

# MTI Research Snaps:

## See the USA in Your Chevrolet: The American Road Trip Reconsidered

Presented by Dan Albert, PhD and Allyson Hobbs, PhD

September 17, 2020



@MinetaTrans



@MinetaTransportation

#MTIResearchSnaps



# The Unconsidered Road Trip



*Dan & Melissa, Bethesda, Maryland 1992*

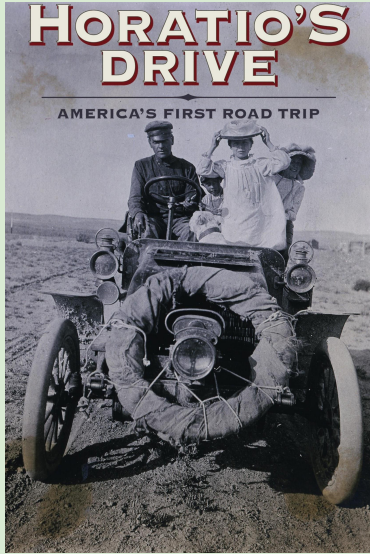


The Oregon Coast, 4 weeks later.

No GPS Allowed!

# ***(Re)considering the Road Trip Road***

America Needs More Roads!



[Ken Burns, PBS](#)



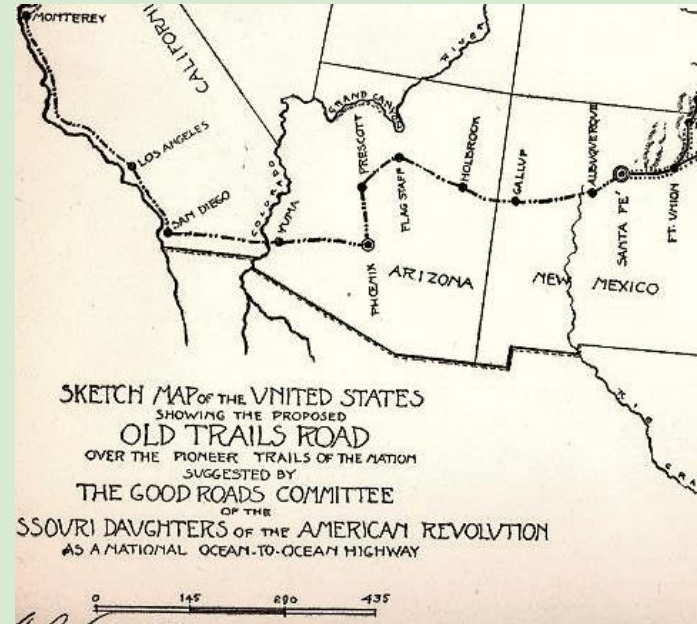
[Smithsonian](#)

# Roads to Tell Colonizing Stories



*“a woman's national movement to awaken interest in a national highway from ocean to ocean, along the old trails **of the nation's pioneers**.”*

- Elizabeth Butler Gentry, **D.A.R**



**Pioneers** Invade Mexico, 1846



# Roads to Tell Patriotic Stories

## Park-to-Park Highway



“...the parks are national properties in which **every citizen** has a vested interest... [they] contain the highest potentialities of national pride, national contentment, and national health.....” - Stephen Mather, NPS

# Revisionist Road Stories



**Get Your Kicks on Route 66**

**Along Route 66, it is a terror between towns. -Steinbeck, *Grapes of Wrath***

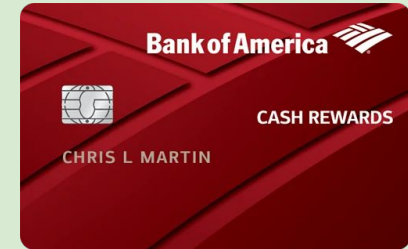
# Celebrating the Road Trip Story for Profit



1903 Selling Cars



1970s Selling SUVs



2020 [Selling Cash Back](#)



# ***Road Stories Left Untold***

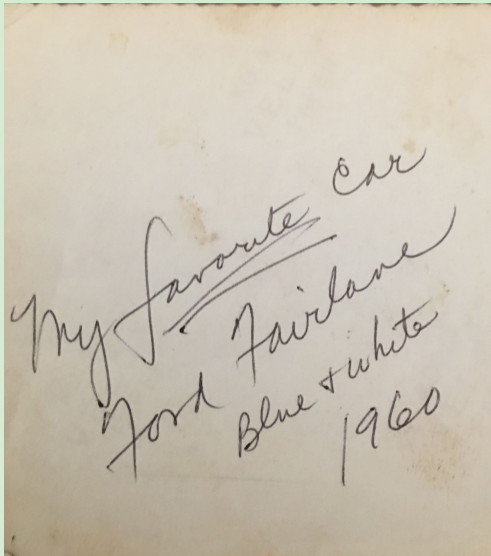


Trouble with the Sparker.



