Edsel Ford and
E.T. Gregorie
The Remarkable Design Team and
Their Classic Fords of the 1930s and 1940s

List of Chapters:

Foreword
Preface
Introduction

Chapter 1 Mr. Gregorie and Mr. Ford
Designer and Patron

Chapter 2 Ford Hires a Designer
“I’ve Been in Body Design at Brewster”

Chapter 3 Edsel Ford
Styling Executive

Chapter 4 The Ford Model Y
Gregorie’s First Ford Design

Chapter 5 The 1933 and 1934 Fords
“Like a Man’s Face”

Chapter 6 The Continental Car I
“Long, Low, and Rakish”

Chapter 7 The Continental Car II
Lower and Longer

Chapter 8 The 1936 Lincoln-Zephyr
“The First Successfully Streamlined Car in America”

Chapter 9 The Continental Car III
“I Like Right-Hand-Drive Cars”

Chapter 10 The Ford Design Department
“Anything the Boy Wants”

Chapter 11 The 1935 - 1937 Fords
Years of Transition

Chapter 12 The 1938 Lincoln-Zephyr
“It’s Going to Ruin Us”

Chapter 13 The 1939 Lincoln-Zephyr Continental
“The Most Beautiful Car in the World”

Chapter 14 The 1938 - 1940 Fords
“From an Old Car to a New Car”

Chapter 15 The 1939 Mercury
“Just a Stylized Ford”

Chapter 16 The 1941 - 1948 Fords and Mercurys
“That Hangdog Look”

Chapter 17 Postwar Development
“A Little Ford and a Big Ford”

Chapter 18 The 1949 Mercury and Lincoln
The Last Hurrah

Chapter 19 The End of an Era
“...An Extended Vacation”

Bibliography
Index
About the Author