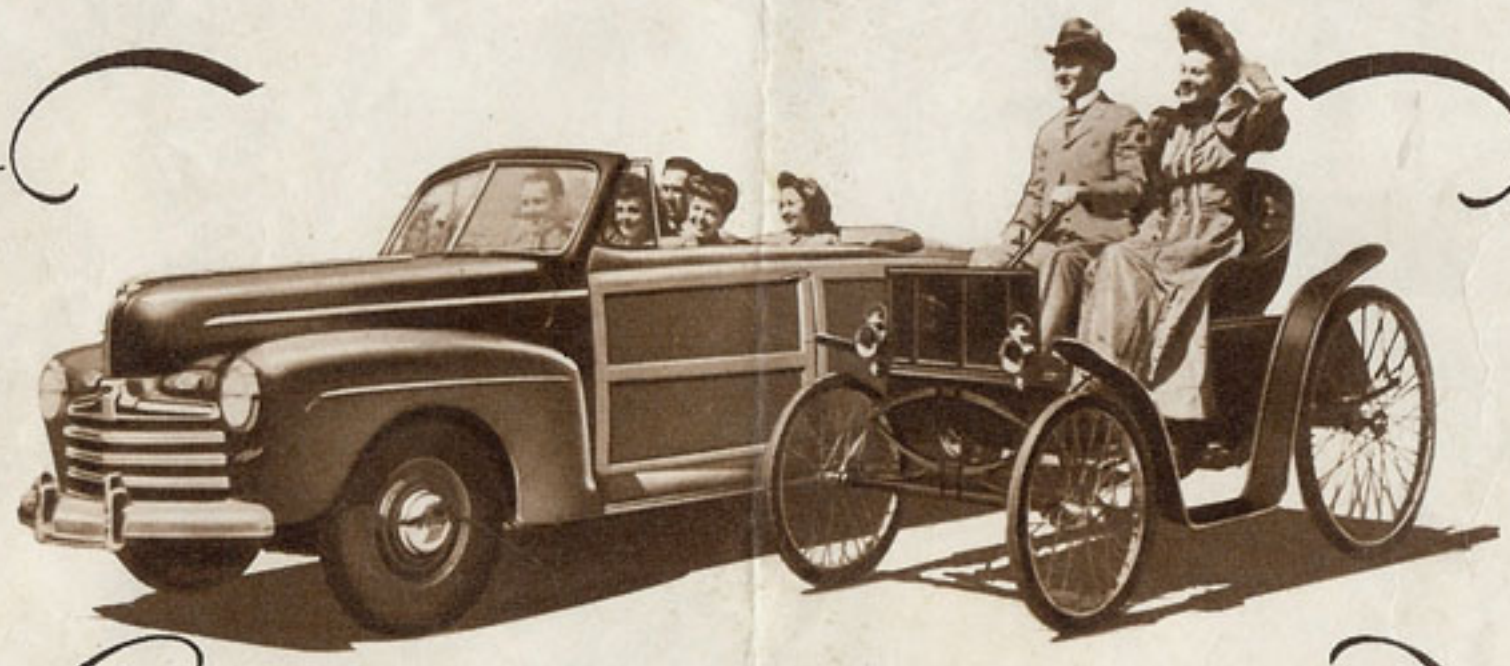
FIFTY YEARS OF FORD PROGRESS



GOLDEN JUBILEE

It was a sultry, rainy dawn in June, 1896, when Henry Ford drove his first car out of his tiny Detroit workshop. Just fifty years ago—yet those years have seen the automobile grow from uncertain beginnings to a gigantic enterprise. It has contributed basically to the development of our nation, linking the oceans and the plains, making neighbors of widely scattered communities, giving to the individual a freedom and range of action never before enjoyed.

