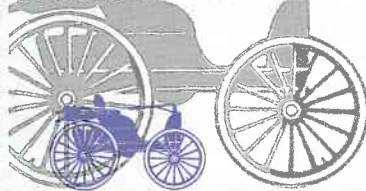


Book Reviews



Eat My Dust

EARLY WOMEN MOTORISTS
GEORGINE CLARSEN, AUTHOR

The Johns Hopkins University Press
2715 North Charles Street
Baltimore MD 21218
800-537-5487
press.jhu.edu
ISBN: 978-0-8018-8465-8
16 black/white photos, two line drawings
216 p.; hardcover, \$52

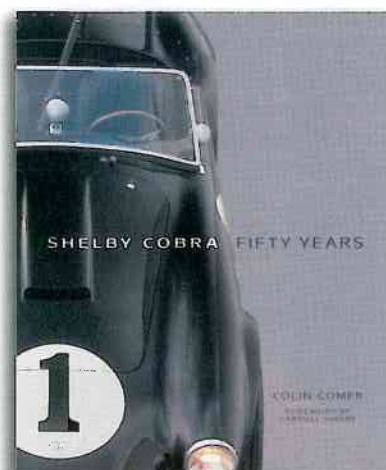


One often-ignored facet of automotive history is that of how the invention of the car impacted the lives of women in the early 20th century. Clarsen's book tackles this subject through stories of women from Great Britain, Australia, the United States and South Africa, showing how these women challenged the widely held view of feminine inferiority in the mechanical arts. From opening garages and driving schools to working as military drivers during WWI and through political activism, these early pioneers paved the way for later generations of women motorists and a greater equality in this technology. This is a great addition to any automotive history and women's studies collection.

— Kim Gardner

Shelby Cobra

FIFTY YEARS
COLIN COMER, AUTHOR
FOREWORD BY CARROLL SHELBY



Motorbooks
400 First Avenue North, Suite 300
Minneapolis MN 55401
800-458-0454
motorbooks.com
ISBN: 978-0-7603-4029-5
256 p.; 309 color photos; 119 black/white
10 x 12.25", hardcover, \$40

Having been jaded by reading a rather uncomplimentary review of Colin Comer's new Shelby Cobra book, I looked at my copy with a more critical view. Problems that the reviewer pointed out ended up being so miniscule that they should have been left out of the complaint department. One could literally spend hours pawing through this latest edition of Shelbydom.

Printed on extremely high quality paper, photo reproduction is beautiful. While most of the historical photos may have been published at one time or another during the past 50 years, I'd say that never have so many been published in just one book. Mixed in are several previously unpublished photos, as well as a great number of contemporary shots taken by top professionals.

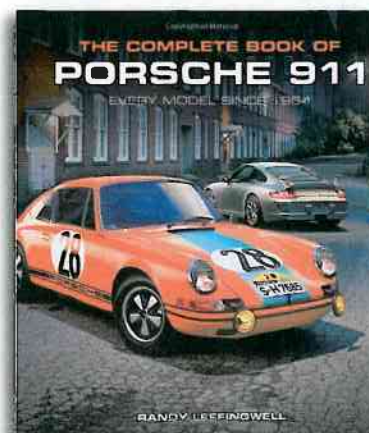
Also a notable addition to this book is the chapter dedicated to Shelby memorabilia, or "costly Cobra trinkets." While such trinkets may be the only thing most of us could ever afford to buy, many of them would probably cost as much as a brand new economy car by themselves. The book takes you from beginning to the end of 50 years, i.e. the Las Vegas-built "completion", "component" and other special examples that will be the basis of the next half century. While reproduction "kit cars" are mentioned, they are not a part of the book.

Along with solid support and help from his wife, Cana, Colin Comer has produced a heck of a 50th anniversary book. It is finished nicely with an Appendix giving important Cobra facts and figures.

— West Peterson

The Complete Book of Porsche 911

EVERY MODEL SINCE 1964
RANDY LEFFINGWELL, AUTHOR

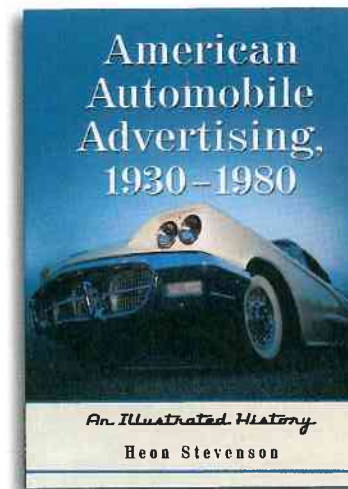


Motorbooks
400 First Avenue North, Suite 300
Minneapolis MN 55401
800-458-0454
motorbooks.com
ISBN: 978-0-7603-3939-8
288 p.; 275 color photos; 116 black/white
9.8 x 11.2", hardcover, \$45

Arguably, the fabled 911 is the ultimate postwar performance/sports car. In other words, if you had just enough resources to buy only one such decadent toy – in a practical sense – a Porsche 911 fits the bill nicely. If that doesn't make sense to you, this book probably wouldn't either. For those who "get it," this book is well done.

Beginning with an introduction of the predecessor 356 models, this book moves right into a model-by-model overview for each year of the 911's production, from the original 901 prototype to the current models. In addition to production cars, the book includes all of the factory's racing, prototype, and special-production cars illustrated with both current and archival photography. Throughout the book, comprehensive specification charts are also included. It could be the ultimate single-volume resource for the 911 aficionado.

