



Edsel Ford and E. T. Gregorie

By Henry Dominguez

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'Edsel Ford has been the only president of an automobile company to take such an in-depth interest in design. Although I did the design work - taking pencil in hand and sketching cars - Edsel Ford's innate design ability steered me towards those wonderful old Ford, Mercury, and Lincoln designs. We made a good team.' E.T. Gregorie. The relationship that developed between Edsel Ford and E.T. 'Bob' Gregorie (Ford Motor Company's first design chief) was unique in automotive history. It was akin to the relationship between a patron and an artist. Gregorie leaned heavily on Edsel for his support and protection, and Edsel depended on Gregorie for his creative abilities. Automotive historians have listed the 1936 Zephyr, 1938 Zephyr, and 1939 Continental as Gregorie's greatest achievements. Frank Lloyd Wright called the Continental 'the most beautiful car in the world' while the Museum of Modern Art called the '36 Zephyr 'the most successfully streamlined car in America.' 'Edsel Ford and E.T. Gregorie' is the first book to provide in-depth analysis of how the early Fords, Mercurys and Lincolns were designed. Based on first-hand discussions with Gregorie, author Henry Dominguez covers every major design of Gregorie's career. The book details the how's and why's of every Ford product designed under his tutelage. In addition to conveying Gregorie's design brilliance, the book also provides a revealing account of the personality and abilities of the often-misunderstood Edsel Ford. 'All that I have ever read about Edsel pretty much ignores his contributions,' Gregorie tells Dominguez. 'If it weren't for Edsel Ford, I hate to think what would have happened to the Ford Motor Company.' 'When Edsel Ford made me design chief, he didn't abdicate his interest in design,' Gregorie recalls. 'He merely assumed the added responsibility of design director along with his burdensome responsibility as president.' This book tells the story of the partnership which, in the words of current Ford Chairman William Clay Ford, Jr (Edsel's grandson), 'created some of the most innovative and beautiful designs in automotive history.' Includes coverage of: The Ford Model Y The 1933 and 1934 Fords The Continental Car I The Continental Car II The 1936 Lincoln-Zephyr The Continental Car III The 1935-1937 Fords The 1938 Lincoln-Zephyr The 1939 Lincoln-Zephyr Continental The 1938-1940 Fords The 1939 Mercury The 1941-1948 Fords and Mercurys The 1949 Mercury and Lincoln.

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Editorial Review

Review

"This book brings to life the struggles and triumphs of two automotive pioneers, and their...highly successful working relationship." -- *William Clay Ford Jr., Chairman, Ford Motor Company*

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