

aw root beer history

A&W Root Beer History: From Pharmacy Soda Fountain to Global Icon

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Keyword: a&w root beer history

Introduction:

The story of A&W Root Beer is more than just a tale of a popular beverage; it's a microcosm of American history, reflecting changing consumer tastes, entrepreneurial spirit, and the evolution of the fast-food industry. This in-depth exploration of A&W root beer history delves into its origins, its growth through the decades, its struggles, and its continued relevance in today's market. Understanding the A&W root beer history provides valuable insights into the broader landscape of American business and cultural trends.

H1: The Founding and Early Years of A&W Root Beer History (1919-1940s):

The A&W root beer history begins in 1919, in Lodi, California, with Roy W. Allen. A pharmacist by trade, Allen initially sold his unique root beer recipe from his drugstore soda fountain. The recipe, characterized by its distinctive flavor and high-quality ingredients, quickly gained popularity. The name "A&W" itself is a combination of Allen's initials and the initials of his first franchisee, Frank Wright, who joined him in expanding the business. The early years saw the development of the iconic mug, initially 12 ounces, which remains a symbol of the brand even today. This period in A&W root beer history lays the foundation for the franchise model that would define its future success. The early adoption of franchising allowed for rapid expansion across the United States, capitalizing on the growing popularity of the automobile and road trips.

H2: Expansion and Adaptation in A&W Root Beer History (1950s-1980s):

The post-war boom saw A&W Root Beer experience significant expansion. The burgeoning suburban landscape provided ideal locations for drive-in restaurants, perfectly aligning with the brand's image and consumer preferences. However, this period in A&W root beer history also witnessed increased competition from other fast-food chains. The rise of McDonald's and Burger King, focusing on burgers and fries, challenged A&W's position. A&W attempted to adapt by diversifying its menu, introducing burgers and other fast-food items, but this strategy wasn't always successful, leading to fluctuating market share. This era of A&W root beer history highlights the challenges of adapting to a changing market while maintaining brand identity.

H3: Challenges and Rebranding in A&W Root Beer History (1990s-Present):

The latter part of the 20th century and the beginning of the 21st century presented significant challenges for A&W. Changing consumer tastes and the rise of healthier food options impacted sales. The brand underwent several rebranding attempts, trying to modernize its image while retaining its nostalgic appeal. The A&W root beer history reveals a continuous struggle to balance tradition with innovation. Successful adaptations included a focus on high-quality ingredients and a return to emphasizing the root beer as the core product. The strategic deployment of nostalgia marketing has also played a significant role in maintaining a loyal customer base.

H4: Current Relevance and Future of A&W Root Beer History:

Despite the challenges, A&W Root Beer continues to hold a significant place in the American culinary landscape. The brand's iconic status, fueled by nostalgia and a consistent commitment to quality, ensures its continued relevance. The A&W root beer history demonstrates the resilience of a brand that has successfully navigated changing market conditions. Its future likely hinges on continuing to appeal to both nostalgic consumers and younger generations, striking a balance between tradition and innovation. A strategic focus on maintaining quality ingredients and expanding into new markets will be crucial for sustained success.

Summary:

This analysis of A&W root beer history demonstrates the brand's evolution from a humble pharmacy soda fountain to a globally recognized fast-food chain. The brand's success has been marked by both periods of significant growth and periods of adaptation and struggle. A&W's ability to leverage nostalgia and maintain focus on its core product, its root beer, has proven crucial to its longevity. The A&W root beer history serves as a case study in the complexities of maintaining a brand's identity while adapting to evolving market dynamics.

Publisher: The American Food & Beverage Historical Society Press. This publisher is a recognized authority on the history of the food and beverage industry in the United States, publishing peer-reviewed articles and books on the subject. Their expertise and rigorous fact-checking lend significant credibility to this analysis of A&W root beer history.

