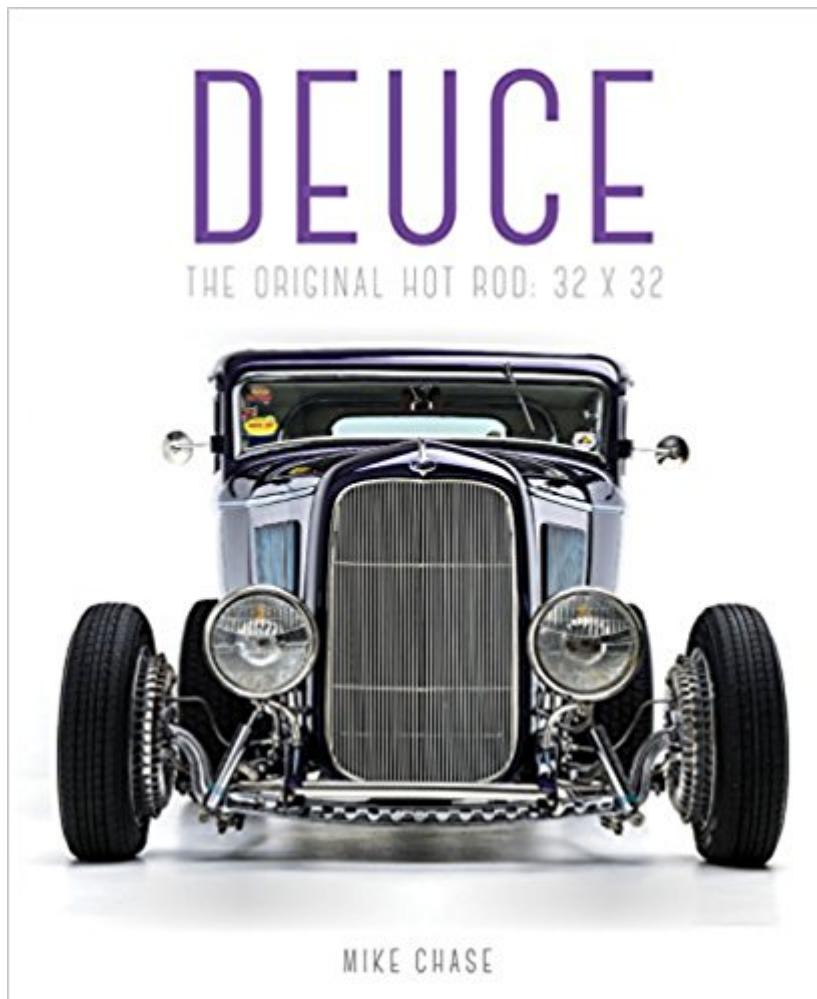


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# Deuce: The Original Hot Rod: 32x32



## Synopsis

Ford's classic '32, equipped with a behemoth engine and modified for speed is everything a hot rod should be. They certainly don't make 'em like this anymore. We're talking about the car that launched the hot rod subculture: Ford's 1932 Deuce. With its stylish lines, timeless grille, and flowing fenders, Ford's Deuce coupe pretty much defines the term "hot rod." The breadth of creativity this classic design has inspired for generations of hot rod builders is on full display in Deuce. Ford's '32 was an immediate hit. By 1931, the Model A was obsolete in a marketplace where drivers wanted more style and power. The design goals for the '32 Ford could be summarized as "more": more cylinders, more horsepower, and more style. The resulting car achieved its objectives and then some. It was faster, more comfortable, more refined - a masterpiece of industrial design, yet still affordable. Henry Ford and his design team got it right. As the Deuce transitioned to the used car market, it drew the attention of those with a need for speed. Stripped down with an emphasis on performance, the Deuce became the bedrock of the burgeoning hot rod movement. To this day, it very much defines what a hot rod should look like. Hot rodders took Henry's master stroke to a whole other place, and Deuce stands as a tribute to their ongoing ingenuity.

## Book Information

Hardcover: 224 pages

Publisher: Motorbooks (November 1, 2016)

Language: English

ISBN-10: 0760351856

ISBN-13: 978-0760351857

Product Dimensions: 10.1 x 1 x 12.3 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 9 customer reviews

Best Sellers Rank: #357,661 in Books (See Top 100 in Books) #115 in Books > Engineering & Transportation > Automotive > Classic Cars #126 in Books > Arts & Photography > Vehicle Pictorials > Automotive #155 in Books > Engineering & Transportation > Automotive > Customize

## Customer Reviews

Mike Chase is a lifelong gearhead who has owned and built numerous hot rods and motorcycles. Photographing and writing about all things mechanical, he has published in top American hot rod and motorcycle magazines including Hot Rod, Rod and Custom, Street Rodder, Popular Hot

Rodding, Custom and Classic Trucks, American Rodder, Easyriders, Hot Bike, and Cycle World, as well as magazines and books in England, France, Japan, Australia, Germany, and Italy. Mike has also contributed to a number of books on topics ranging from hot rods and motorcycles to World War II aircraft. He's a Northern California native.

DeuceMike ChaseFor a boy of 15, in an era now departed, rite of passage was celebrated by a license to drive, dreams of a car of one's own. In my time, the leaders of the teen-pack were the mechanically endowed: the fellows who could repair their own cars, could rebuild engines, reform a stock automobile into a thing of fantasy. I suppose today, the teen pack leaders are the computer code literati. My idol was Dick Durant, who drove a 1932 Ford Roadster in gray primer, who worked at Menge's City Service gas station--where I also pumped gas and changed tire chains. While there were other boys with cars that sought to emulate the Barris brother's creations for the West coast, the chopped and channeled 49 Mercuries, or my own 1941 Ford convertible--also kept in gray primer, the top dogs drove the 1932 Ford, whether roadster, coupe or pick-up, that model year was the king's ransom. This phenomenon, the conjunction of Ford's 1932 assembly line with the dreams of emerging youth and young men, spread across the country; the same manifestations found in California, Florida and in Wisconsin, where I grew-up. The book, Deuce, written and photographed, lovingly, by Mike Chase celebrates the longevity of that phenomenon experienced by me 66 years ago. By any standard, this is an extraordinary book. For those who admire and wish to celebrate the beauty of a superbly designed and printed book, there are few that are its equal. For a journey into automotive nostalgia, this focus upon the spectrum of creativity performed upon a stock machine will delight and astound. Historically accurate and rich with his personal experience, Chase has managed to describe in words the necessary elements that make-up personalizing the off-the-shelf. But become amazed further: Mike Chase is an extraordinary photographer; the photographs themselves deserve accolades from photo magazine reviewers and the cognoscenti of photographic skill. Chase's technical skill with lighting his subjects will delight. In short, this is one of the great books of 2016; it can find respite in the homes of those who honor high skill in the many facets that make-up this fine work: focused automotive history, remembrance of things past, admirers of well written history and mechanical detail, those who want to re-live a youth now departed, admirers of superb and skillful photography and not least the over-all quality of the publication. Strongly recommended.

Birthday gift for a friend. He loved the book. Only it took so long to get it that it was the week after

his birthday when I was able to give it to him. Good value. Poor service.

Great Book worth the wait from the shipper. Great pictures and stories to go along with them. If you are a Deuce fan at all this is the bomb.

The photography is fantastic.

Anything about the '32 Deuce intrigues me, thanks for making it available

everything I wanted-fast delivery

great book

the nicest book I own

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