



1903

The Ford Motor Company is formed



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From the collections of The Henry Ford (PD.654/THF2003)

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With the assistance of 11 investors and \$28,000 Henry Ford started the Ford Motor Company as the Vice President and chief engineer. The business started off very small, only able to produce three automobiles in a workday with only three workers on each vehicle. The first plant, located on Mack Avenue, produced Model A's. After the Model A, Ford introduced the Model C. With the help of new techniques and innovations, Ford Motor Company grew and became very profitable. The Piquette Plant then produced the new Model T designed by Henry Ford. This model was produced faster, cheaper, and more efficiently. Ford's use of assembly line methods allowed the common worker to purchase an automobile, making the Model T one of the most popular choices in the 1910s and 1920s. It soon earned the title of the car that "put America on wheels." When the Model T was discontinued in 1927, over 15 million were produced from its first conception.

¹ Portrait of Henry Ford.

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² Ford's work shed

Courtesy of the National Automotive History Collection, Detroit Public Library

³ Model T was the most popular automobile offered by Ford Motor Company.

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Credits:

Crabb, Richard. *Birth of a Giant: The Men and Incidents that Gave America the Motorcar*.

Pennsylvania: Chilton Book Company. 1969

Lacey, Robert. *Ford: The Men and the Machine*. Boston: Little Brown & Co. 1986

Keywords/Topics:

Business, Work/Jobs

Questions:

1. What method did Henry Ford use to mass-produce Model T's?
2. How did building cars on the assembly line differ from building them by hand?
3. Why was the Model T popular?
4. How did assembly-line production eventually impact the employment of black industrial workers in Detroit?

Links to Internet Websites:

<http://www.autolife.umd.umich.edu/Race.htm>

<http://www.hfmgv.org/exhibits/hf/default.asp>

http://en.wikipedia.org/wiki/Model_T

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Henry Ford started the Ford Motor Company as the Vice President and chief engineer. His company soon revolutionized the automobile industry in the United States and created the term “Fordism.”

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Courtesy of the National Automotive History Collection, Detroit Public Library

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In 1893, Henry Ford built his first automobile in a shed, behind his house, on Bagley Avenue in Detroit, Michigan. A replica of this shed exists today at Greenfield Village in Dearborn, Michigan.

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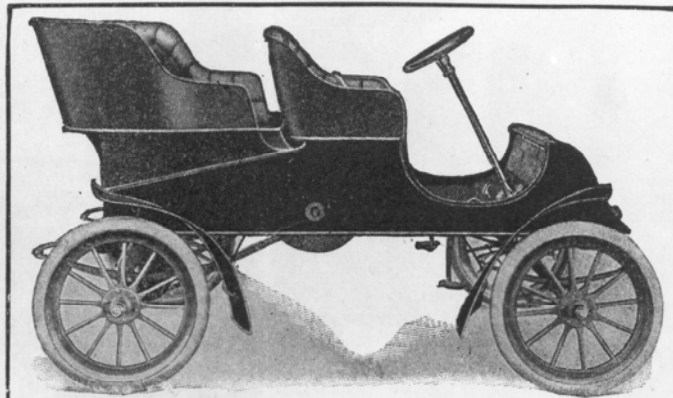
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HARPER'S MAGAZINE ADVERTISER.

THIS new, light touring car fills the demand for an automobile between a runabout and a heavy touring car. It is positively the most perfect machine on the market, having overcome all drawbacks such as smell, noise, jolt, etc., common to all other makes of auto carriages. It is so simple that a boy of 15 can run it.

*The
Latest
and
Best*



THE FORDMOBILE with detachable tonneau, \$850

*Boss
of
the
Road*

For beauty of finish it is unequalled, and we promise **Immediate Delivery**. We have not space enough to enter into its mechanical detail, but if you are interested in the **NEWEST and MOST ADVANCED AUTO** manufactured to-day write us for particulars.

FORD MOTOR CO., 694 Mack Avenue, DETROIT, MICH.

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In 1904, the Model C replaced the Model A in production. As stated in the advertisement, the Model C was more elegant, more mechanically advanced, and easier to use.