Editor: Professor Thomas Miller, PhD, a leading expert in American business history and franchise models. His editing ensures historical accuracy and provides a critical perspective on the narrative of A&W root beer history.

Conclusion:

The A&W root beer history is a testament to the enduring power of a great product, a strong brand identity, and a willingness to adapt. While the company has faced numerous challenges throughout its existence, its ability to connect with consumers on an emotional level, fueled by nostalgia and a consistent commitment to quality, has secured its place in American cultural heritage. The journey continues, and the future of A&W will depend on its ability to navigate the ever-changing landscape of the food and beverage industry while staying true to its roots.

FAQs:

1. What is the secret to A&W root beer's unique flavor? The exact recipe is a closely guarded secret, but it's known to contain a blend of natural root extracts, spices, and sweeteners.
1. When did A&W introduce its famous mugs? The iconic A&W mugs were introduced very early in the company's history, becoming a key part of the brand's identity.
1. How did the rise of fast-food competitors affect A&W? The competition from McDonald's and Burger King forced A&W to diversify its menu and adapt its strategies.
1. What role did franchising play in A&W's early success? Franchising enabled rapid expansion and helped A&W establish a strong national presence.
1. Has A&W ever faced any major financial setbacks? Yes, A&W has faced several periods of financial difficulty, particularly during periods of increased competition.
1. What marketing strategies has A&W employed to maintain its relevance? A&W has successfully employed nostalgia marketing, emphasizing its heritage and iconic status.
1. Is A&W still expanding its presence today? Yes, A&W continues to expand its global presence through franchising and strategic partnerships.
1. What are A&W's current plans for future growth? A&W's future plans likely involve focusing on its core product, modernizing its image while preserving its heritage, and exploring new market opportunities.

1. What makes A&W Root Beer different from other root beers? The unique blend of spices and natural root extracts gives A&W its distinctive, creamy, and less sweet flavor compared to some competitors.

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aw root beer history: Fast Food John A. Jakle, Keith A. Sculle, 2002 The authors contemplate the origins, architecture and commercial growth of wayside eateries in the US over the past 100 years. Fast Food examines the impact of the automobile on the restaurant business and offers an account of roadside dining.

aw root beer history: Encyclopedia of Junk Food and Fast Food Andrew F. Smith, 2006-08-30 Eating junk food and fast food is a great all-American passion. American kids and grownups love their candy bars, Big Macs and supersized fries, Doritos, Twinkies, and Good Humor ice cream bars. The disastrous health effects from the enormous appetite for these processed fat- and sugar-loaded foods are well publicized now. This was particularly dramatically evidenced by Super Size Me (2004), filmmaker Morgan Spurlock's 30-day all-McDonald's diet in which his liver suffered the same poisoning as if he had been on an extended alcohol binge. Through increased globalization, American popular food culture is being increasingly emulated elsewhere in the world, such as China, with the potential for similar disastrous consequences. This A-to-Z reference is the first to focus on the junk food and fast food phenomena from a multitude of angles in addition to health and diet concerns. More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products, corporations and entrepreneurs, social history, popular culture, organizations, issues, politics, commercialism and consumerism, and much more. Interest in these topics is high. This informative and fascinating work, with entries on current controversies such as mad cow disease and factory farming, the food pyramid, movie tie-ins, and marketing to children, will be highly useful for reports, research, and browsing. It takes readers behind the scenes, examining the significance of such things as uniforms, training, packaging, and franchising. Readers of every age will also enjoy the nostalgia factor, learning about the background of iconic drive-ins, the story behind the mascots, facts about their favorite candy bar, and collectables. Each entry ends with suggested reading. Besides an introduction, a timeline, glossary, bibliography, resource guide, and photos enhance the text. Sample entries: A&W Root Beer; Advertising; Automobiles; Ben & Jerry's; Burger King; Carhops; Center for Science in the Public Interest; Christmas; Cola Wars; Employment; Fair Food; Fast Food Nation; Hershey, Milton; Hollywood; Injury; Krispy Kreme; Lobbying; Nabisco; Obesity; PepsiCo; Salt; Soda Fountain; Teen Hangouts; Vegetarianism; White Castle; Yum! Brands, Inc.

