



Bonneville Salt Flats History Book Rides Again!

Land speed racers, this is your call to action, the next edition of my history book on the sport has begun to take shape and I need your help. The University of Utah Press and I intend to mark the 100th anniversary of land speed racing on the salt with an updated version of my bestselling history book: Bonneville Salt Flats, that traced events from 1896 to 50th Anniversary of Speedweek in 1998.

Picking up the action in 1999, I am crafting together the next 13 years of salt history punctuated with photos and art. The new hard cover book will take its cues from the original approach, only covering more ground and include actual conversations from various pioneering voices. We are also thinking about a special edition, more on that later.

I am asking you to trust me with your precious photos to review and possibly include in the updated book. For those who have print and negatives, I will need both if the prints are anything less than perfect, and printed on anything but glossy paper.

For digital photos, I need the digital file. Sadly, digital prints, unless professionally rendered, are unusable for anything other than reference.

If you want to be part of this, to have your images considered, please contact me at: stuff@landspeedproductions.biz and we can take it from there. Do not delay. I will deliver the manuscript in April 2012.

Also understand there are federal copyright issues in play. If you took the photo, or own the reproduction rights then I can consider using the images. If you simply

bought a photo from another photographer, professional or not, all you own is that print, not the right to reproduce it and I can't use it unless written permission is provided in advance by the shooter.

There is a lot of new history to be added: the big FIA debacle and marvelous resolution, the alarming salt deterioration, the first 300MPH roadster, the late Don Vesco's decade long reign as the wheel-driven king, trucks, big trucks like Carl Heap's glorious Phoenix, the growing number of fabulous record-setting women.

Let's not forget the motorcycles and the rise of the BUB Meet, the battle royal for the two-wheeled crown with Seven, Ack Attack and EZ-Hook, the "youngsters" with their imports, alternative fuels and powerplants, Mike Cook's world record Shootout.

George Poteet told me, "I really want to be in your next book Louise." Don't fret George, you have more than earned a spot and photo or two! I was so crushed when he and the Speed Demon team missed breaking the long-standing Turbinator 458MPH record by 1 mile an hour at Cook's Shootout last September.

There are many pioneering names that made their final pass balanced by many third-generation names taking their places on the starting line and in the volunteer ranks -- so much has changed and yet, thank you God, so much has stayed the same.

And so it continues...

While I knew the day had to come when my Bonneville history book Flats would go out of print, I

never expected that it would take 11 years, after 7 reprints before the publisher, MBI, gave me and the book the boot. This despite the stable expansion of the sport since the book came out in 1999. Oh Well.

I am sure no one at the publishing house EVER thought a book on amateur racing would sustain such support. While MBI gave up on the book, I never did. I never gave up on the sport which is still vibrantly evolving, resonating with imagination.

I don't claim to have single-handedly increased interest in LSR, far from it. However, after a decade of strangers seeking me out to tell me they came to the salt, built a car, partnered with a team, became a sponsor, bought someone else's speed machine, or joined a team I know all too well the enormous impact those 156 pages have had on land speed racing.

The number of DVDs and videos on my bookshelf containing interviews I've given trying to "sound bite" my way into the minds of general public by explaining this innovative sport keeps growing. Geez, maybe someday we can get a feature film on land speed racing history. Hey, now that's a dream I'd dearly love to come true for all of you.

Because so many have been influenced, entertained, inspired, moved to action, or just simply found enjoyment in the words and pictures I have developed a heightened sense of responsibility in chronicling the modern day history.

It is my expressed heartfelt desire to continue to be the sport's fair witness historian so that 100 years from now those who read what was done here and now, will do so with confidence that what was documented, is the touchstone of truth and honest emotion preserved.

Where the historical record was not even a blip on the minds of most land

speeders in the '50s and '60s -- they were too busy making history to be bothered with cataloging it -- today many understand preserving the heritage is valuable in so many ways.

