



The Roadhead Chronicles Book is now available!!

Where Pop Culture and Chrome Meet Asphalt and Art!

([PRWEB](#)) May 29, 2004 --Author and self-confessed "roadhead", Mike Marino, has wielded his verbal machete to cut a path through the literary landscape to the point where pop culture and chrome meet asphalt and art in a headon collision of nostalgia and humor. Originally a product of The Motor City, Mike's unique writing voice and style has been described as "wickedly wonderful" and "delightfully weird" and no where is this more evident than in Mike's new book - "THE ROADHEAD CHRONICLES" published by Authorhouse and now available online and at bookstores everywhere.

"THE ROADHEAD CHRONICLES" takes the reader on a fasten-your-seatbelt high power blue suede cruise through the "chrome-magnon" classic car culture of the Fabulous Fifties, the Spare Change Sixties and the Motor City Muscle Car Flexing Seventies. It was an age of rock n' roll, black leather jackets, carhops and fuzzy dice, as well as Saturday night dragraces, cruisin' with the radio as loud as it would go, Chuck Berry, Elvis and Jerry Lee Lewis, loud and proud, and teenage angst in the backseat battlegrounds with paradise by the dashboard light at the drivein movies. Mike not only adds a new dimension to the era, but breathes new life into pop culture icons from James Dean and Marlon Brando to Marilyn Monroe and Cheech and Chong! All in all, a high energy turbo pedal to the metal read that goes from V-8's to Vietnam in 60 seconds.

In Part Two of "THE ROADHEAD CHRONICLES" you'll get your kicks on Route 66 as Mike explores the history of Steinbeck's famed Mother Road and the culture of roadside kitsch that grew up alongside America's two lane quest for the Holy Grail. The motels with enough neon to illuminate Broadway; the gas stations that fueled the petrol needs of a growing vehicular army in search of Disneyland, and of course, the cafes and diners that mushroomed along the asphalt dishing up grease and grits in enormous amounts to feed the new breed of "roadheads" that took to exploring America by car.

Along the way "THE ROADHEAD CHRONICLES" will explore the roadside advertising culture of The Asphalt Kingdom with a look at the whimsical Burma Shave signs, purveyors of roadside philosophy, as well as the barnyard art/advertising campaigns of places like Meramec Caverns and products like Mail Pouch Tobacco. All in all, a veritable "roadhead" Guggenhiem Musuem of roadside culture that shares the stage with asphalt attractions and oddities from Cadillac Ranch in Texas to giant plaster "jackalopes" of legend in South Dakota.

In Part Three of "THE ROADHEAD CHRONICLES" Mike has published chapters on his travels that have taken him from Jerry Garcia's Haight-Ashbury of Peace, Love and Hell's Angels, to Jack Kerouac's North Beach and bars, and even a "literary" ride aboard Ken Kesey's magic bus.

MIKE MARINO BIO:

Mike Marino was born in Detroit, Michigan and has lived in a treehouse in Hawaii, the Haight Ashbury and North Beach neighborhoods of San Francisco, as well as the magical coast of Maine in Bar Harbor among the puffins and lobstahs! He enjoys a good Hemmingway cigar, Corona beer and has a penchant for Hawaiian shirts. He also collects fuzzy dice and Hula Dashboard Ornaments and his die-cast classic car collection now tops 500!!

Mike is a freelance writer and columnist for a variety of magazines that cater to the car enthusiast, pop culture



and travel.

He is also a playwright and founder of the Experimental Theatre Workshop in Detroit, Michigan, and in a former life was a broadcaster, and produced and hosted "The Blue Suede Cruise Oldies Radio Program" in San Francisco, California.

He also loves photography and experimental film/documentary making.

To find out more about Mike's book, visit the booksite at:

The Roadhead Chronicles

<http://community.webtv.net/roadheadthree/book>

You may also contact Mike at:

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I'm including one of the Chapters of the book to give you an idea of Mike's unique writing style.

Godzilla and the '49 Merc

<http://www.angelfire.com/mi2/sfroad/page601.html>

We hope that you can use the Press Release and want to thank you in advance for your assistance in this project. If you need any further information or to arrange an interview with the author please do not hesitate to contact us.

If you are going to use it, just let us know when and where so we can post the information on our websites as well to cross promote your publication.

Susan Vitti

Marketing Director

Roadhead Publishing

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You can read the online version of this press release [here](#).