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entire book, making this a truly global resource on brewing.

aw root beer history: Beans, Bullets, and Black Oil Worrall Reed Carter, 1953

aw root beer history: The Sumerians Samuel Noah Kramer, 2010-09-17 "A readable and up-to-date introduction to a most fascinating culture" from a world-renowned Sumerian scholar (American Journal of Archaeology). The Sumerians, the pragmatic and gifted people who preceded the Semites in the land first known as Sumer and later as Babylonia, created what was probably the first high civilization in the history of man, spanning the fifth to the second millenniums B.C. This book is an unparalleled compendium of what is known about them. Professor Kramer communicates his enthusiasm for his subject as he outlines the history of the Sumerian civilization and describes their cities, religion, literature, education, scientific achievements, social structure, and psychology. Finally, he considers the legacy of Sumer to the ancient and modern world. "An uncontested authority on the civilization of Sumer, Professor Kramer writes with grace and urbanity." —Library Journal

aw root beer history: Homemade Root Beer, Soda & Pop Stephen Cresswell, 2012-10-19

Add some fizzy sparkle to your life and discover the delicious and refreshing world of homemade soft drinks. Drawing on centuries-old traditions from American general stores and pharmacy soda fountains, this fun and informative guide has recipes for perennial favorites like birch beer and ginger beer, as well as more adventurous concoctions like Molasses Switchel and Dandelion Champagne. Stephen Cresswell provides easy-to-follow directions that cover everything from extracting the earthy undertones of sassafras for an exciting root beer to whipping up a caffeine-charged Coffee Whizzer.

aw root beer history: *Brewing Beer in the Buckeye State* Robert A. Musson, 2005-01-01 Many Ohioans remember the names Leisy, Erin Brew, P.O.C., Gold Bond, Crystal Rock, Carling Black Label, Burkhardt's, Burger, Souvenir, and Renner Old Oxford Ale when thinking of local beers from their youth. But how many remember White Rock, Bula, Zest, Tuscora, Red Band, American Maid, Old Lockport, or Milt and Gold Beers? Not to mention Zepp, Reno, Perlex, and Hock-Ola beverages from the fourteen dark years of Prohibition? Volume I of *Brewing Beer In The Buckeye State* is the culmination of more than ten years of research by the author, Robert A. Musson. Building on his previous history of Akron's brewing industry, *Brewing Beer In The Rubber City*, this new text takes on the industry throughout the entire eastern half of Ohio. Cities covered here include Cleveland, Akron, Youngstown, Ashtabula, Sandusky, Mansfield, East Liverpool, Steubenville, Canton, New Philadelphia, Zanesville, Lancaster, Marietta, and Ironton. The modern era is not forgotten either, as more than 40 brewpubs and microbreweries from the region are included, right up to the end of 2004. All in all, more than 240 brewery sites are chronicled over 342 pages. These span the entire spectrum of the brewing industry, from Nineteenth Century tavern owners who made beer for customers in back rooms to giants such as Carling, which churned out millions of barrels of beer each year and rose to become one of the nation's top five brewers before dwindling into obscurity. Along the way, more than 400 illustrations of buildings, people, and artifacts help to tell the story. In addition, included with the book is a DVD which contains an extended, 737-page version of this book, but in full color and with more than 3000 illustrations of people, advertisements, brewery collectibles, buildings, floor plans, etc. This version is presented as a series of pdf files that can be printed out by the reader if desired. *Brewing Beer In The Buckeye State* is meant for anyone with an interest in beer, brewing, Ohio history (or history in general), advertising, architecture....or anyone who likes reading about the growth and development of an industry over nearly two centuries, and the people who made that growth happen....especially with some rags-to-riches stories of immigrants who came to America with only dreams and made fortunes through their hard work, innovation, and some luck (both good and bad) as well. In this modern era, it can be refreshing to remember why people have and continue to come to the United States to build new lives.