I felt the book had more mileage in it, so I reclaimed the publishing rights and went looking for a new partner.

Enter the University of Utah Press.

It was accidental serendipity that brought us together. The place I had hoped to spend time researching scientific geological history for the Save The Salt Coalition was closed the day I blew into Salt Lake City so I marched over to the University of Utah's Marriott Library.

Luck was mine. A photo curator was staffing the info desk and mentioned the recent inclusion of the Athol Graham archive. Some of the photos had no captions and I volunteered to help. Fixed one right on the spot and then went on to help ID nearly 100 in another archive collection. Still working on more and got Hugh Coltharp (thanks buddy) to jump in as well.

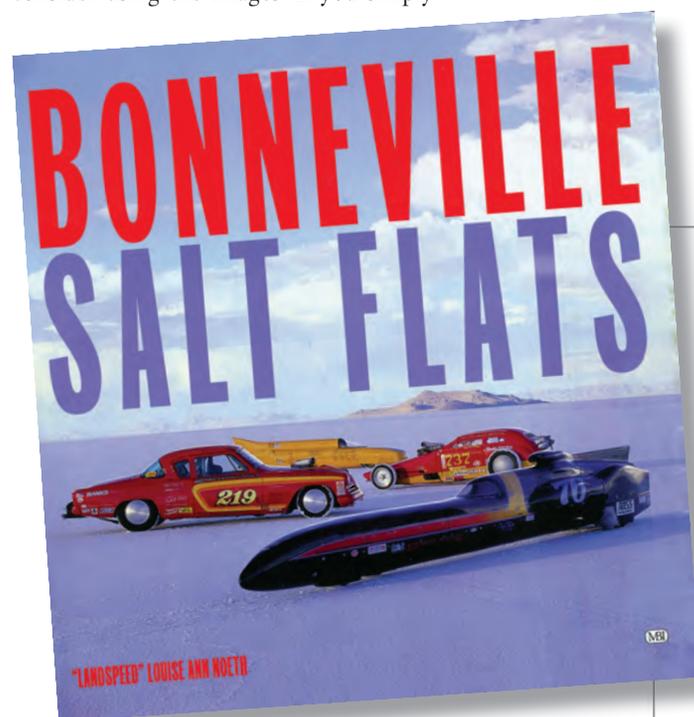
This led to meeting a variety of curators and discovering the University is embarking on a path to establish a historical archive on land speed racing. THAT pricked up my ears like a Vulcan's and the next thing you know I am talking seriously to Reba Rauch, Acquisitions Editor at the University Press.

It was as though a new river had been cut through stone and everything has been flowing to fill an ocean of knowledge, a proper repository of knowledge on our beloved sport.

The academics are just getting started, so too should we and that's where the book comes in. I am most pleased to have the full faith and backing of a prestigious University Press which offers me the brilliant opportunity to update my saga of the salt.

I hope you join me, help me, lend some of your adventures to grand story, the history of speed quests on the Bonneville Salt Flats. 

Note: Photojournalist Louise Ann Noeth is the authoress of the award-winning book, "Bonneville: The Fastest Place on Earth," a complete historical review of the first 50 years of land speed racing. After 11 years in print, less than 15 of the author's special autographed edition remain. For more details and to order, go to: www.landspeedproductions.biz.



"The new and improved second edition of Bonneville Salt Flats, which covers the full spectrum of racing on the Salt Flats from 1896 to 2011, is a book that belongs on The University of Utah Press list. History has been made on this barren land about 100 miles west of Salt Lake City for almost a century, and we're proud to resurrect this important book in time for the centennial of racing on the flats. Not only are the Bonneville Salt Flats an important part of Utah history, but the racing history that Louise covers is vital to amateur racing. In such a dynamic and growing sport, younger generations and those who follow need to know how it was in the early days on a field of white crystals."

Linda Manning, Marketing Manager
University of Utah Press