



Henry Ford

(1863-1947)

Overview

- Biography
- Fordism
- Reference to „Brave new world“ by Aldous Huxley

Biography

- 30.07.1863 born in Wayne Country/Michigan (near Detroit)
- Son of a farmer
- Had 5 brothers and sisters

Carreer

- 1878 (15 years): built his first combustion motor (Verbrennungsmotor)
- 1879: apprentice as machinist
- 1888: Marriage with Clara Jane Bryant => son: Edsel Ford
- 1893: finalise his first car
- 1903: foundation of „Ford Motor Company“
- 07.04.1947: Death (Heritage= 500-700 Million Dollars and the company to his son)

Modell T

- Since 1908
- Cheap => Top-selling
- Simple to drive
- Easy to repair

Labor philosophy

- Revolution of mass production
- Wages 50% higher than usual: 5 \$ => more consumption possible
- Only engaged the best workers (Efficiency)
- 8-hour Day
- Against labor unions

Fordism

- Named after Henry Ford
- Connects mass production in series with method of production after Taylor

Taylorism

- Base of Ford's mass production
- key elements: division of labor
 - highly standardized
 - assembly line
- Ford connected Taylor's methods with new mechanisation => low prices and higher productivity
 - => mass consumption