits for museums, including the Ellis Island Immigration Museum, and is active with several museums in Mineral Point, where he lives with his wife, Kari. Â

Wisconsin at its best

An ok book, not wonderful.

I picked this up at our library, with the idea that I would look at the pictures and captions, then return it. I did look at all the great station pictures, and the last two thirds or so of the book are current pictures of stations with their stories. This is really fun when you know where that stations are (there is one just down the street from my house). THEN, I started reading the text about the history of the gas station, including the onset of car ownership, filling up the old cars and new facilities to do so, the advent of road maps (there were no road signs or systematic highway numbering at the time), and the ups and downs of the station industry. I read this section in one sitting. There is so much that I didn't realize or even think of that kept me educated and entertained.

The automobile was as much an integral aspect of Wisconsin's economic and cultural evolution as it was for the rest of the country. Co-authored by Wisconsin historians Jim Draeger and Mark Speltz, "Fill'er Up: The Glory Days Of Wisconsin Gas Stations" celebrates one of the key institutions responsible for the success of the automobile in the Badger State. Beginning with an informed and informative introduction and historical overview entitled 'Wisconsin Gas Stations: Tracing Their Evolution', "Fill'er Up" showcases fifty-nine representative stations in Wisconsin's western, eastern, northern, and central regions. The informative text is superbly enhanced with both historical black-and-white photos, as well as full-color photos of those original stations as they exist today. Featuring an appendix providing a map of station locations, a section of notes, and a comprehensive index, "Fill'er Up" is a unique, entertaining, and fascinating examination of the cultural and economic history of the Wisconsin gas station, making it a welcome and enthusiastically recommended addition to personal, school, and community Wisconsin History reference collections and supplemental reading lists.

The best service yet - really fast. I live in WI and I spent quite a few holidays/summers filling cars up, I loved it!

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