



The Triumph of an Idea. The Story of Henry Ford: 4 (History of the Automobile)

Ralph Henry Graves

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The Triumph of an Idea. The Story of Henry Ford: 4 (History of the Automobile) Ralph Henry Graves ORIGINAL DESCRIPTION (1934): The advent of the automobile brought a clash of industrial ideas. Should the new vehicle be high priced, obtainable only by the wealthy? Or should it be a vehicle of service to all humanity-within reach of the pocketbook of every family? Henry Ford's answer was the Model T, which became known as the "Universal Car" and of which he manufactured more than 15,000,000. With the Ford car available to the millions, there sprang up a nation-wide demand for better roads. The Ford car proved a great social factor in the development and growth of the American people. And the story of the founding, success, and growth of the Ford Motor Co., giving the world, as it did, its first great picture of modern mass production, is an industrial epic which this volume attempts to tell. It is a story of facts that less than a generation ago would have been a fairy tale. Illustrated by 52 photographs.



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