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Pickups: Classic American Trucks

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The first American pickup truck was introduced in 1896, as part of the similarly great industrial revolution: The King High Wheeler built by a Chicago machinist. As they developed, the first major manufacturer, Ford, brought forth the Model C Delivery Van in 1905. It was not a runaway success. They produced 10. The 1914 Dodge was another matter. Sales: 30,000.Here are glorious vehicles, purchased for a song or traded for a shotgun; lovingly restored for thousands of dollars; and proudly entered in contests and shows."Old pickup trucks don't merely recall a simpler America or a better America. They ARE America. Pickups reflect this country's essence in its purest and most concentrated form. An old truck is a novel by Faulkner, a drawing by Rockwell, a building by Wright. It is Spencer Tracy in Bad Day at Black Rock, Henry Fonda in The Grapes of Wrath, Gary Cooper in High Noon.These basic, rugged reliable vehicles have a remarkably widespread appeal. In researching this book we found old pickup trucks owned by farmers, lawyers, furniture makers, doctors, inn keepers, actors, plumbers and musicians. Some drive their trucks every day.

Others have lovingly restored their pickups and drive them sparingly. But all the owners share the same singular experience: whenever they take their pickups out for a spin, people stop and tell them that this truck of theirs is the most beautiful thing they have ever laid eyes on." -- Harry Moses

From BooklistThe ubiquitous pickup truck, an absolute necessity for a rural lifestyle, is paid full-color homage in this photographic album of classic pickups (built between 1913 and 1960) that have been restored to previous shine. Brief textual accompaniment tells about the truck and its owner and restoration, but the illustrations--dramatically shot to emphasize the personal character of each truck--will be the primary source of engagement for the vehicle aficionados who browse these pages. From Chevy and Dodge to Studebaker and Mack, these are gems captured in all their polish.

Brad HooperFrom the Inside FlapThe first American pickup truck was introduced in 1896, as part of the similarly great industrial revolution: The King High Wheeler built by a Chicago machinist. As they developed, the first major manufacturer, Ford, brought forth the Model C Delivery Van in 1905. It was not a runaway success. They produced 10. The 1914 Dodge was another matter. Sales: 30,000. Here are glorious vehicles, purchased for a song or traded for a shotgun; lovingly restored for thousands of dollars; and proudly entered in contests and shows."Old pickup trucks don't merely recall a simpler America or a better America. They ARE America. Pickups reflect this country's essence in its purest and most concentrated form. An old truck is a novel by Faulkner, a drawing by Rockwell, a building by Wright. It is Spencer Tracy in *Bad Day at Black Rock*, Henry Fonda in *The Grapes of Wrath*, Gary Cooper in *High Noon*. These basic, rugged reliable vehicles have a remarkably widespread appeal. In researching this book we found old pickup trucks owned by farmers, lawyers, furniture makers, doctors, inn keepers, actors, plumbers and musicians. Some drive their trucks every day. Others have lovingly restored their pickups and drive them sparingly. But all the owners share the same singular experience: whenever they take their pickups out for a spin, people stop and tell them that this truck of theirs is the most beautiful thing they have ever laid eyes on." -- Harry Moses

About the AuthorWilliam Bennett Seitz has been a commercial photographer for more than twenty years. His work has appeared in *House Beautiful*, *Home* and many other national magazines. He has also had numerous one-man shows. His previous book was *Hand and Home: The Homes of American Craftsmen*. Harry Moses is a writer, producer, and director for television. His programs have appeared on ABC, CBS, NBC, PBS and Showtime. He produced more than sixty stories for *60 Minutes* and has received Emmy, Peabody, and Directors Guild Awards. His TV movies include *The Trial of Bernard Goetz* which *The New York Times* called "the year's best docudrama."