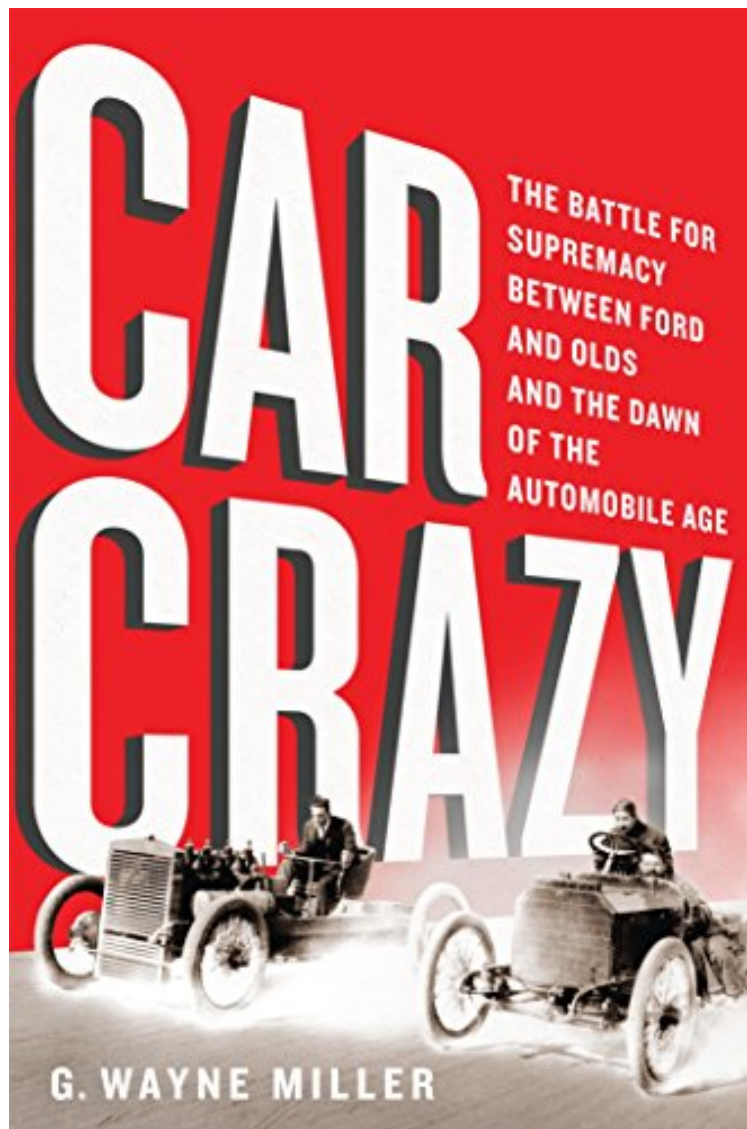


[Mobile library] Car Crazy: The Battle for Supremacy between Ford and Olds and the Dawn of the Automobile Age

Car Crazy: The Battle for Supremacy between Ford and Olds and the Dawn of the Automobile Age

G. Wayne Miller

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G. Wayne Miller : Car Crazy: The Battle for Supremacy between Ford and Olds and the Dawn of the Automobile Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised Car Crazy: The Battle for Supremacy between Ford and Olds and the Dawn of the Automobile Age:

2 of 2 people found the following review helpful. Just okBy Suenet50I was looking for more of a focus on Ford and Olds. There was a lot of automotive history I felt that there was too much time spent on cross country races and auto

shows. It might be good for some one looking for that type of info but I found it boring. The material on Ford and the Seldon suit was really interesting but there was too much other stuff and repetition. 0 of 0 people found the following review helpful. Interesting, well written and well researched. By Kevin B. Wheeler. Interesting book. I learned a lot about the beginning of the auto industry which I did not know. Well written and well researched. 0 of 0 people found the following review helpful. Everything you never thought you wanted to know about Olds and Ford. By Scott. If you are interested in this subject, you will probably find this an engaging read.