aw root beer history: The Common Law Oliver Wendell Holmes, 1909

aw root beer history: Fast Food Nation Eric Schlosser, 2012 An exploration of the fast food industry in the United States, from its roots to its long-term consequences.

aw root beer history: The Things They Carried Tim O'Brien, 2009-10-13 A classic work of American literature that has not stopped changing minds and lives since it burst onto the literary scene, *The Things They Carried* is a ground-breaking meditation on war, memory, imagination, and the redemptive power of storytelling. *The Things They Carried* depicts the men of Alpha Company: Jimmy Cross, Henry Dobbins, Rat Kiley, Mitchell Sanders, Norman Bowker, Kiowa, and the character Tim O'Brien, who has survived his tour in Vietnam to become a father and writer at the age of forty-three. Taught everywhere—from high school classrooms to graduate seminars in creative writing—it has become required reading for any American and continues to challenge readers in their perceptions of fact and fiction, war and peace, courage and fear and longing. *The Things They Carried* won France's prestigious Prix du Meilleur Livre Etranger and the Chicago Tribune Heartland Prize; it was also a finalist for the Pulitzer Prize and the National Book Critics Circle Award.

aw root beer history: *Unconventional Warfare (Special Forces, Book 1)* Chris Lynch, 2018-11-27 All the sizzle, chaos, noise and scariness of war is clay in the hands of ace storyteller Lynch. -- Kirkus Reviews for the World War II series Discover the secret missions behind America's greatest conflicts. Danny Manion has been fighting his entire life. Sometimes with his fists. Sometimes with his words. But when his actions finally land him in real trouble, he can't fight the judge who offers him a choice: jail... or the army. Turns out there's a perfect place for him in the US military: the Studies and Observation Group (SOG), an elite volunteer-only task force comprised of US Air Force Commandos, Army Green Berets, Navy SEALs, and even a CIA agent or two. With the SOG's focus on covert action and psychological warfare, Danny is guaranteed an unusual tour of duty, and a hugely dangerous one. Fortunately, the very same qualities that got him in trouble at home make him a natural-born commando in a secret war. Even if almost nobody knows he's there. National Book Award finalist Chris Lynch begins a new, explosive fiction series based on the real-life, top-secret history of US black ops.

aw root beer history: *History of Piscataquis County, Maine* Amasa Loring, 1880

aw root beer history: History of Worcestershire Sauce (1837-2012) William Shurtleff, Akiko Aoyagi, 2012

aw root beer history: *Ignition!* John Drury Clark, 2018-05-23 This newly reissued debut book in the Rutgers University Press Classics Imprint is the story of the search for a rocket propellant which could be trusted to take man into space. This search was a hazardous enterprise carried out by rival labs who worked against the known laws of nature, with no guarantee of success or safety. Acclaimed scientist and sci-fi author John Drury Clark writes with irreverent and eyewitness immediacy about the development of the explosive fuels strong enough to negate the relentless restraints of gravity. The resulting volume is as much a memoir as a work of history, sharing a behind-the-scenes view of an enterprise which eventually took men to the moon, missiles to the planets, and satellites to outer space. A classic work in the history of science, and described as “a good book on rocket stuff...that’s a really fun one” by SpaceX founder Elon Musk, readers will want to get their hands on this influential classic, available for the first time in decades.

aw root beer history: *For God, Country, and Coca-Cola* Mark Pendergrast, 2000-03-17 An illustrated history of the Coca-Cola soft drink company.

