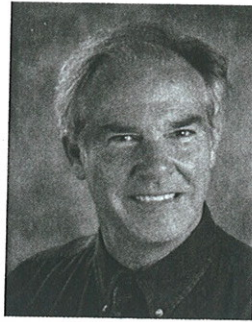


## Book Watch

AUTOMOBILE  
AESTHETICS

by Alex Moore



“Except for the American woman,” wrote New York’s Museum of Modern Art’s first director Alfred Hamilton Barr, Jr., “nothing interests the eye of the American man more than an automobile, or seems so important to him as an object of aesthetic appreciation.”

In *Carchitecture: 500 Photographs—Frames, Fenders, and Fins* (Glitterati; 978-0-9793384-8-9; 9 x 5 1/2) Fredric Winkowski, photographer and art director, along with Frank D. Sullivan, photographer and designer, present color close-ups of “aesthetic” automobiles and their parts. Winkowski likens a car show or classic *concours d’elegance* to an art gallery or museum. Thirteen photo essays include Curves, Symmetry, and Metaphors.

Displayed in the section Metaphors are elegant hood ornaments. Like figureheads on prows of clipper ships, hood decorations were stylish adaptations of the moto-meter, a device for registering the coolant temperatures on radiators. Once dashboard gauges appeared, the radiator void was ornamented with chrome sculptures. Pictures include a graceful swan on the maroon hood of a 1951 Packard; a streaking gazelle on the hood of a 1947 Chevrolet; and the head, braids, and streamlined feathers of an Indian chief on a 1930s Pontiac. Appearing on the hood of a 1920s Stutz is the sun king Ra. Car parts pictured range from the gleaming grille of a 1933 Chrysler Imperial to the ruby-colored, chrome-encased fog lights of a 1929 Alfa Romeo.

Automobile historian and Cadillac-LaSalle Club member Maurice D. Hendry presents the history of Cadillac, and its sibling, the LaSalle. In *Cadillac at 100: Legacy of Leadership, 1902-1945, Volume One* (Automobile Heritage Publishing & Communications / Automobile Quarterly; 978-1-59613-001-2; 12 x 10) the author references mechanic Henry Leland, who helped form Cadillac Automobile Company. The company was named for explorer Antoine de la Cadillac, founder of Detroit. The appendix of *Volume Two* (978-1-59613-002-9) continues with our history of hood ornaments: noted is the Cadillac “goddess,” who changed over the years from classic winged sculpture to Art Deco diva. Also pictured are many elegant models including a beautiful silver and burgundy 1930 LaSalle set against a baronial brick house with manicured lawn, and a curvaceous red 1953 Cadillac with Dagmar chrome bumpers that resemble artillery shells.

“Mythology was a perfect choice for early automobile marketers looking for symbols to relate to their industry,” writes Margery Krevsky, who has trained models to become “product information specialists” at auto shows, and is the author of *Sirens of Chrome: The Enduring Allure of Auto Show Models* (Momentum Books; 978-1-879094-84-0; 8 x 8). *Sirens*, which once lured Odysseus’ crew, are an apt metaphor for young ladies that lure men to look upon the automobile. One such lady was from the Marion Morgan Dance troupe; she became a live hood ornament with a graceful pose in a bathing suit looking straight ahead with wing-like arms on a 1927 Packard 343 Series Eight. Gone with the wind are the aesthetics of an era. Today, cars are appliances. **F**

	<b>Adult Fiction</b>	
Literary	<i>The Bridge of the Golden Horn</i> .....	45
	<i>Far Bright Star</i> .....	45
	<i>Madewell Brown</i> .....	45
	<i>Repeat After Me</i> .....	45
	<i>A Thousand Deaths Plus One</i> .....	46
	<i>Yankee Invitation</i> .....	46
Mystery	<i>Jump</i> .....	46
Religious	<i>Bright Dark Madonna</i> .....	47
Romance	<i>Miranda’s Big Mistake</i> .....	47
Thriller	<i>Save the Whales Please</i> .....	47
	<b>Adult Nonfiction</b>	
Art	<i>The Printed Picture</i> .....	48
Biography & Autobiography	<i>Breathing in the Fullness of Time</i> .....	48
	<i>High</i> .....	48
	<i>Jim</i> .....	49
	<i>Love, As Always, Kurt</i> .....	49
	<i>Love in Condition Yellow</i> .....	49
	<i>Objectively Speaking</i> .....	49
	<i>Strange Telescopes</i> .....	50
	<i>Westhope</i> .....	50
Body, Mind & Spirit	<i>The Dream Encyclopedia</i> .....	50
Business & Economics	<i>The Invisible Hook</i> .....	51
	<i>Primal Management</i> .....	51
Cooking	<i>Mexican Modern</i> .....	62
	<i>Notes on Cooking</i> .....	62
Family & Relationships	<i>Parentonomics</i> .....	51
	<i>Who’s Your Mama?</i> .....	53
History	<i>An American Trilogy</i> .....	53
	<i>Dread</i> .....	53
	<i>Famine</i> .....	54
Nature	<i>Elephant Reflections</i> .....	43
	<i>Future Scenarios</i> .....	54
	<i>Going Green</i> .....	54
	<i>What We Leave Behind</i> .....	55
Photography	<i>Faces from the Land</i> .....	62
Poetry	<i>The End of the West</i> .....	55
	<i>Of This World</i> .....	55
	<i>When She Named Fire</i> .....	56
Political Science	<i>The Birth of Modern Politics</i> .....	56
	<i>Global Shift</i> .....	62
Religion	<i>The Next Evangelicalism</i> .....	56
Science	<i>Darwin’s Lost World</i> .....	57
Self-Help	<i>Beyond Success</i> .....	57
	<i>Healing into Possibility</i> .....	57
	<i>Honor Yourself</i> .....	58
Social Sciences	<i>Dream Street</i> .....	44
	<i>My Diva</i> .....	58
Sports	<i>The Practical Cyclist</i> .....	59
	<i>A Son of the Game</i> .....	59
Travel	<i>India Exposed</i> .....	41
True Crime	<i>The Mad Ones</i> .....	59
	<b>Children</b>	
Picture Book	<i>Alex and Lulu</i> .....	60
	<i>Recommended titles</i> .....	60–61
Middle Readers	<i>The Mysteries of Beethoven’s Hair</i> .....	60