



Aug 26. After three years and \$250 million worth of research, Ford presents the long, low dimensions of the Edsel. Prices have not come out yet, but the Ranger, the Pacer, the Citation and the Corsair (above) should run between \$2,400 and \$3,800. Will the Edsel, with a V-8 under its hood, bring Ford's line up to a par with G.M. and Chrysler? (→ 11/19/59).

July 22, 1995

Bob - I trust you made it back from the reunion unscathed! I'm sending a copy of the 187th history someone sent me and

a copy of our unit roster from Da Nang. I hope you finally received my unit history. Be advised that I am working on a more detailed version after making contact with the ground units we worked with. I'm going to Berkeley today to look at some II Field Force and 75th Division data from 1967-1968 which Eric Bergend used to write his two books - Red Thunder, Tropic Lightning & The Dynamics of Defeat The Vietnam War in Ha Noi Province. Good stuff - he's donating everything to the 25th Division Archives. Don't forget to send me your package of stuff. Keep me on your mailing list as the historian for the 188th and I keep an active roster of one unit & C/101 EM & enlisted - Bob Crows handles our officers!

Ford drops Edsel as auto failure

Nov 19. Ford has discontinued production of the Edsel, a revolutionary car whose time has not yet come—if ever. The Edsel was introduced last year to compete with medium-priced autos such as the Oldsmobile and De Soto. When sales lagged, its price was reduced, but fewer than 100,000 were sold.

The Edsel had as much chance as any Ford. Its name (Henry's son's first name) was test-marketed. The publicity photos were dazzling, highlighting discrete sections. But the Edsel has a fault: progress. It has push-button automatic transmission, narrow horizontal taillights, a detailed grill and other futuristic features. In other words, it's ugly.

Today, Ford announced discontinuation of the auto, stating a steel shortage hastened the decision. At the same time, Ford offered to sell two million more shares of stock.

1959
Bob Da Nang 88th AHC
Ta Ninh 87th AHC
Cu Chi 116th AHC

BOB
DAVIES

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