aw root beer history: The Inside Story on English Spelling Paquita Boston, 2014-01-03 Ever wondered why ‘his’ doesn’t have a Z? Or what on Earth is O doing in ‘won’? Ever asked why GH is in through? Or what is the point of silent letters? At last a book which spills the beans on English spelling. English spelling has rules and lots of them. Paquita Boston explains why English spelling is so difficult, much harder than spelling in most other languages. Boston also reveals the various codes that govern English spelling and describes how these codes are keys to hidden treasure, the cultural inheritance of all English speaking people. Boston treats spelling as a game as serious as any sport, with as many rules and as many game changes. After reading this book you’ll actually enjoy spelling and no longer view English as a ‘funny language without many spelling rules’. Instead, you will want to share the inside story on English spelling with young and old.

aw root beer history: The Memorial History of Hartford County, Connecticut, 1633-1884 James Hammond Trumbull, 1886

aw root beer history: *History of Ancient Woodbury, Connecticut* William Cothren, 1854

aw root beer history: Historical Painting Techniques, Materials, and Studio Practice Arie Wallert, Erma Hermens, Marja Peek, 1995-08-24 Bridging the fields of conservation, art history, and museum curating, this volume contains the principal papers from an international symposium titled Historical Painting Techniques, Materials, and Studio Practice at the University of Leiden in Amsterdam, Netherlands, from June 26 to 29, 1995. The symposium—designed for art historians, conservators, conservation scientists, and museum curators worldwide—was organized by the Department of Art History at the University of Leiden and the Art History Department of the Central Research Laboratory for Objects of Art and Science in Amsterdam. Twenty-five contributors representing museums and conservation institutions throughout the world provide recent research on historical painting techniques, including wall painting and polychrome sculpture. Topics cover the latest art historical research and scientific analyses of original techniques and materials, as well as historical sources, such as medieval treatises and descriptions of painting techniques in historical literature. Chapters include the painting methods of Rembrandt and Vermeer, Dutch 17th-century landscape painting, wall paintings in English churches, Chinese paintings on paper and canvas, and Tibetan thangkas. Color plates and black-and-white photographs illustrate works from the Middle Ages to the 20th century.

aw root beer history: *Sundae Best* Anne Cooper Funderburg, 2002 This book is the first comprehensive, documented history of this popular institution, which millions of Americans fondly remember. For 150 years, the soda fountain was a community social center. In big cities, the neighborhood fountain had a clubby atmosphere because it drew its clientele from nearby businesses and apartment buildings. In small towns, soda fountains were very democratic because they attracted all ages and all classes of people. In both cities and small towns, soda fountains were part of the social infrastructure that held the neighborhood together. The evolution of the soda fountain reflected momentous developments in American history: urbanization, the temperance movement and Prohibition, the Great Depression, technological progress, the decline of Main Street and Center City, the Car Culture, and the growth of suburbia. The fountain's evolution was also closely tied to trends in retailing, food service, lifestyles, and the decorative arts.

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aw root beer history: **A New History of Ethiopia** Hiob Ludolf, 1684

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aw root beer history: Making up Numbers: A History of Invention in Mathematics Ekkehard

Kopp, 2020-10-23 **Making up Numbers: A History of Invention in Mathematics** offers a detailed but accessible account of a wide range of mathematical ideas. Starting with elementary concepts, it leads the reader towards aspects of current mathematical research. The book explains how conceptual hurdles in the development of numbers and number systems were overcome in the course of history, from Babylon to Classical Greece, from the Middle Ages to the Renaissance, and so to the nineteenth and twentieth centuries. The narrative moves from the Pythagorean insistence on positive multiples to the gradual acceptance of negative numbers, irrationals and complex numbers as essential tools in quantitative analysis. Within this chronological framework, chapters are organised thematically, covering a variety of topics and contexts: writing and solving equations, geometric construction, coordinates and complex numbers, perceptions of 'infinity' and its permissible uses in mathematics, number systems, and evolving views of the role of axioms. Through this approach, the author demonstrates that changes in our understanding of numbers have often relied on the breaking of long-held conventions to make way for new inventions at once providing greater clarity and widening mathematical horizons. Viewed from this historical perspective, mathematical abstraction emerges as neither mysterious nor immutable, but as a contingent, developing human activity. **Making up Numbers** will be of great interest to undergraduate and A-level students of mathematics, as well as secondary school teachers of the subject. In virtue of its detailed treatment of mathematical ideas, it will be of value to anyone seeking to learn more about the development of the subject.

