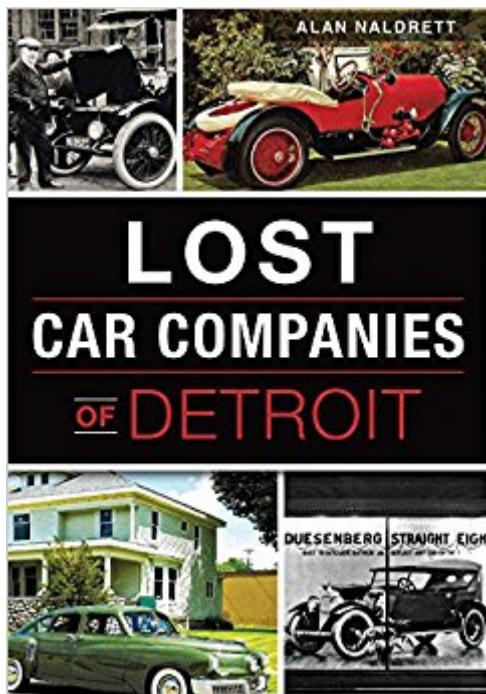


The book was found

Lost Car Companies Of Detroit



Synopsis

Among more than two hundred auto companies that tried their luck in the Motor City, just three remain: Ford, General Motors and Chrysler. But many of those lost to history have colorful stories worth telling. For instance, J.J. Cole forgot to put brakes in his new auto, so on the first test run, he had to drive it in circles until it ran out of gas. Brothers John and Horace Dodge often trashed saloons during wild evenings but used their great personal wealth to pay for the damage the next day (if they could remember where they had been). David D. Buick went from being the founder of his own leading auto company to working the information desk at the Detroit Board of Trade. Author Alan Naldrett explores these and more tales of automakers who ultimately failed but shaped the industry and designs putting wheels on the road today.

Book Information

Series: Lost

Paperback: 144 pages

Publisher: Arcadia Publishing (January 25, 2016)

Language: English

ISBN-10: 1467118737

ISBN-13: 978-1467118736

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 11 customer reviews

Best Sellers Rank: #521,831 in Books (See Top 100 in Books) #102 in Books > Business & Money > Industries > Automotive #200 in Books > Arts & Photography > Vehicle Pictorials > Automotive #212 in Books > Business & Money > Industries > Transportation

Customer Reviews

"From the Olds Motor Vehicle Co. and Jackson Motor to the Detroit Electric Car Co., which started in Port Huron, Naldrett's book takes readers on a journey through a relatively undocumented past."

The Voice

Alan Naldrett divides his time between being a librarian, lecturer and author, having written and co-written three local history books and a Michigan history book as well as a number of history columns. He is a life member of the Chesterfield Historical Society and the New Baltimore Historical Society, and a past vice-chairman of the Macomb County Historical Commission. Alan earned a

bachelors degree at Michigan State University and masters degrees in information science and archival science.

A large volume of interesting information is presented, but the book is somewhat disorganized and not particularly well written. It should be simply titled "Lost Car Companies" as a significant percentage of the companies covered are from places other than Detroit. At least one Detroit based automaker, Alter, is not even mentioned. I spotted a couple of factual errors related to Studebaker, a well documented auto company, which caused me to question the accuracy of the book as a whole. Regardless, the book does give a good sense of how many companies got in and out of the auto business over the years, and how several of the eventual giants of the industry crossed paths in the early days. The author's own photos of various factories as they look today are very interesting. But the book also includes images of postcards of plants without noting they were artists' renderings of the buildings and, at least in the case of Studebaker's Detroit facilities, were greatly exaggerated.

Overall, still an interesting book worth reading.

First of all, here is a note to the author: clearly you did a LOT of research and I thank you for it, as I found the topic interesting. IF you think of this book as an Index of car companies passing through history, and you're a "car guy / girl", this book offers value. IF you are looking for any type of in-depth analysis on these companies, you will be sorely disappointed. The thought of "a mile wide and an inch deep" comes to mind. I personally would have preferred a large coffee style book with a car or two representing each of the approximately 200 or so companies listed here within. If you expect the same, you will be disappointed, because they aren't here. There is value in this book, in that you will learn about companies that you have never heard of before ... it is then up to you to do your own research on any particular company of interest ... I just would have preferred the author to do that for the reader. Bottom line: The book is worth the money. I am glad I bought it. After you read it, you will be left wanting more. A LOT more. Assuming you like cars... That said, if you have limited interest in cars, you probably won't enjoy this book.

Very interesting documentary history book that is quite fashionately to read. Well worth the money.
Thanks

I am a car guy

Born and raised in Detroit - love everything about the history of cars

A gift to my Dad but I read it first some interesting information in this book.

Great piece of AMERICAN HISTORY! Im car crazy too.

Very interesting

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