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## **HENRY FORD'S CONTRIBUTION INTO AMERICAN INDUSTRIAL REVOLUTION**

Henry Ford was a very famous and significant person in the world's history. He was one of those people who moved technical progress in the early 19<sup>th</sup> century. There were many others who had made their contribution to the industrial revolution, but Henry Ford was an extraordinary person who showed the world new horizons of industrial future.

It is important to mention that Henry Ford was not an inventor, but an innovator. He didn't invent the car, he reinvented it, as many other usual things. By lowering costs as much as he did, he was able to sell it to the common American, his employees first and foremost. At the beginning of the 20<sup>th</sup> century the automobile was a plaything for the rich. Most models were complicated machines that required a chauffeur conversant with its individual mechanical nuances to drive it. Henry Ford was determined to build a simple, reliable and affordable car – a car the average American worker could afford. Consequently, out of this determination came the Model T and the assembly line, two innovations that revolutionized American society and molded the world we live in today.

The Model T made its debut in 1908 with a purchase price of \$825.00. Over ten thousand were sold in its first year, establishing a new record. Four years later the price dropped to \$575.00 and sales soared. By 1914, Ford could claim a 48% share of the automobile market [1]. However, central to Ford's ability to produce an affordable car was the development of the assembly line that increased the efficiency of

manufacture and decreased its cost. Ford did not conceive the concept, he perfected it. Prior to the introduction of the assembly line, cars were individually crafted by teams of skilled workers, a slow and expensive procedure. The assembly line reversed the process of automobile manufacture. Instead of workers going to the car, the car came to the worker who performed the same task of assembly over and over again. With the introduction and perfection of the process, Ford was able to reduce the assembly time of a Model T from twelve and a half hours to less than six hours [2].

As a result, Ford Motors sold more cars and steadily increased its earnings, transforming the automobile from a luxury toy to a mainstay of American society. His introduction of the Model T automobile revolutionized transportation and American industry. As owner of the Ford Motor Company, Henry Ford became one of the richest and well-known people in the world. His intense commitment to systematically lowering costs resulted in many technical and business innovations, including a franchise system that put dealerships throughout most of North America and in major cities on six continents.

### **References**

1. <https://sites.google.com/a/imaginerep.com/theindustrialrevolution/inventors/henry-ford>
2. <https://www.history.com/topics/henry-ford>