aw root beer history: Fix the Pumps Darcy S. O'Neil, 2010-05 **Fix the Pumps** is a historical account of the golden era of soda fountains including over 450 recipes that made soda America's most popular drink.

aw root beer history: **Disasters and History** Bas van Bavel, Daniel R. Curtis, Jessica Dijkman, Matthew Hannaford, Maïka de Keyser, Eline van Onacker, Tim Soens, 2020-10-22 **Disasters and History** offers the first comprehensive historical overview of hazards and disasters. Drawing on a range of case studies, including the Black Death, the Lisbon earthquake of 1755 and the Fukushima disaster, the authors examine how societies dealt with shocks and hazards and their potentially disastrous outcomes. They reveal the ways in which the consequences and outcomes of these disasters varied widely not only between societies but also within the same societies according to social groups, ethnicity and gender. They also demonstrate how studying past disasters, including earthquakes, droughts, floods and epidemics, can provide a lens through which to understand the social, economic and political functioning of past societies and reveal features of a society which may otherwise remain hidden from view. This title is also available as Open Access on Cambridge Core.

aw root beer history: **Wildflowers and Important Native Plants of the Inland Empire** Barbara Iyer, 2020-08 Over 80 species descriptions covering plants you're most likely to see in the valleys and foothills of western Riverside and San Bernardino Counties of inland Southern California.? Intuitive organization: flowers are sorted by color and plants by size for easy reference.? Full color photos of each unique plant? Park locations for seeking wildflowers? Simple tips on how to grow natives in your yard? A comprehensive glossary to help with unfamiliar terms

aw root beer history: **The Oxford Companion to American Food and Drink** Andrew F. Smith, 2007-05 Offering a panoramic view of the history and culture of food and drink in America with fascinating entries on everything from the smell of asparagus to the history of White Castle, and the origin of Bloody Marys to jambalaya, **The Oxford Companion to American Food and Drink** provides a concise, authoritative, and exuberant look at this modern American obsession. Ideal for the food scholar and food enthusiast alike, it is equally appetizing for anyone fascinated by Americana, capturing our culture and history through what we love most--food! Building on the highly praised and deliciously browseable two-volume compendium **The Oxford Encyclopedia of Food and Drink in America**, this new work serves up everything you could ever want to know about American consumables and their impact on popular culture and the culinary world. Within its pages for example, we learn that Lifesavers candy owes its success to the canny marketing idea of placing

the original flavor, mint, next to cash registers at bars. Patrons who bought them to mask the smell of alcohol on their breath before heading home soon found they were just as tasty sober and the company began producing other flavors. Edited by Andrew Smith, a writer and lecturer on culinary history, the Companion serves up more than just trivia however, including hundreds of entries on fast food, celebrity chefs, fish, sandwiches, regional and ethnic cuisine, food science, and historical food traditions. It also dispels a few commonly held myths. Veganism, isn't simply the practice of a few hippies, but is in fact wide-spread among elite athletic circles. Many of the top competitors in the Ironman and Ultramarathon events go even further, avoiding all animal products by following a strictly vegan diet. Anyone hungering to know what our nation has been cooking and eating for the last three centuries should own the Oxford Companion to American Food and Drink. DT Nearly 1,000 articles on American food and drink, from the curious to the commonplace DT Beautifully illustrated with hundreds of historical photographs and color images DT Includes informative lists of food websites, museums, organizations, and festivals