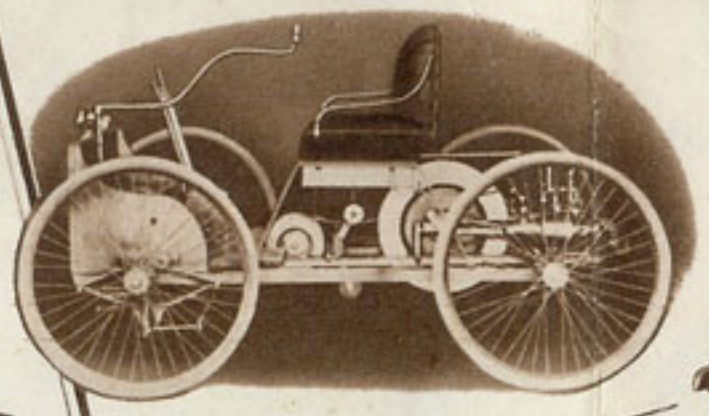
The Ford Motor Company is proud indeed of the part it has been privileged to play in the steady growth of the industry, a growth maintained over a period of fifty years. Yet the accomplishments of the past hold their greatest significance as a pledge of advancements still to come. For this fiftieth anniversary of the Ford car—like the Golden Jubilee of the industry—marks not final accomplishment, but rather another milestone along the highway of progress.

Birthplace of an industry. In this little shop on Bagley Avenue in Detroit, Henry Ford put together his first car, in 1896. The small brick structure now stands, restored as pictured here, in Greenfield Village.

Manufacturing Metropolis. Today the great Rouge Plant, hub of Ford production activities, covers more than 1,190 acres with docks, railroad, bus line, blast furnaces, coke ovens, steel rolling mills, glass plants and numerous shops and assembly lines.

FIFTY YEARS OF FORD "FIRSTS"

First assembly line mass production.
First cast en bloc engine.
First removable cylinder head.
First unitary engine and transmission.
First torque tube drive.
First drum-type rear axle.
First full-length X-type frame.
First synthetic enamel finish.
First plastic steering wheels.
First alloy steel in car parts.
First safety glass all around.
First V-8 engine in low-price field.
—and many other engineering and design advancements.



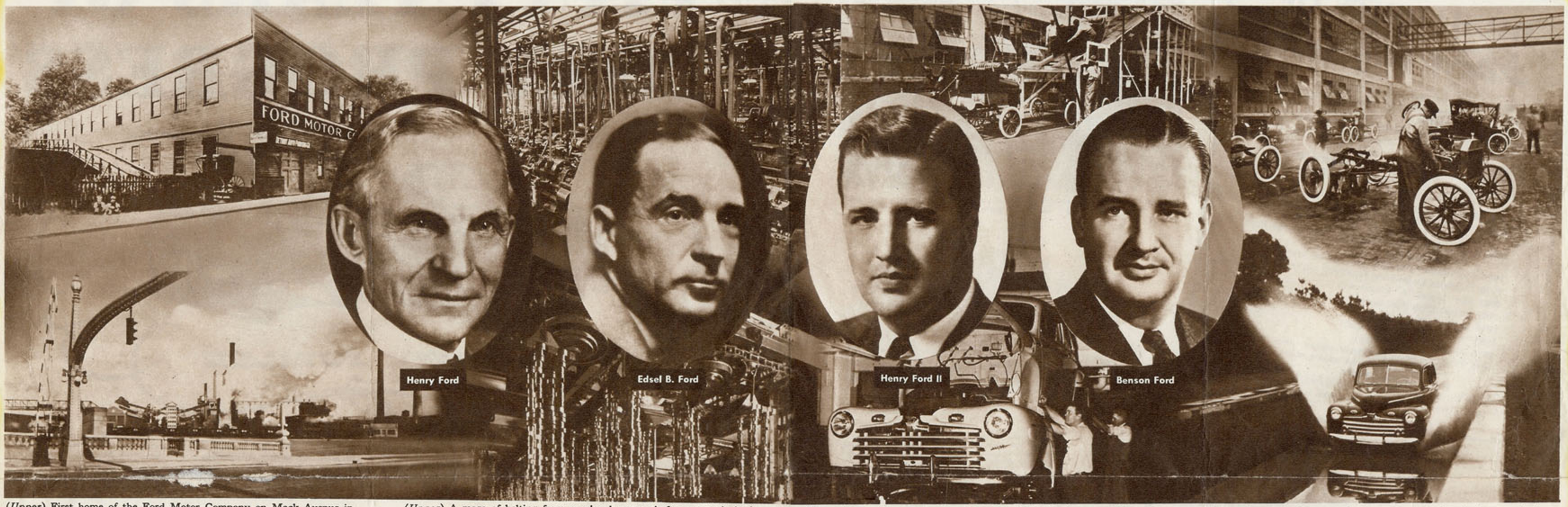
1896 · OUT FRONT THEN

The 1896 Ford, first of over 31,000,000 Fords to come, looked much like a buggy on bicycle wheels. Yet in eight short years, another Ford car was to set a record of 92 miles per hour. The greatest progress came later, with the development of the Ford methods of mass production and the assembly line.

