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BOOK INFORMATION SHEET (12.18.19)

Author (as it should appear on the book): Arthur Lyon

Title: *1930*

Subtitle: *Manhattan to Managua, North America's First Transnational Automobile Trip*

Contributors: edited and introduced by Larry Lyon, with annotations by Denis Wood and a conclusion by Sally Denton

Partner: Published in association with the American Land Publishing Project

Book pages: 224

Number and type of illustrations: 59 historic and 1 contemporary photographs, 4 historic documents, and 4 maps

Trim size: 8.0" x 10.0"

List price: \$39.95

Discount: Trade

ISBN (book): 978-1-938086-67-0

ISBNs (electronic): n/a

Edition: Hardcover

Jacket: No.

E-book? Not now.

Interactive e-book? No.

Edition size: 1,000

Publication date: March 23, 2020

Advances due: March 2019

To warehouse: April 2020

Printed in: Korea

Distributor: University of Virginia Press

Bookstore categories (list three): Travel/Transportation/Latin America

Audience: General readers interested in travel, road trips, Mexico, and Central America.

Selling points (list three): (1) This is the first account of North America's first transnational automobile trip in 1930 from New York City to Managua, so there's a sense of real adventure as brothers Arthur and Joe Lyon, Jr. share their journey; (2) the landscapes and movie-like encounters described by the brothers are from the pre-interstate and pre-Pan American Highway era, and so readers gain a sense of adventure from that past; (3) the brothers were also pioneers in Nevada, building a bus line that opened up Nevada to California and the Interior

West to development and commerce, and so their story will resonate in Nevada, from Las Vegas to Reno.

Tagline: A gripping account of North America's first transnational automobile trip, from Manhattan to Managua, in 1930! Sure to become an American land classic!

Description of the work:

Imagine setting out on a road trip in a 1929 Ford Model A Roadster, with the stated goal of traveling from Manhattan to Mexico and Central America, after only a week's worth of preparation. This is exactly what brothers Arthur Lyon (age 25) and Joe Lyon, Jr. (age 21) did on March 23, 1930. They prepared for the trip by purchasing camping gear, studying maps, gathering information about the areas they planned to traverse, getting their passports and credentials in order, mounted in the car's rear seat a fifty-five-gallon oil drum equipped with a gas feed for extra fuel, and divided up the princely sum of \$324 in cash to fund their sojourn. As for their Spanish? Very little (*muy poco*).

The story is replete with movie-like accounts of what the young men faced on their epic journey, including encounters with expatriates, government and military officials, and other characters. In Mexico, where they faced nearly impassible roads, they finally had the car fitted with extra railroad wheels so they could literally ride the rails south. The brothers' 4,562-mile trip ended on May 17, 1930, their fifty-fourth day on the road, after the car suffered mechanical problems and the brothers and car nearly met their fate in the form of an oncoming freight train. Arthur and Joe returned to the U.S. separately, in part by tramp steamer.

The amazing 1930 journey of the young Lyon brothers—the first-ever transnational trip by car in North America—can be seen as the centerpiece of a larger story, of a pair of lives lived out not just as brothers but as partners who sought adventure and careers in the new Automobile Age. To help understand the forces that shaped those lives, the brothers' nephew, Larry Lyon, provides an introduction that chronicles the family's rich history, from a family-owned grist mill in southern Missouri to the small mining towns of Pearl, Idaho, and National, Nevada, to their father's innovative auto-repair business in McDermott, Nevada, the brothers' founding of Nevada's first bus company, their investment in oil and gas exploration, and many other business ventures.

Denis Wood, the renowned geographer, provides annotations to the brothers' journey, highlighting geographic, historical, and current events of the time in the U.S., Mexico, and Central America. In the conclusion, Sally Denton, prize-winning investigative journalist and author, reminds us of how truly unique was the brothers' journey and how it represents Americans' true longing for exploration and adventure. Readers will no doubt appreciate the story as typifying some of the best of our unique American character.

Blurbs:

“The Lyon brothers' journey conjures images of Mark Twain's *Adventures of Huckleberry Finn*, Charles

Lindbergh's *The Spirit of St. Louis*, Jack Kerouac's *On the Road*, and John Steinbeck's *Travels with Charley: In Search of America*. In Arthur and Joe Jr.'s uniquely American quest, their epic Manhattan to Managua undertaking now takes its place in the panoply of exploration after the close of the frontier."

—Sally Denton, from her conclusion

About the Editor and Contributors:

Larry Lyon was born in 1947 in Reno, Nevada, and grew up in Reno and Boulder City, Nevada. He completed his B.A. in psychology at the University of Nevada, Las Vegas, and M.S. in experimental psychology and Ph.D. in clinical psychology, both at Washington State University. Since 1979, he has worked in the mental health field in a variety of settings, including nineteen years in private practice in The Dalles, Oregon. He currently works for the Veterans Health Administration in Las Vegas. He resides in Boulder City, Nevada.

Denis Wood, former Professor of Design and Landscape Architecture at the College of Design at North Carolina State University, is the author of more than a dozen books, including, most recently, *Weaponizing Maps: Indigenous Peoples and Counterinsurgency in the Americas*, with Joe Bryan (Guilford Press, 2015), *Everything Sings: Maps for a Narrative Atlas* (Siglio Press, 2010; Second Edition, 2013), and *Rethinking the Power of Maps* (Guildford Press, 2010). Wood also exhibits his artwork and lectures widely.

Sally Denton, a third-generation Nevadan, is an award-winning journalist and author of eight books, including, most recently, *The Profiteers: Bechtel and the Men Who Built the World* (Simon & Schuster, 2016) and *The Plots Against the President: FDR, a Nation in Crisis, and the Rise of the American Right* (Bloomsbury Press, 2012). Denton currently resides in Boulder City, Nevada, and Santa Fe, New Mexico, and her Website is www.sallydenton.com.