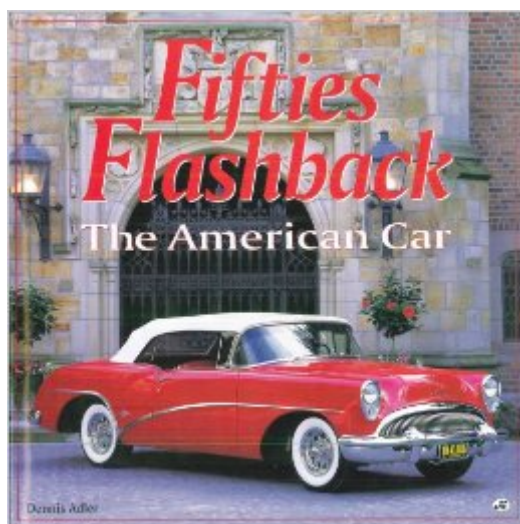


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# Fifties Flashback: The American Car



## Synopsis

This book captures the spirit of the post World War II America and the era of tail fins, big chrome, and glitzy trim created by Detroit automotive stylists. Here is the complete story of Detroit as it emerged from the war and geared up to produce the first completely new automobiles since the 1930s. In depth interviews with Ford, General Motors, and Chrysler stylists take you into the Detroit design studios and executive board rooms of the 1950s, and behind the scenes at Packard, Studebaker, Hudson, and Nash. Author Dennis Adler has photographed some of the most significant cars of the 1950s and compiled a history that details the emerging postwar auto industry and the influence the automobile had on the American landscape throughout the decade. The artistry of his sensational large format photography and period photo locations parallel this spectacular saga of an American era unlike any other. More than 125 color, and 30 historical black and white photographsâ ”some never before publishedâ ”chronicle this exciting period in the history of the American automobile.

## Book Information

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## Customer Reviews

A bright, glitzy photo-op showcasing some of the best of the 1950s DETROIT IRON. I have always considered the 1950s to have been the epitome of American auto style. It does not surprise me that Detroit collapsed, and that American cars do not sell as well as many foreign ones. What can you expect when every car basically looks alike ... the cooker-cutter look. Back then, each marque had its own personality, its own distinctive look ... I could identify each model from a mile away ... now I don't even care; they all look alike. Books like this one help me to recapture some of the thrill of

looking at, and into, those gorgeous Detroit Dinosaurs.

The pictures are very good. Most of the car pictures are of convertables. Does not show enough dash board pictures. If you are looking for some of the cars you may have owned, you are lucky if you find them (unless it was a convertible) and interior pictures are a let down.

The work that Dennis Adler did on this volume decades ago still holds-up. Within it's hardcover 160 Pages, are packed over 125 colour & 30 historical black & white photos, all linked together in Eight Chapters...each a self-contained time capsule on its own. All of the important research that he did on the time period, from just after WW II leading up to the 50's, along with the interesting facts and memorable happenings of that by-gone generation, then blending in the 50's with so much cool info & details that it will blow your mind...it brings it all back to life for those of us who were there, and documents it historically for those who weren't. As a photographer, Adler is one of the BEST ! His magnificent colour photos sometimes need two pages to be shown-in-full, and the rarity of many of these cars is amazing ! When was the last time you saw a '53 Hudson Hornet Hollywood Hardtop, a '58 Buick Century Caballero Estate Wagon, or, a 1950 Muntz Jet ? Well, you'll see 'em here...plus many others that were from the "Big Three", as well as the "Independents" like Kaiser, Studebaker, Packard, Nash, and , Hudson. BUT, it doesn't stop there. Many books of this nature completely by-pass, or, overlook our Rod & Custom Heritage...Adler doesn't. Chapter Eight covers some of those cool rides from Barris, Bailon, Ed "Big Daddy" Roth, Tony Nancy, and others. It's just enough to "wet the appetite" of a novice, and to satisfy us lifelong Gearheads ...knowing that our R&C History was recognized & included as a part of this book's All-American Car contents. "Fifies Flashback: The American Car", by Dennis Adler, is a book that belongs in your Automotive Library, or, would be a great gift for any car lover. The price is a steal, and here's a cool "Bonus" for you: If you lose the dust jacket that's no problem 'cause the DJ photos are printed directly on the cover itself !

My brother was born in the early 40's and loved the cars of the 1950's when he began to drive. He was always drawing pictures of the cars of the era in his school notebooks and hoped to become a car designer. He moved to Detroit in the early 60's and lived near one of the production plants. His love of classic cars never left him and owned several and participated in car shows. He is now very ill and under nursing care. I sent him this book for his birthday and he was delighted to receive it and share it with other residents. It helps infirmed patients to relive their past and keeps them mentally

alert. He had a partial hip replacement at that time and the book was a greatly appreciated surprise.

For the price you cannot beat it. The photographs, binding and glossy pages are of a very high quality. Some "50 Car Aficionados" might question the accuracy of certain information. But being a "50's car" guy myself I would consider any criticism nit-picking.

My husband loves this book, and has read, and re-read this book several times. I think it takes him on a long trip down memory lane to the innocent times of the 1950's, and he's loving every minute of it. He has hinted at a book on muscle cars from the 1960's, so I guess that's next on his "wish list."

(Wow),What a Super Cool 50"s Car Book. I Was Amazed At What a Wonderful Book This Is. Lots Of Cool Pictures,and Lots Of Great Information On The Cars Of The 50"s. Makes a Wonderful Gift Or Coffee-Table Book.5 Stars

This book is must have if you ever drove a 1950's car, or just were alive in the 50's. Would make an excellent gift which is why I purchased it. Excellent value for the price. Each page has a large color photo with a write up on the car. It will bring back memories and you will wish that you had kept that 50's vehicle you or your family once owned. They just don't make them like they used to.

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