Dr. Mark D. Howell, who joined NMC's full-time faculty during the summer of 1997, has turned his love of automobiles and motorsports into his professional career. A cultural historian with degrees from Penn State University and Bowling Green State University, Howell specializes in American automobile history, Twentieth Century American history and literature, and popular culture. His most recent book, *From Moonshine to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series*, has received national attention and is considered the first scholarly study of stock car racing, America's most popular and fastest growing spectator sport. Dr. Howell, who teaches English and writing in NMC's Communications Division, is presently working on a biography of Barney Oldfield, a Midwestern farm boy who grew up to become America's first professional race car driver. Portions of this new book have appeared in such publications as *Car Collector and Car Classics* (May 1996) and *The 1997 Michigan Folklife Annual*.

Howell also lectures publicly about motorsports and car culture. He has been a featured speaker at the Motorsports Hall of Fame in Novi, Michigan, and has made numerous radio and television appearances around the country. When not writing, teaching, or speaking about automobiles, Dr. Howell serves as a consultant for advertising agencies, museums, and other organizations who need help with their auto-related projects. His professional affiliations include the American Studies Association, the American Culture Association, and the North Carolina Auto Racing Hall of Fame. Dr. Howell, his wife, and their one-year old daughter live near the north shore of Long Lake.
FROM MOONSHINE TO MADISON AVENUE: A CULTURAL HISTORY OF THE NASCAR WINSTON CUP SERIES

By Mark D. Howell
With a Foreward by Brett Bodine

NASCAR Winston Cup stock car racing is America's fastest growing and most popular spectator sport. This book is a cultural and social reading of Winston Cup racing, the people who make the sport what it is today, and the corporations who sponsor the participants during their thirty-two race, ten-month quest for the national championship.

Stock car racing was born out of the 1794 Whiskey Rebellion and Prohibition to become a multi-million-dollar, international professional sport. The drivers and mechanics who raced for local bragging rights during the 1930s and 1940s have been transformed, through the influence of corporate sponsorship, into media figures and sport celebrities. Television coverage of events, once limited to just the largest races, is now a regular part of sports programming. Out of the hills of the American Southeast came an activity that now rivals baseball as the national pastime.

Mark D. Howell examines the cultural impact of NASCAR's Winston Cup Series from a variety of perspectives, including his own fieldwork in and around the speedways of America. The result is a social history that addresses the rapid growth and popularity of this most American of sports.

Mark D. Howell is a cultural historian in the Communications Division at Northwestern Michigan College. An expert on automobiles and car culture, he has published articles and lectured extensively about automobiles and automobile racing. Howell also works as a consultant, assisting museums and advertising agencies with their automobile-related projects.
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