In *Car Wars*, G. Wayne Miller, author of *Toy Wars: The Epic Struggle Between G.I. Joe, Barbie, and the Companies That Make Them* and *Men and Speed: A Wild Ride through NASCAR's Breakout Season*, takes readers back to the wild and woolly years of the early automobile era from 1893, when the first U.S.-built auto was introduced, through 1908, when General Motors was founded and Ford's Model T went on the market. The motorcar was new, paved roads few, and devotees of this exciting and unregulated technology battled with citizens who thought the car a dangerous scourge of the wealthy which was shattering a more peaceful way of life. As the machine transformed American culture for better and worse, early corporate battles for survival and market share transform the economic landscape. Among the pioneering competitors are: Ransom E. Olds, founder of Olds Motor Works, inventor of the assembly line (Henry Ford copied him), and creator of a new company called REO; Frederic L. Smith, cutthroat businessman who became CEO of Olds Motor Works after Olds was ousted in a corporate power play; William C. Durant, founder of Buick Motor Company (who would soon create General Motors), and genius inventor Henry Ford. The fiercest fight pits Henry Ford against Frederic Smith of Olds. Olds was the early winner in the race for dominance, but now the Olds empire is in trouble, its once-industry leading market share shrinking, its cash dwindling. Ford is just revving up. But this is Ford's third attempt at a successful auto company and if this one fails, quite possibly his last. So Smith fights Ford with the weapons he knows best: lawyers, blackmail, intimidation, and a vicious advertising smear campaign that ultimately backfires. Increasingly desperate, in need of dazzling PR that will help lure customers to his showrooms, Smith stages the most outrageous stunt of the era: the first car race across the continental United States, with two of his Olds cars. The race pits the dashing writer Percy Megargel, a wealthy New Yorker, against Everyman mechanic Dwight B. Huss, a sturdy Midwesterner who shares a passion for adventure and the new machine. Covered breathlessly by the press and witnessed by thousands in the communities they pass through, Megargel and Huss encounter marvel, mishap, conflict, and danger on their wild 3,500-mile race from Manhattan to Portland, Oregon, most of it through regions lacking paved roads or any roads at all. Meanwhile, the Ford/Smith battle develops in the newspapers and courtroom dramas. Its outcome will shape the American car industry for a century to come. *Car Wars* is a page-turning story of popular culture, business, and sport at the dawn of the twentieth century, filled with compelling, larger-than-life characters, each an American original.

A chronicle of the frantic, ultracompetitive, and heroic early days of automobile manufacturing... Buoyant and charming. Capturing the energy and ambition of a time when optimism in the American spirit was unparalleled, Miller also shows that despite the car's profound effect on American culture, it was not the modern panacea some predicted. A must for car lovers and plenty of interesting material to keep other curious readers flipping pages. Kirkus
Does the best job of teaching you everything about the 1st decade of American car-making (1900-1910) that I think we are ever likely to get. If you want to learn how the Ford, Olds, Reo, Chevrolet, Buick and GM got started, this book is indispensable. It's really that good. Jesse Bowers, *Just a Car Guy*.
Should fan your enthusiasm for automobile history." Examiner.com
This is a story rich with corporate war, courtroom drama, world-record racing, and larger-than-life characters in particular Henry Ford, who was not just a mechanical and business genius, but one of America's original speed demons. Jack Roush, founder and CEO of Roush Fenway Racing, the NASCAR team
The dawn of the auto age brought with it conflict, controversy, fear and excitement as ably illustrated in G. Wayne Miller's book
Simultaneously tracking several threads of the story of early automobiles, Miller reveals business and legal battles, engineering and mechanical innovations, endurance races over destructive terrain, and the social impact of the car
Several of the people who comprise these threads of Miller's history would make likely movie subjects [a] lively book with implied lessons about our own time. Providence Journal