

(For comparison, AMC got 15 pages and they seriously marketed muscle cars eight years, as opposed to Studebaker's two, from 1968 390-powered to 1974 401-powered AMXs and related cars.)

Studebaker's 6 pages include 14 photographs; some period in black and white and some contemporary, in color. All are well-chosen, appropriate, and well-placed. (Among them is the famous picture of Ray Tanner's Blue Mist 1963 R2 Lark Regal, *The Whistler*, now being restored by Jet Thruster John Kroulik. Floyd Mendenhall at Ray Tanner Motors mailed me that photo in 1963, when I was 17 years old. How could I have known, at age 17, that the photograph would be used in a wonderful book representing Studebaker high-performance cars when I was 71 years old? But there it is!)

Not only that, but Studebaker gets a nice mention in Diego's generic opening / introductory Chapter 1, *Some History*, with a photograph of an Avanti at Bonneville to boot. Finally, the famous 1963 Super Lark / Super Hawk Studebaker magazine advertisement is one of only two advertisements on the book's **opening title page**. The other advertisement is a GTO!

I cannot honestly say I've read every one of Diego's words in the balance of the book, the non-Studebaker chapters, but I've read a good deal of it. I discovered no errors or material to be questioned from back in the day; rather, I learned a lot! He did a fine job researching text and accumulating interesting dealer and manufacturer photographs and advertisements from this important era in automobile history.

Diego Rosenberg's *Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s* deserves top-shelf placement in any enthusiast's library. Highly recommended with no reservations. **BP**

**By Evan Davis**

If you weren't a car guy, the following terms would seem to have absolutely nothing in common:

'Royal Bobcat', 'Rebel Machine,' 'Scat Pack', 'Thunderbolt', 'Street Sweepers', 'Direct Connection', 'Jet-Thrust', 'Varoom Room', 'Cyclone', 'Rapid Transit System', 'Ramchargers'.

To any car guy, they immediately invoke memories of one era, the 60s muscle car era. The birth of the muscle car brought a whole new experience to the car buyer in the 60s. Dealers embraced the growing interest of the buying public and began selling vehicles in a whole new way. In his new book, *Selling the American Muscle Car: Marketing of Detroit Iron in the 60s and 70s*, Diego Rosenberg examines the Muscle Car era through a whole new lens. His analysis focuses on the individual manufacturers' marketing and vehicle sales techniques for selling these new, high-horsepower machines.

Divided among the individual manufacturers, the book examines the different tactics the manufacturers used to lure buyers to the showrooms. It also highlights the colorful cast of characters that were involved as well. Buyers were introduced to Shelby, Yenko, Mr Norm, Donohue, Hurst, Holmann-Moody and Granatelli. It was an exciting time for car buyers, with many options to choose from.

There are many period photographs included in the book, including some uncommon shots not seen often. The author does a thorough analysis, highlighting different vehicles and including some very rare 4 door and station wagon muscle cars. Of personal interest to me were period photos of the race teams, haulers and drag race shots. Also included are many current photos of muscle cars, including many taken at the Pure Stock Muscle Car Drags. Another interesting addition was the inclusion of Canadian-only muscle cars, models marketed and sold only in Canada during the muscle car craze. There is also excellent coverage of all manufacturers, not just the big three.

The Studebaker section has an excellent analysis of the Jet Thrust cars and Studebaker's effort to sell them. It includes pics of Ted Harbit's 'Stude Tomato', and George Krems's 'Plain Brown Wrapper'. As well, it includes period shots of 'The Whistler'; the 63 Lark Regal campaigned by Ray Tanner Motors in Phoenix. It also features the Sears Allstate Avanti and the Granatelli cars at the Bonneville Salt Flats, even making mention of the Due Cento R5 Avanti. Author Diego gives thorough explanation of the development of the Jet-Thrust cars and the R-Series engines. He analyzes the marketing campaigns, from individual dealer efforts to the USAC performance certification at Bonneville. He even makes mention of the "Q\*Car" advertising of the "...normal-looking Lark".

Overall it's an excellent book, with tons of good and interesting photos. It is factual, well-researched and a good read for anyone with an interest in Muscle Cars. **ED**

This photo of the famous 'The Whistler' drag race car is featured on page 172 in the book. It was a glossy, black & white 8"X 10" photo sent to Bob Palma by Ray Tanner Motors back in 1963, who kindly provided it for publishing in this excellent book.

