

Ford

(Continued from Page 3)

some suspicion around the neighborhood.

But during this time he worked right after night, and all night on Saturdays, supported only by his determination and the encouragement of the former Clara Bryant of Greenfield, Michigan. Clara had become Henry's wife in 1888. Five years later their only son, Edsel Bryant Ford, was born on November 6, 1893—the same year that Henry's first engine sputtered its way into history on a sink in the kitchen of his home at 58 Bagley Avenue in Detroit.

In 1896, Henry Ford's morale got a further boost from a man who was to become his idol. Thomas A. Edison, the "Wizard of Menlo Park," told him there was a bright future for a light-weight, self-contained engine that could develop high horsepower. He advised young Henry to keep on with his work.

By the spring of 1896, his first car was finished—and it worked. In his enthusiasm, however, Henry had neglected to consider the width of the door to his little brick workshop. The car first saw the light of day through a jagged hole he hastily knocked in the wall to extricate his new vehicle.

By 1899 he had organized the Detroit Automobile Co. and was appointed chief engineer. This was a short-lived title which ended when the company was forced into bankruptcy a year and a half later because some of the stockholders refused to invest as heavily as the realities of the situation demanded.

SUBSEQUENTLY, HE built other cars and began to win races with them. As a winner, he began to attract attention and backing. In June of 1903, Ford had gathered 11 backers, and with \$28,000 in cash, they founded what was to become the Ford Motor Co. A month later the company sold its first car—a good thing because company bank deposits had dwindled to \$223.

Another much-needed shot in the arm came from the publicity accompanying Ford's successful attempt to set the world's speed record for the mile. Driving his famous 999 racing car, he covered the distance in 39 2/5 seconds across the winter ice of Lake St. Clair on January 12, 1904.

Still the fledgling company was hardly under way before it encountered an almost overwhelming obstacle. It was sued for infringement of the Selden patent by a syndicate representing a multi-million-dollar combine.

Other and stronger automobile companies paid royalties rather than risk battle with the Selden syndicate. But Henry Ford was convinced that George B. Selden's patent on all road vehicles powered by internal combustion engines was unenforceable and should be defeated. So he arched his back and fought. For the next eight years Ford alone carried on a costly legal battle. The final result was a victory that freed the automobile industry from a threat to its development.

MEANWHILE, FORD worked and experimented to improve his automobiles, and his sales began climbing. Up to this point the automobile had been a rich man's toy. But Henry Ford had a dream that if a rugged, simple car could be made in sufficient quantity, it would be cheap enough for the average family to buy. On October 1, 1908, he was ready with that car. He introduced the Model T.

Production began two years later in 1910 at the company's new plant in Highland Park. The opening of the first branch assembly facility in the industry in Kansas City, Mo., in 1911 marked the acceptance of Ford's dream.

In the beginning it took 12 hours and 28 minutes to assemble a Model T. The time was cut to five hours and 50 minutes, then to 93 minutes. Ford set a goal of a car a minute, but eventually Model T's were rolling off the assembly line at the rate of one every 10 seconds of the working day.

Ford startled the world on January 5, 1914, by announcing that

Ford Motor Co.'s minimum wage would be \$5 a day—more than double the minimum rate in his factory.

BY 1920, FORD and his son Edsel had acquired sole ownership of the company at a cost of over \$100,000,000. Edsel had succeeded his father as president, and nearly five million Model T's were bouncing along American roads.

The year 1925 saw the completion of the first of 196 Ford Tri-Motors, a triple-engined airplane that grew out of Edsel's interest in aviation and his belief in its future. Ford Tri-Motors carried the first commercial airmail in this country and were the planes used by the first commercial airlines.

War brought aircraft production into Henry Ford's life again 18 years later. During World War II, Ford planned the Willow Run plant which produced 8,685 four-engine B-24 "Liberator" bombers at a maximum rate of one per hour on an amazing assembly line that was the forerunner to today's modern aircraft manufacturing plants. Other Ford plants pumped almost 60,000 aircraft engines and over a quarter of a million jeeps, tanks, tank destroyers and other pieces of equipment into the war effort.

Edsel Ford, who had initiated this giant war-time effort, died in 1943 just as his program was

Brakes Powered By Lower Pedal

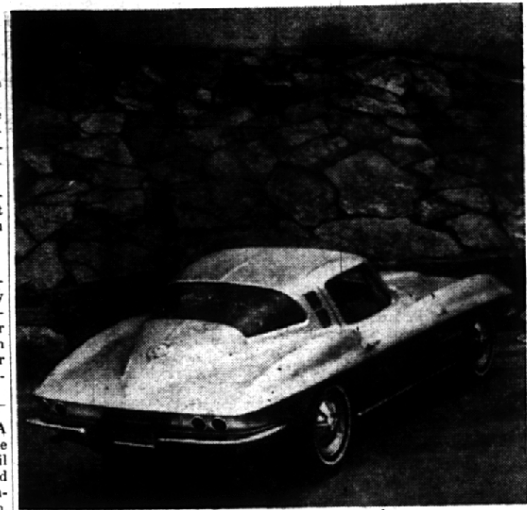
The 1964 Dodge 880 models have a lower pedal for power brakes. Placed nearer to the level of the accelerator, it is an added convenience for the driver when moving his right foot from the accelerator to the brake. It also permits a more comfortable position for the left-foot braking in cars equipped with automatic transmission.

Pontiac's new speed-control device, Electro-Cruise, automatically reduces driving fatigue by maintaining constant car speed up or down hill, or on the level. With this practical accessory, the driver just steers and enjoys foot-on-the-floor comfort.

reaching its maximum efficiency. A saddened Henry Ford resumed the presidency of the company until the war ended when he resigned for the second time. His recommendation that his eldest grandson, Henry Ford II, be elevated to the presidency was accepted by the board of directors.

During the last two years of his life, Henry Ford relaxed with his wife from the labors of a lifetime and watched his assembly lines produce the last of the bombers and tanks and the first of the post-war cars and trucks.

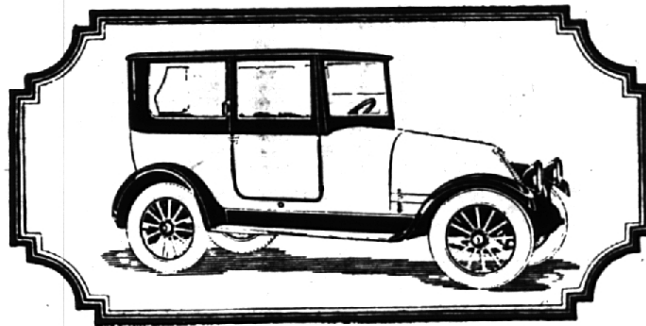
Henry Ford died at his residence, Fair Lane, in Dearborn, on Monday night, April 7, 1947, at 11:40 p.m., following a cerebral hemorrhage.



Corvette Sting Ray

The strong continental appearance of the Corvette Sting Ray is continued for 1964 with new refinements that enhance its distinctive personality. The simulated grills have been removed, giving the hood a smoother appearance. The sport coupe has a new one-piece rear window affording better visibility. Both coup and roadster are now on display in dealer showrooms.

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