

# Henry Ford

An example of new ideas and  
new industries

## The Model 'T' Ford



- Henry Ford set out to build a car which everyone could afford to buy.
- It was slow, ugly and difficult to drive, and was nick named the 'Tin Lizzie' by the American people.

## The Model 'T' Ford



- The attraction of the **Model T Ford** was that its price never increased.
- Costing **\$1200** in 1909, the price in 1928 was only **\$295**.
- By 1929 Ford was producing more than **one car per minute**

## Mass Production

- Ford was able to sell cars cheaply because they were mass-produced and every part was **Standardised** (only one colour and one engine size were available).
- By producing large numbers of cars on an **Assembly Line** Ford needed **fewer skilled workers**, and that cut the cost of paying wages.



## Mass Production



Ford invented the idea of using an **Assembly Line** to speed up production.

## Key Quote – Henry Ford



'A customer can have any colour he likes for his car so long as it's black'



How would this have helped to cut production costs?

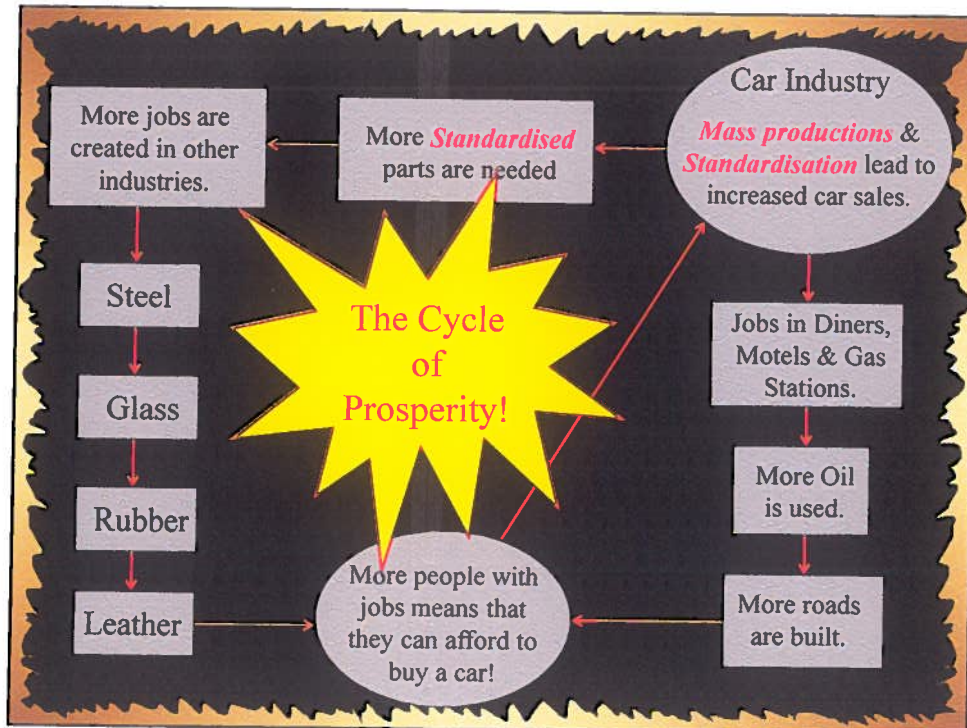
# Assembly Lines



'... each man and each machine do only one thing ... the thing is to keep everything in motion and take the work to the man not the man to the work'



Henry Ford 1925





## Car Production & Cycle of Prosperity

- Car production used up 20% of America's **steel**, 80% of her **rubber**, 75% of her plate **glass** and 65% of her **leather**.
- By the end of the 1920s American cars used seven billion gallons of **petrol** a year.
- This helped to create jobs in the oil industry and made the oil state of **Texas** rich.

## Aerial view of the Rouge plant in 1930



In 1929, there were 81,000 men working in this one factory