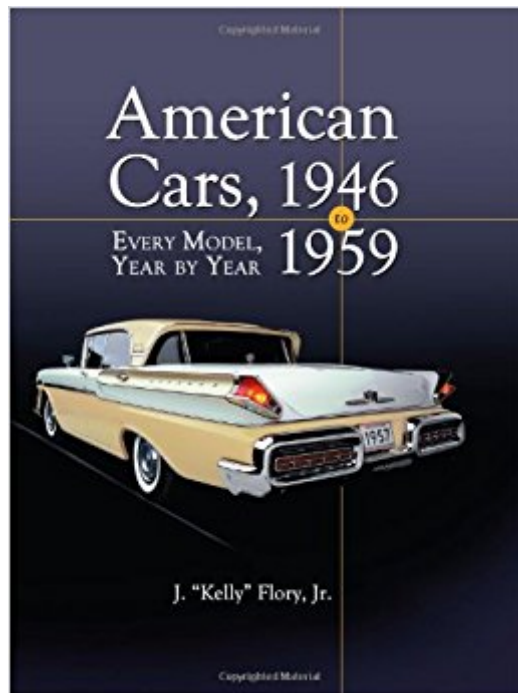




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American Cars 1946-1959: Every Model, Year By Year



Synopsis

From the resumption of automobile production at the close of World War II through the 1950s, the American auto industry would see the births and deaths of several manufacturers, great technological advances, and an era of dramatic styling as a prospering nation asserted its growing mobility. Cars of this period are among the most iconic vehicles ever built in the United States: the 1949 Ford, the remarkable Studebaker designs of 1950 and 1953, the 1955-1957 Chevrolets, the "Forward Look" Chrysler products, the ill-fated Edsel and many others. This comprehensive reference book details every model from each of the major manufacturers (including independents such as Kaiser-Frazer and Crosley but excluding very low-volume marques such as Tucker) from model years 1946 through 1959. Year by year, it provides an overview of the industry and market, followed by an individual report on each company: its main news for the year (introductions or cancellations of models, new engines and transmissions, advertising themes, sales trends etc.); its production figures and market status; and its powertrain offerings, paint colors and major options. The company's models are then detailed individually with such information as body styles, prices, dimensions and weights, standard equipment and production figures. Nearly 1,000 photographs are included.

Book Information

Hardcover: 1047 pages

Publisher: McFarland (July 3, 2008)

Language: English

ISBN-10: 0786432292

ISBN-13: 978-0786432295

Product Dimensions: 11.4 x 8.8 x 2.7 inches

Shipping Weight: 5.8 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 9 customer reviews

Best Sellers Rank: #520,957 in Books (See Top 100 in Books) #272 in [Books > Engineering & Transportation > Automotive > History](#) #1041 in [Books > Engineering & Transportation > History](#) #127574 in [Books > Textbooks](#)

Customer Reviews

In a volume similar in form to his *American Cars, 1960-1972* (2004), author Flory provides commentary and data on "all cars offered for sale in the United States by major American manufacturers in model years 1946 through 1959." Just over 25 makes (e.g.,

Chevrolet, Ford, Packard, Studebaker) are covered in detail along with additional information on minor makes and 1950s dream cars. Trucks are excluded. Arrangement is by year. Each year begins with an essay on the state of the auto industry that can be up to three pages long. Essays are then followed by makes organized alphabetically. Each make is broken down by that year's models, from least to most expensive. For example, the 1946 section on Buick lists three makes: the Special, Super, and Roadmaster. Each make begins with yearly highlights, then moves to general data on production, introduction dates, prices, market share, assembly plants, serial numbers, power trains, major options, and paint colors. Model information includes percentage of division's sales, notable changes (e.g., trim and detail changes), major standard equipment, measurements, models, price, shipping weight, and other information. Advertising slogans and small black-and-white illustrations (mostly exteriors) are included. Appendix 1 provides background on five minor makes, while appendixes 2-5 cover transmissions, engines, dream cars, and milestones (i.e., anniversaries and a list of classic cars). The volume ends with a short bibliography and an index. While Ron Kowalke's *Standard Catalog of American Cars, 1946-1975* (Krause, 1976) covers similar ground and provides extensive coverage of alternative cars, Flory's *American Cars* gives users added material on measurements, paint colors, competitors, ad slogans, the automotive industry, and automotive milestones. This useful, moderately priced resource makes a nice addition to public libraries. --Stephen Fadel

