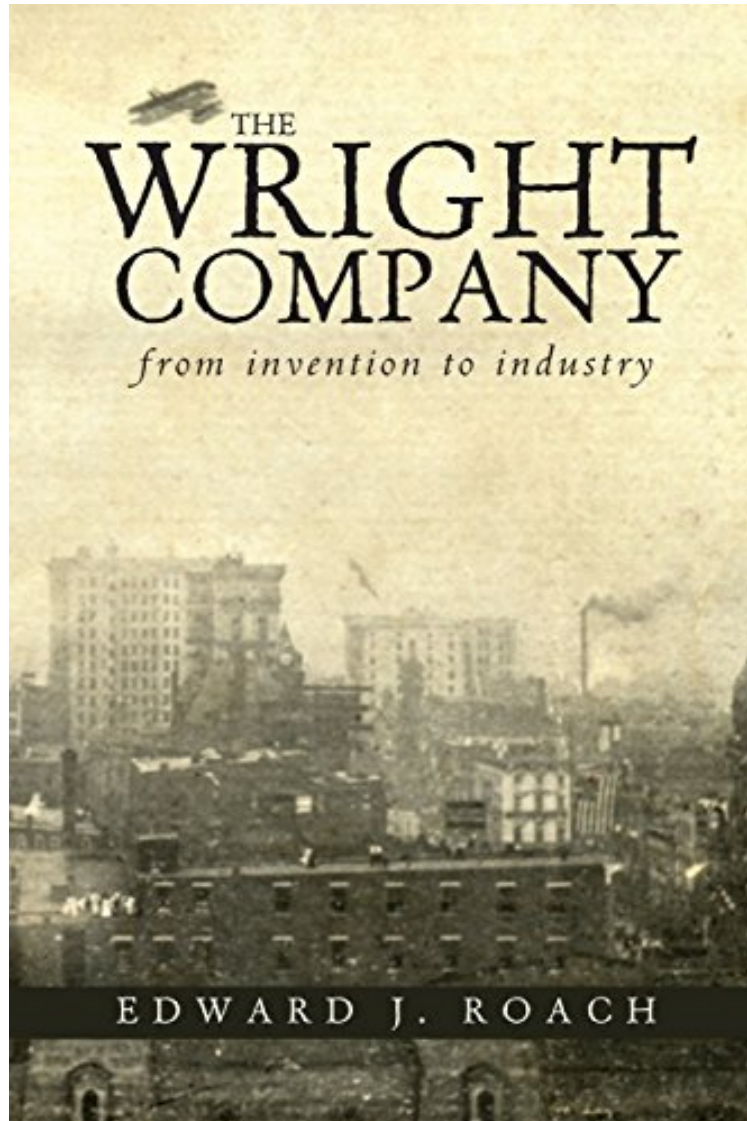


[PDF] The Wright Company: From Invention to Industry

## The Wright Company: From Invention to Industry

*Edward J. Roach*

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**Edward J. Roach : The Wright Company: From Invention to Industry** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Wright Company: From Invention to Industry:

5 of 5 people found the following review helpful. Wow!! A frank, well-written, exceptionally detailed and thorough investigation of The Wright Company.By Lawrence BlakeWow! A frank, exceptionally detailed, and thorough investigation of The Wright Company from its gestation in 1909 through its transition away from Orville in 1915/1916. The author's writing style is extremely easy to read (I finished the book in two days while doing a bunch of other things.), as well as, including a lightness in the style that made the read quite enjoyable. The story really provides

a valuable lesson -- the world is constantly changing and evolving and business, like everything else, must be constantly changing and adapting or, as with the Wrights' one is simply left behind. One could expend a lot of ink discussing why the Wright brothers refused to change, adapt, and evolve their invention, but the reality is they chose not to, which culminated in the result outlined in "The Wright Company." But, maybe, in the end that result was what made Orville the happiest -- so perhaps there is nothing to feel bad about. A fascinating story that has been told exceptionally well. I thoroughly enjoyed "The Wright Company: From Invention to Industry." I found it well written and edited, excellent layout and design, fast paced and packed with fascinating and intimate details of the Wright brothers, their invention, their company and the varied personalities who interacted with them throughout their journey from "invention to industry." I found "The Wright Company" to be so well written that it was, in fact, extremely difficult to put it down, which made for a very quick and enjoyable read. The presentation of the facts associated with this great American story left the reader looking forward with great anticipation to each paragraph, each page and each chapter of the book to understand the twists and turns of this drama. I was completely captivated through the author's inclusion of so many details of The Wright Company which previously, had not been explored, by the many other authors of Wright Brothers books. His attention to these details has presented a much more intimate view of the Wright brothers and their personalities, both collective and individual. The author's ability to present previously little known or unknown facts and what many might look upon as dry subject matter, in both a lively and interesting manner, makes "The Wright Company" a "must have" book for all those serious about understanding the Wright Brothers and their impact on American and World history. 0 of 0 people found the following review helpful. It's amazing what the Brothers had to go thru after they ... By John A. Austin It's amazing what the Brothers had to go thru after they invented the airplane. So much time spent looking for financial help. Interesting.

"Roach's study digs deeper than technological and business history. By casting his narrative in an urban historical context and painting the sociocultural elements that affected the business, the author contributes to a clearer understanding of how seemingly unrelated elements affected the development of the Wright aircraft business." —The Historian Fresh from successful flights before royalty in Europe, and soon after thrilling hundreds of thousands of people by flying around the Statue of Liberty, in the fall of 1909 Wilbur and Orville Wright decided the time was right to begin manufacturing their airplanes for sale. Backed by Wall Street tycoons, including August Belmont, Cornelius Vanderbilt III, and Andrew Freedman, the brothers formed the Wright Company. The Wright Company trained hundreds of early aviators at its flight schools, including Roy Brown, the Canadian pilot credited with shooting down Manfred von Richtofen—the "Red Baron"—during the First World War; and Hap Arnold, the commander of the U.S. Army Air Forces during the Second World War. Pilots with the company's exhibition department thrilled crowds at events from Winnipeg to Boston, Corpus Christi to Colorado Springs. Cal Rodgers flew a Wright Company airplane in pursuit of the \$50,000 Hearst Aviation Prize in 1911. But all was not well in Dayton, a city that hummed with industry, producing cash registers, railroad cars, and many other products. The brothers found it hard to transition from running their own bicycle business to being corporate executives responsible for other people's money. Their dogged pursuit of enforcement of their 1906 patent—especially against Glenn Curtiss and his company—helped hold back the development of the U.S. aviation industry. When Orville Wright sold the company in 1915, more than three years after his brother's death, he was a comfortable man—but his company had built only 120 airplanes at its Dayton factory and Wright Company products were not in the U.S. arsenal as war continued in Europe. Edward Roach provides a fascinating window into the legendary Wright Company, its place in Dayton, its management struggles, and its effects on early U.S. aviation.

"The book explores the one area of the career of the Wright brothers that remains least well known. It casts new light on the business career of the Wright brothers, and on the history of the Wright Company and the men who led it.... Taken as a whole, the book offers a concise and readable history of an important topic that has received all too little attention." Tom D. Crouch, Senior Curator, Aeronautics, Smithsonian Institution, National Air and Space Museum, and author of *The Bishop's Boys: A Life of Wilbur and Orville Wright*