··· OUT FRONT NOW · 1946

The Ford car today is manufactured and assembled at the Rouge Plant and in 12 branch assembly plants scattered strategically throughout the United States. In addition, a number of foreign assembly plants are returning to operation following the dislocations of war.

1896 • Out Front Then • FIFTY YEARS of FORD PROGRESS • Out Front Now • 1946

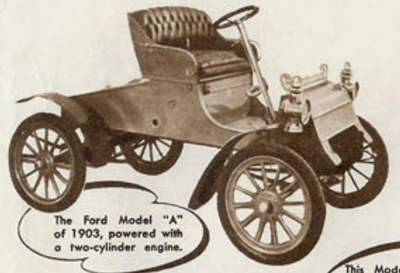


(*Upper*) First home of the Ford Motor Company on Mack Avenue in Detroit, as it looked in 1903. (*Lower*) The mammoth Ford Rouge Plant today processes raw materials directly into finished motor cars, constitutes a complete industrial city within itself.

(*Upper*) A maze of belting from overhead power shafts was typical of factories twenty-five years ago, such as this Ford machine shop. (*Lower*) The Ford-developed concept of mass production is typified by this camshaft conveyor line at the Rouge.

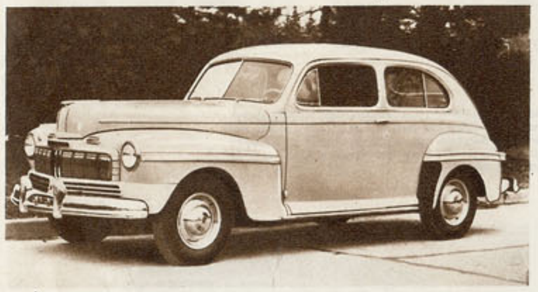
(*Upper*) Open-air assembly line of 1913. Model "T" bodies were slid down a wooden ramp, swung by muscle power on to chassis below. (*Lower*) Reflecting advancements made in production methods, this scene shows part of the 1946 final assembly line.

(*Upper*) Early testing was a simple matter—merely raise the rear wheels on saw horses, start the engine. (*Lower*) Today, high-speed tracks combined with elaborate testing devices and equipment are used to simulate almost any operating condition likely to be encountered.