J. "Kelly" Flory, Jr., is a technical accounting specialist and longtime car enthusiast. Also the author of *American Cars, 1960-1972* (2004), he lives in Lenexa, Kansas.

I bought both "American Cars 1946-1959" and "American Cars 1960-1972: Every Model, Year by Year" for the in depth production information that these books contain. Everything I could imagine wanting to know about any car model is available in these volumes, and although I have many other automobile books that also contain much of this information, none individually offer the complete set of production numbers, paint and factory codes and car model sales history details that are contained in these two books. Some buyers were disappointed by the small black and white pictures in these books but I have many automobile books with large color photos and if I want more I can find hundreds of pictures of any model I want on the internet any time I want so this is a plus for me - these are already large books and I wouldn't want them any larger. The pictures show enough to identify the car models covered and that is sufficient for me. I wanted the extensive hard-to-find

detailed information that they contain and I was impressed by finding even more info than I had hoped for. You get what you pay for and these books are not cheap so if you are not a car restorer or car fanatic like me, these books are not for you. Most of us already have a library of car books with beautiful color photos or books with detailed illustrations (my favorite is the "American Car Spotters Guide" books that are no longer in print) so the "beauty" of these books is printed words they contain, not the images.

This is a great book for those looking for specific facts about cars produced between 1946 and 1959. If you have a library of all the decade car picture books this book is what you need to make your collection complete. This book will let you know most everything you want to know about every specific car. The models produced, cost, colors, options, engines, specifications etc. This is a must have book for any car lover's library.

I bought this book for my partner who is restoring a 1959 Lincoln; he is not an avid reader, but he is reading every page of this book. He loves it!

While the comprehensive overview is appreciated, it appears to lacking in one important area. Options for vehicles is not complete, but rather a smattering of most options available.

Plenty of data, although it lacks more pictures.

I like it.

I purchased a copy of this book, but ended up deciding to send it back, even though I had to pay for the return shipping. It's a book that I'm glad someone put together - it belongs in your local public library. But for my own personal library, no, it's not worth the price. It's over 1000 pages, so it's printed on fairly cheap paper. The very few photos that are included are tiny and only black-and-white. (I don't have it in front of me, so I can't actually measure them, but I'd say the photos were about 1 in x 2 in.) Visually, the cover is the best thing about the book - don't expect anything like that inside. The write-ups about each car only take up about as much space as the tables of data for each car. The data is apparently taken from brochures and dealer handbooks - some of the data is interesting, some is much beyond what I care about. For example, you can find not only the names of the available colors for a car (which sometimes don't give you a clue as to

what the colors actually looked like), but also the codes for the colors the dealers would use when ordering a car. Again, it's data I'm glad someone collected so you can go to the library and look it up, but it's not really anything I need. There are two other books that I own which cover this era much better for the armchair enthusiast: "Cars of the Fascinating 40s" and "Cars of the Fabulous 50s," from the Consumer Guide people. They are both ordered by year, and then by make within each year. They full of full-color photos and have good write-ups about what was happening with each make each year. Minor makes are included along with the major ones. Anyway, for the right person Flory's book would be invaluable, but if I had seen an actual copy in a bookstore first I never would have bothered ordering it for myself.

Features profiles of vehicles assembled. Includes dimensions, sales slogans, length of time the vehicle was manufactured and options. Includes B/W pictures. A wealth of knowledge.

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