— West Peterson



American Automobile Advertising, 1930-1980

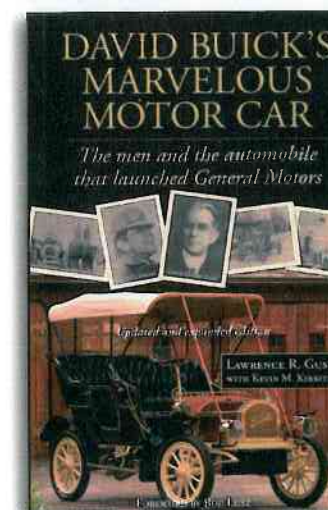
AN ILLUSTRATED HISTORY
HEON STEVENSON, AUTHOR

McFarland
960 NC Hwy 88 W
Jefferson NC 28640
336-246-4460
McFarlandPub.com
ISBN: 978-0-7864-3685-9
262 black/white photos, 21 color
bibliography, index
294 p.; hardcover, 8.5 x 11", \$75

This book provides a comprehensive history of American print automobile advertising over a half-century span, beginning with the entrenchment of the Big Three automakers during the Depression and concluding with the fuel crises of the 1970s and early 1980s.

Advances in general advertising layouts and graphics are discussed, together with the ways in which styling, mechanical improvements, and convenience features were highlighted. It also explores ads that were concerned less with the attributes of the cars than with shaping the way consumers perceived and identified with them, ads oriented toward the practical aspects of automobile ownership, and concludes with an account of how advertising responded to the advance of imported cars after WWII. The majority of the ads illustrated have not been seen in print since their original publication.

— Tom Boyesen



David Buick's Marvelous Motorcar

THE MEN AND THE AUTOMOBILE THAT LAUNCHED
GENERAL MOTORS

LAWRENCE R. GUSTIN, AUTHOR
WITH KEVIN M. KIRBITZ
FOREWORD BY BOB LUTZ

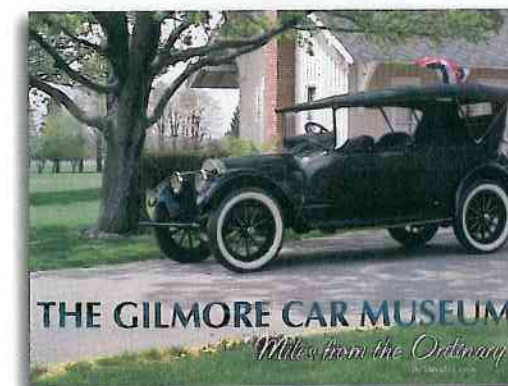
Buick Gallery & Research Center
Alfred P. Sloan Museum
Flint, Michigan
amazon.com
ISBN: 978-1466263673
200+ black/white photos
271 p.; soft cover, 6"x9", \$18
Second edition, 2011

With millions of Buicks on the road and older models a favorite of collectors, this second edition of Gustin's book on David Buick, Billy Durant and the other key players in the formation of General Motors is a must read. Written in a very readable style and with new historical material on David Buick's engine and transmission work, Durant and the beginning of Chevrolet, gaps in Buick's early history have been filled. Gustin, along with his research associate, Kevin Kirbitz, a GM engineering manager, also includes quotes from present-day GM management as to why Buick has survived while other divisions have not. For anyone that has ever wondered just who David Dunbar Buick was, this book will answer those questions. Even if you already have the first edition, you will want to add this one to your shelf. Gustin is also the author of *Billy Durant: Creator of General Motors* and is the co-author of *Buick: A Complete History*.

— Kim Gardner

The Gilmore Car Museum

MILES FROM THE ORDINARY
DAVID O. LYON, AUTHOR



The Gilmore Car Museum
6865 Hickory Road
Hickory Corners, MI 49060
269-671-5089
GilmoreCarMuseum.org
ISBN: 978-1-57864-630-2
200+ color and vintage photos;
160 p.; hardcover, landscape, \$35

It has been said that The Gilmore Car Museum, just outside of Hickory Corners, Michigan (north of Kalamazoo), started as a private collection that got out of hand. In 1963, Genevieve Gilmore gave her husband, Donald S. Gilmore, a 1920 Pierce-Arrow "project car" to keep him busy after he retired as CEO of The Upjohn Co., a pharmaceutical firm started in 1887 by her father and now part of Pfizer Inc. Author/photographer David Lyon provides a glimpse of the hundreds of vehicles located on the 90-acre campus, which includes not only cars owned by the Gilmore Museum but also of several partner organizations, including the Classic Car Club of America, Cadillac-LaSalle Club, The Pierce-Arrow Museum, H.H. Franklin Club, Tucker Historical Collection & Library, and The Midwest Miniatures Museum. Groundbreaking for the Ford Model A museum and the Lincoln Motorcar Foundation Museum are also scheduled to take place very soon. After 45 years as a seasonal operation, in 2011 the Gilmore Car Museum opened as a year-round attraction.

When Donald Gilmore began restoring the Pierce under a tent in the back yard, apparently his daughters encouraged him to buy land north of their Gull Lake home and move his restoration project. Gilmore bought not only farmland, but several historic barns that he had moved onto the property. At Genevieve Gilmore's prompting to turn the car collection into a treasure open to the public, the museum opened on July 31, 1966.

Most of the display facilities are in the restored Michigan barns, but there are also a few newer buildings that look like barns or old showrooms. In addition, an historical diner was bought out east, moved to the premises, and now serves as an ice cream parlor. There is also a 1930s Shell gas station, a train depot, a railroad tower, and a shop that is used to teach kids about automobile restoration.

This is a good book. Our only complaint is that most of the vehicle descriptions are cold company histories as opposed to what is known about each car's ownership, or how and/or why they became a part of the collection.

— West Peterson