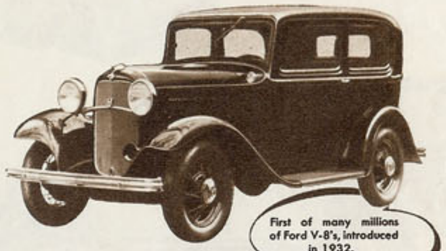


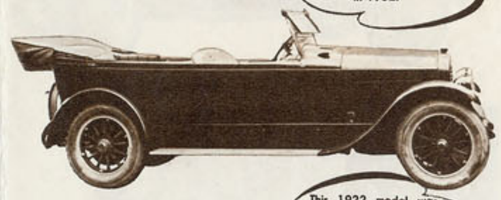
Lincoln Ford Mercury

↑ The 1946 Ford • The 1946 Lincoln ↓



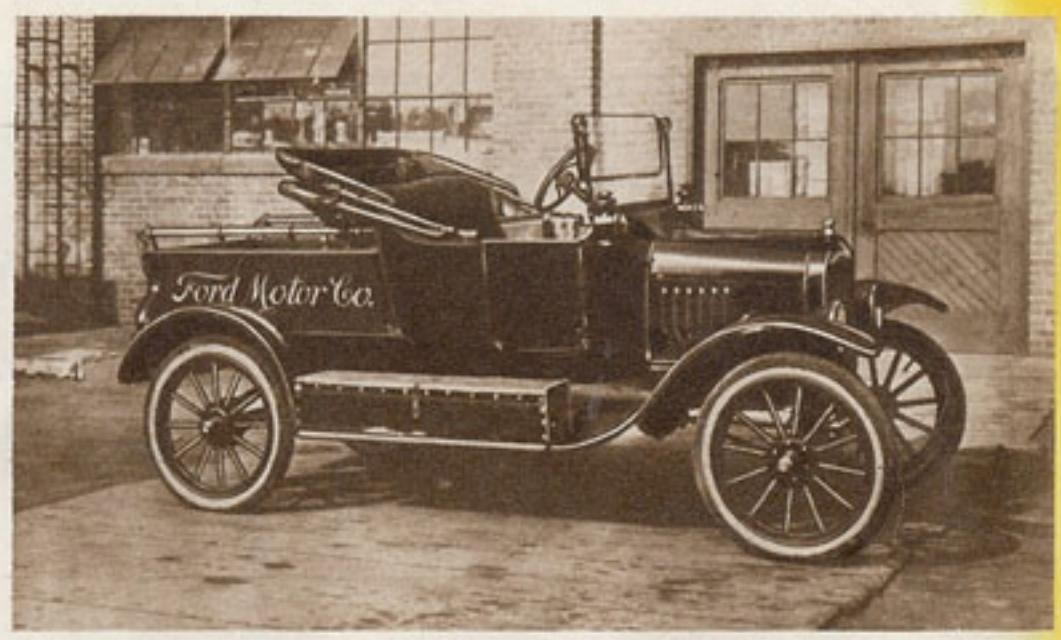
↑ The 1946 Mercury • The 1946 Lincoln Continental ↓