# Far From Sanctuary

## African American Travel in Twentieth Century America



Allyson Hobbs  
17 September 2020



J & L — A GREAT NAME IN STEEL



## Your safer ride starts with steel

You roll the road with hardly a sound in your gleaming car of today's design. Sometimes a workhorse, sometimes in the moonlight an enchanted coach—but always you know you are wrapped around in the safety of steel.

For your car from fender to fender is two-thirds steel—steel carefully made to meet the different needs of body, frame, springs and the many other parts that make the modern automobile a dependable, mechanical marvel.

Jones & Laughlin Steel Corporation is proud of the part it plays in manufacturing quality steels to meet the needs of the great industry whose constant aim is to build finer and safer cars for all.



## Jones & Laughlin

STEEL CORPORATION · PITTSBURGH

Hot and Cold Rolled Sheet and Strip • Tin Plate • Continuous Galvanized Sheets • Tubular Products • Plates, Structural, Hot Rolled Bars • Hot Extruded and Cold Drawn Bars • Wire and Wire Products • Alloy Products • Electricweld Tubing • Wire Rope • Steel Containers • Coal Chemicals



Molten steel is poured or "teemed" into ingots—the first solid form on its way from the open hearth furnaces to finishing operations.









DINAH SHORE INVITES YOU TO ENTER

# "See the U.S.A. in Your Chevrolet" CONTEST

**123 PRIZES!**

**3 NEW CORVETTES  
60 NEW CHEVROLETS  
60 KIDDIE CORVETTES**

**EXTRA**

*Top three winners  
receive two cars!*

*Look inside for your Entry Form and the Official Contest Rules*





**“Nothing behind me,  
everything ahead of me,  
as is ever so on the road.”**

Jack Kerouac



**DON'T LET THE SUN SET  
ON YOU HERE, UNDERSTAND?**

Norman, Okla., Feb. 10.—Agitation  
regarding Race musicians has become

**NEGROES ARE BARRED  
IN LOCAL HOTELS**









## RUNAWAY—\$20 REWARD.

The Negro Woman HANNAH, about 45 years of age, absented herself from my dwelling last February, without cause. She is low in stature and inclined to be fat. It is supposed she is harbored in the upper faubourg. Twenty dollars reward will be paid for her apprehension.

July 7 41law

W. M. LAMETH.

## \$150 REWARD.

RANAWAY from the subscriber, on the night of Monday the 11th July, a negro man named

# TOM,

about 30 years of age, 5 feet 6 or 7 inches high; of dark color; heavy in the chest; several of his jaw teeth out; and upon his body are several old marks of the whip, one of them straight down the back. He took with him a quantity of clothing, and several hats.

A reward of \$150 will be paid for his apprehension and security, if taken out of the State of Kentucky; \$100 if taken in any county bordering on the Ohio river; \$50 if taken in any of the interior counties except Fayette; or \$20 if taken in the latter county.

July 12-84-tf

B. L. BOSTON.



## RAN AWAY

From the subscriber, living on Bear Grass, five miles from Louisville, a negro man, named CHARLES.

commonly called Charles Harrison. He is about the common size, with rather a yellowish hue in the face, has a fine slick skin, his eyes showing a good deal of the white, and about 28 or 30 years old. He is a very intelligent fellow, and remarkably handy; being a shoemaker, working mostly with pegs, preferring to make pegged shoes, and does very good work. He is an excellent gardener—very handy at butchering—can lay brick, &c. It is apprehended that he will make for Indiana or Ohio. Very probably he may attempt to get a passage in a steam boat.

For the apprehension and security of said fellow, so that I get him, I will give, (if taken in Kentucky,) fifty dollars. If taken on the north side of the Ohio, and in like manner secured, I will give to the person or persons so apprehending and securing him, the sum of one hundred dollars.

JOHN SPEED.

march 8—774ow







My favourite car  
Ford Fairlane  
Blue & white  
1960





Mich 1970







My Favorite Car  
Ford Fairlane  
Blue & white  
1960

Thank you for joining us for  
See the USA in Your Chevrolet:  
The American Road Trip  
Reconsidered



**Tune in for our next webinar in partnership with Silicon Valley Bicycle Coalition “Surveying Silicon Valley on Cycling” on September 24, 2020 at 7p.m.!** Visit <https://transweb.sjsu.edu/events> for details and registration.

Have a suggestion for a webinar topic you’d like to see featured? Email [irma.garcia@sjsu.edu](mailto:irma.garcia@sjsu.edu)