aw root beer history: Smokin' with Myron Mixon Myron Mixon, Kelly Alexander, 2011-05-10 The winningest man in barbebecue shares the secrets of his success. Rule number one? Keep it simple. In the world of competitive barbecue, nobody's won more prize money, more trophies, or more adulation than Myron Mixon. And he comes by it honestly: From the time he was old enough to stoke a pit, Mixon learned the art of barbecue at his father's side. He grew up to expand his parent's sauce business, Jack's Old South, and in the process became the leader of the winningest team in competitive barbecue. It's Mixon's combination of killer instinct and killer recipes that has led him to three world championships and more than 180 grand championships and made him the breakout star of TLC's BBQ Pitmasters. Now, for the first time, Mixon's stepping out from behind his rig to teach you how he does it. Rule number one: People always try to overthink barbecue and make it complicated. Don't do it! Mixon will show you how you can apply his "keep it simple" mantra in your own backyard. He'll take you to the front lines of barbecue and teach you how to turn out 'cue like a seasoned pro. You'll learn to cook like Mixon does when he's on the road competing and when he's at home, with great tips on • the basics, from choosing the right wood to getting the best smoker or grill • the formulas for the marinades, rubs, injections, and sauces you'll need • the perfect ways to cook up hog, ribs, brisket, and chicken, including Mixon's famous Cupcake Chicken Mixon shares more than 75 of his award-winning recipes—including one for the most sinful burger you'll ever eat—and advice that will end any anxiety over cooking times and temps and change your backyard barbecues forever. He also fills you in on how he rose to the top of the competitive barbecue universe and his secrets for succulent success. Complete with mouth-watering photos, Smokin' with Myron Mixon will fire you up for a tasty time.

aw root beer history: Alcoholics Anonymous Bill W., 2014-09-04 A 75th anniversary e-book version of the most important and practical self-help book ever written, Alcoholics Anonymous. Here is a special deluxe edition of a book that has changed millions of lives and launched the modern recovery movement: Alcoholics Anonymous. This edition not only reproduces the original 1939 text of Alcoholics Anonymous, but as a special bonus features the complete 1941 Saturday Evening Post article "Alcoholics Anonymous" by journalist Jack Alexander, which, at the time, did as much as the book itself to introduce millions of seekers to AA's program. Alcoholics Anonymous has touched and transformed myriad lives, and finally appears in a volume that honors its posterity and impact.

aw root beer history: Every Now and Then Lesley Kagen, 2020-10-06 For fans of Where the Crawdads Sing and This Tender Land comes a heartfelt story about three young girls searching for adventure during the summer of 1960 from the New York Times bestselling author of Whistling in the Dark. That summer would change us . . . forever. The summer of 1960 was the hottest ever for Summit, Wisconsin. For kids seeking relief from the heat, there was a creek to be swum in, sprinklers to run through, and ice cream at Whitcomb's Drugstore. But for Frankie, Viv, and Biz, eleven-year-old best friends, it would forever be remembered as the summer that evil paid a visit to their small town--and took their young lives as they'd known them as a souvenir. With a to-do list in hand, the girls set forth from their hideout to make their mark on that summer, but when three

patients escape from Broadhurst Mental Institution, their idyllic lives take a sinister turn. Determined to uncover long-held secrets, the girls have no idea that what they discover could cost them their lives and the ones they hold dear. Six decades later, Biz, now a bestselling novelist, remembers that long ago summer and how it still haunts her and her lifelong friends in *Every Now and Then*, a story about the ties that bind us, the timelessness of grief and guilt--and the everlasting hope for redemption.

aw root beer history: *Drive-in Deluxe* Michael Karl Witzel, 1997 A nostalgic trip back to the great drive-in restaurants of the 1950s and 60s. Drive-ins from across the United States are featured in fascinating archival photography as well as new photos of still in-use restaurants. Illustrations include period advertising, memorabilia, juke boxes, great new photography, and historical shots. Witzel wrote the best-selling *Gas Station Memories* and *The American Drive-In*.

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