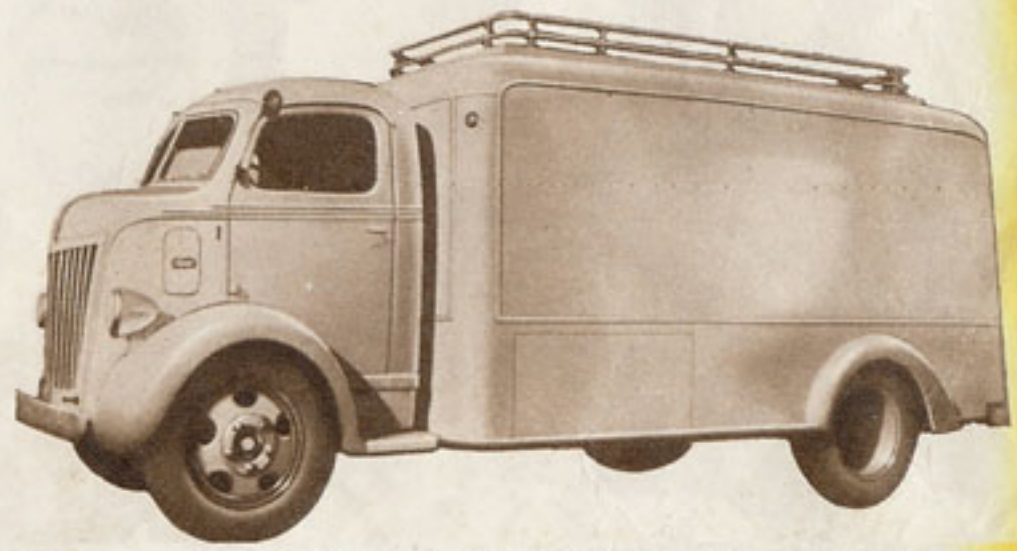


HIGHLIGHTS OF Ford HISTORY

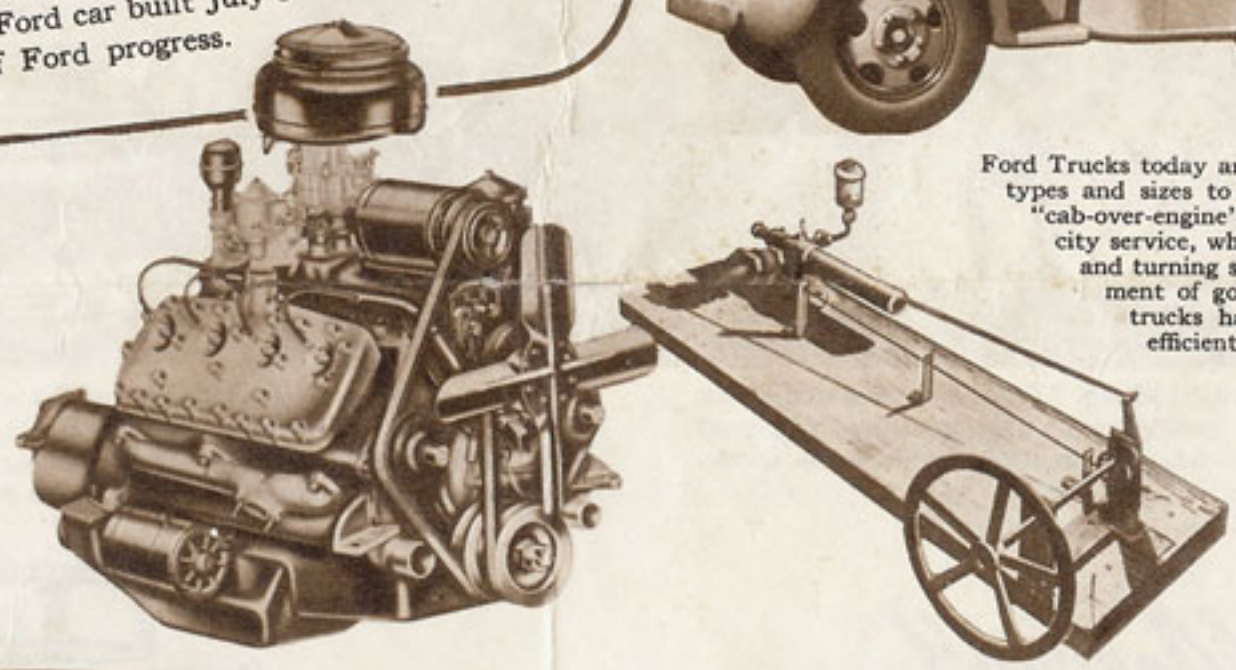
1896 Henry Ford builds first car in Detroit.
1903 Ford Motor Company organized, with $28,000 paid-in capital.
1904 Four-cylinder car, Model "B," introduced.
1908 The first Model "T" manufactured October 1.
1909 Highland Park plant opened.
1914 Minimum wage of $5.00 per day established.
1915 1,000,000th Ford car built. River Rouge property acquired for new plant.
1919 Minimum wage raised to $6.00 per day.
1921 Tractor production at Rouge Plant. 5,000,000th Ford car built.
1922 Lincoln Motor Company purchased by the Ford Motor Company.
1924 The 10,000,000th Ford car built on June 4.
1925 Dearborn Engineering Laboratory opened.
1927 First Model "A" introduced.
1931 20,000,000th Ford car built on April 14.
1932 Ford "V-8" introduced.
1937 25,000,000th Ford car built.
1938 Mercury car introduced.
1942 Bombers, aircraft and tank engines, tanks, armored cars, jeeps and trucks among many Ford war production assignments.
1945 First postwar Ford car built July 3.
1946 Fifty years of Ford progress.



One of the very early factory-built Ford trucks was this "pickup" of 1919, obviously closely related to the regular passenger car models of that time.



Ford Trucks today are produced in a wide variety of types and sizes to handle virtually any job. This "cab-over-engine" type is especially popular for city service, where traffic is heavy, and parking and turning space restricted. Wherever movement of goods and materials is concerned, trucks have made possible faster, more efficient distribution, and at lower costs.



The first engine built by Henry Ford, the result of experiments begun in 1889, was made in the kitchen of his home. It consisted of a simple cylinder connected to a large flywheel. Gasoline dripped from a "feed cup" through an "intake mixer"—forerunner of the complex carburetor—to the cylinder. Compare this crude, handmade engine with the modern Ford V-8 engine of today. Developing 100 horsepower, it is precision made to tolerances far finer than a human hair, by modern mass production and assembly line methods.

Station wagons today are a familiar sight almost everywhere, but in 1928 this vehicle was a rarity. Ford was the first to undertake the regular production of station wagons, using timber from the extensive Ford reserves in Northern Michigan.

The progress of the past fifty years could not have been achieved without constant research. Since its inception, the Ford Motor Company has made progressive engineering and research a fundamental part of its operating philosophy, to the end that the public might be offered ever better products, with ever increasing value.

The Ford station wagon of today shows but slight resemblance to the first models of only a few years ago. In the production of this type of body, much of the old-time hand craftsmanship is utilized to give accurate fitting of panels and ribs for a durable and strong construction. Originally intended for suburban use, the versatility of the station wagon has brought it to urban and rural areas alike.