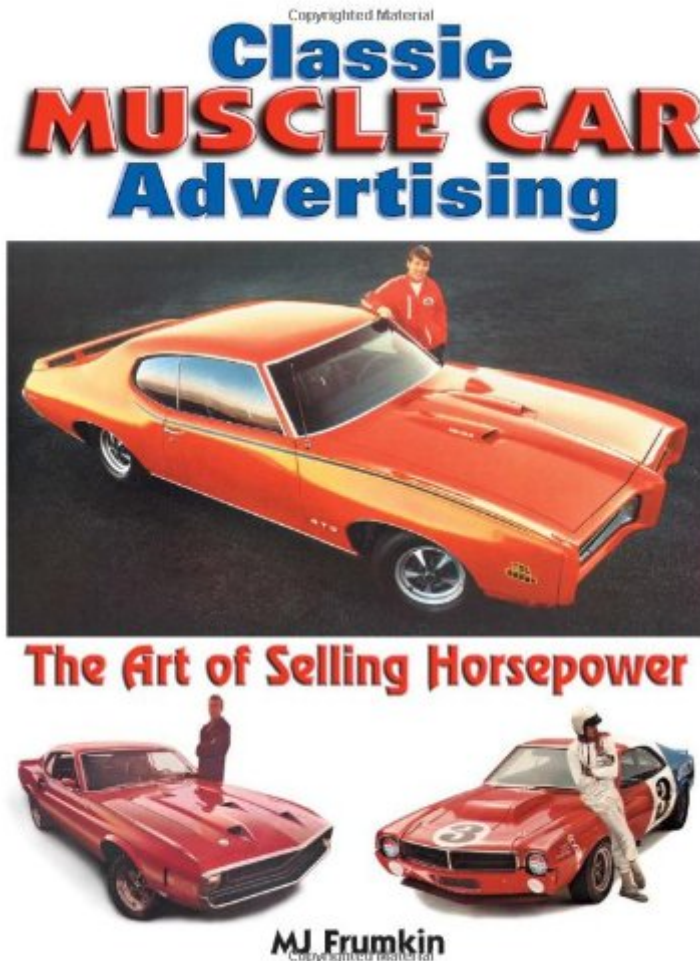


# Classic Muscle Car Advertising: The Art of Selling Horsepower

*Mitch Frumkin*

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**Mitch Frumkin : Classic Muscle Car Advertising: The Art of Selling Horsepower** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Classic Muscle Car Advertising: The Art of Selling Horsepower:

2 of 2 people found the following review helpful. ExcellentBy Cobra-21Loved this book, almost all the images inside are color . Great look back at the 60's and 70's musclecar era. I remember seeing most of these ads when I looked at my Hot Rod, Car Craft, Popular Hot Rodding, and Car Driver magazines.0 of 0 people found the following review helpful. Classic Muscle Car advertisementsBy ellisonAuto makers that created muscle cars are featured in this collection of advertisements. Each auto maker is summarized/chronicled within the years 1962 or so to 1971 with a printed explanation of the advertisements they created, that is followed by the advertisements themselves which are colorful and beautiful and where they appeared is shown. Interesting. With prices shown in some of the ads it make the

reader wonder if they were around at the time would they purchase the vehicles advertised? Mostly the vehicles that appear are the top of the line vehicle (most desirable) to get the buyer into the dealership. Makers include: AMC, Dodge, Ford, Mercury, Pontiac, Olds, and Buick. Featured vehicles include: AMX, Javelin, Gremlin X (with a 304 V-8!), Road Runner, 'Cuda, Charger, Super Bee, Mustang (Shelby and Cobra), Torino, Cyclone, Camaro, Chevelle, Corvette, Chevy II, GTO (Judge), Firebird/Trans Am, 4-4-2, and GSX. Really something to behold. Can be requested at library. 3 of 4 people found the following review helpful. A cool book, but... By D. Langdon I have Mitch Frumkin's first two books, and I must admit this one is better, picture wise. His first two contained just bw photos and not much text. This book is wall to wall color, which really brings the ads to life; some ads are even reproduced in their original size. Very cool - A+ on that account. However, this book contains much more text, which should have been a nice compliment to the ads, but unfortunately, there are a number of errors. Yes, I realize that one person cannot possibly know every little detail, and we are constantly finding out new facts about muscle cars, but if you have the ads in front of you, and hopefully the magazines they came out of, you should know the correct years of the cars and the dates the ads ran. In other words, model year 1971 cars were not advertised in late 1969. Also, I feel a number of historic ads were left out in this publication that should have been included. For example, there were several ads that were pulled by the manufacturers almost immediately after they ran, because they were considered too controversial. None of these are here. Maybe Mitch wanted to offer the public some fresh material. The problem here is, his first two books are out of print. Quality used copies are going for good money and are becoming hard to find. Aside from those two nicker-picky points, overall, it is a cool book. Would make a great gift. Buy a really nice used copy, you won't be disappointed.

Ride along during a historical cruise of muscle car advertising from the '50s, '60s, and '70s. Near full size ads paint the history of thundering muscle cars from three tumultuous decades. This valuable reference depicts some of the last remnants of promotional print material containing hard-to-find factory facts and images on muscle car models. More than 160 ads have been restored to their original, vibrant color. Muscle cars from American Motors, Buick, Chevrolet, Chrysler, Dodge, Ford, General Motors, Mercury, Oldsmobile, Plymouth, and Pontiac are included. Covers popular models such as Javelins, Gremlins, Barracudas, Belvederes, Road Runners, Chargers, Camaros, Corvettes, Novas, and GTOs.