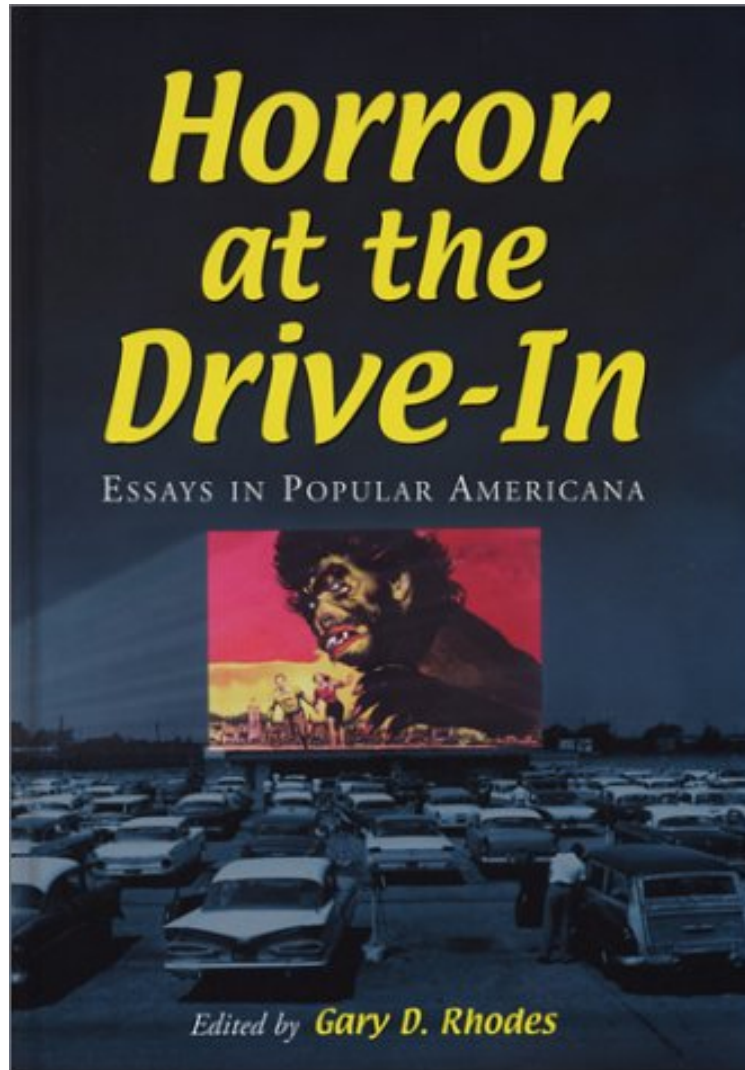


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## Horror at the Drive-In: Essays in Popular Americana

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**From Brand: McFarland Company : Horror at the Drive-In: Essays in Popular Americana** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Horror at the Drive-In: Essays in Popular Americana:

This book is a collection of 18 essays by various scholars on the classic drive-in horror film experience. Those in Section One emphasize the roles of the drive-in in the United States - and its cultural cousin, Australia. Section Two examines how horror operated at the drive-in, the rhetoric used in coming attraction trailers, horror film premieres at

drive-ins, double features, and the preproduction, production, and marketing of *Last House on the Left*. Section Three addresses the effects of the Vietnam War and counter-culture on *The Texas Chainsaw Massacre*, and the Cold War on *Cat Women on the Moon*. Section Four explores gender issues and sexuality. Section Five covers drive-in culture via *Hush...Hush*, *Sweet Charlotte*, *2000 Maniacs*, and the films of Mario Bava. Section Six investigates a variety of issues, such as the drive-in horror film's embrace of DNA, the use of cinematic form to create a non-Hollywood look in *Wizards of Gore*, and the many different prints and running times of *I Drink Your Blood*.

All eighteen essays are well written, and worth your time. --Classic ImagesEssays approach a number of unusual but provocative themes. --Big ReelA major contribution. --Journal of Popular Film TelevisionAbout the AuthorEditor Gary D. Rhodes, a documentary filmmaker, is a professor in the University of Oklahoma Department of Film and Video Studies. He is also the author of *Lugosi: His Life in Films, on Stage, and in the Hearts of Horror Lovers* (1997) and *White Zombie: Anatomy of a Horror Film* (2001).