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**FORD EXPOSITION**  
*A Century of Progress*



"ONE-THIRD OF A CENTURY OF PROGRESS  
PRODUCED THE NEW FORD V-EIGHT"



"OVER-PRODUCTION IS A MONEY CRY, NOT A HUMAN CRY . . . PRODUCE EVER MORE"

"INDIVIDUALISM IS WHAT MAKES CO-OPERATION WORTH HAVING"

"THE RECOVERY WE NEED IS OF OUR AMERICAN SPIRIT OF INDUSTRY"

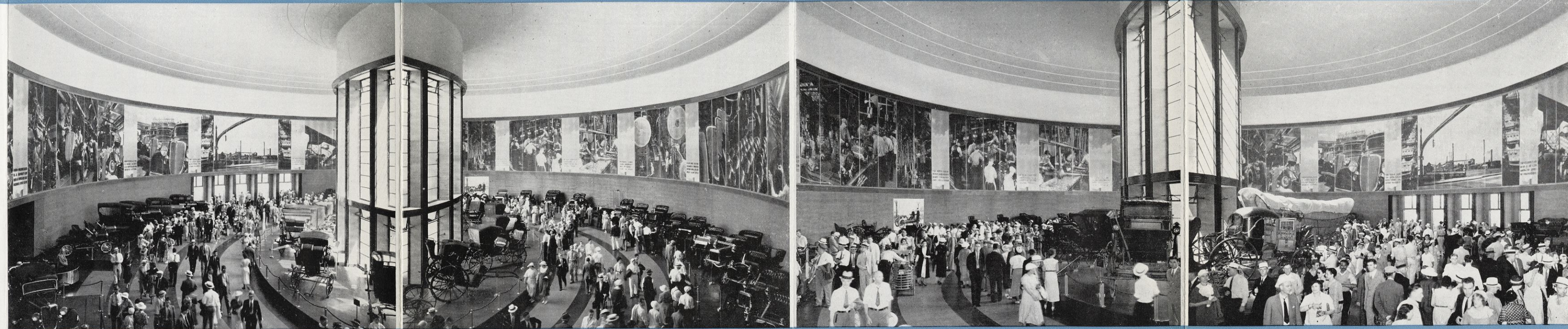
"IF WE HAD MORE JUSTICE, THERE WOULD BE LESS NEED OF CHARITY"

"INDUSTRY DOES NOT SUPPORT MAN . . . IT IS MAN THAT SUPPORTS INDUSTRY"

"HIGH WAGES AND BEST MATERIALS . . . THE ONLY ROAD TO LOW PRICES"

## *A visible symbol of an inward spirit*

The Grand Rotunda of the Ford Exhibition Building at the Century of Progress Exposition, Chicago, is a visible symbol of the essential spirit behind the Ford car. ★ The masses of humanity think of an automobile merely as a powered vehicle for use in transportation. But it is infinitely more than that. It is a tremendous Social Factor . . . one of the bases on which all Modern Civilization is founded! And, in these attributes, as in quality and price, the Ford Motor Car, through its volume production and general use by all strata of society Throughout the World, leads Now as it has Always Led since it was first offered to the public. ★ Through countless ages of which we have no record, Man could move about the Earth only by the use of his own muscles. Then, with time, he found a way to build a raft, to fashion a canoe, to bring to his use the ox, the horse and the camel. Countless later centuries elapsed before he evolved the wheel and the Earth saw its first vehicle . . . a rude carriage slung between two wheels of wood on a wooden axle. ★ Then more long lapses of time until two such vehicles, joined, gave him the first primitive form of the wagon. Still more long centuries as Man's inherent urge for refinement developed this rude structure of



"THE FARM AND THE SHOP EACH NEEDS WHAT THE OTHER PRODUCES"

"WAGES FOR WORK . . . PROFITS TO MAKE MORE EFFICIENT VALUE FOR USERS"

"A CHEAPLY MADE PRODUCT IS TOO EXPENSIVE TO BE PRICED CHEAPLY"

"GROWTH OF FOOD, MAKING OF TOOLS, TRANSPORTATION . . . THREE BASIC JOBS"

the past to the carts, wagons, coaches and other forms of horse-drawn vehicles known to humanity for the last 500 years. ★ But long before refinement had reached its ultimate expression, new factors had come into play. Man wished to travel More Rapidly. In attaining speed, something more than the vehicle must be considered . . . the Roads. So, through the latter half of the 18th Century, all the 19th Century and into the earliest years of the 20th Century the desire for perfection in vehicles and for good roads moved along hand-in-hand. ★ The Dawn of the 20th Century saw the birth of the Motor Car. For more than a hundred years man had visioned it, had fashioned types that had proved impractical. But the invention of the internal combustion engine . . . small, compact, light, powerful, simple enough for general use . . . suddenly brought within reach of man possibility of complete fulfillment of his desire for speed and ease in transport. ★ Immediately there developed a divergence of opinion as to the form the new vehicle should take, how general should be its use and what its cost. At the start nearly every company organized to manufacture automobiles, taking their ideas from the great coaches and pompous equipage of the wealthy and aristocratic, thought to manufacture a big, heavy, luxurious vehicle that would sell from \$5000 up. As they saw it, only the rich deserved to have such a modern means of travel; only the wealthy could afford it. ★ But there was One who thought Differently. He



## ROADS OF THE WORLD



was Henry Ford, born and bred on a Michigan farm, who had a passion of the soul not only for making things mechanical, but for making them superlatively well. Good Workmanship was the essence of his being. Honest Value was the first precept of his manufacturing sense. And then, he "liked to help people." As a boy he used to go about the countryside fixing neighbors' clocks . . . for nothing! He conceived an Automobile for Everybody, a Car for the Masses, one within the reach of everybody's pocketbook . . . Sturdy, Powerful, Enduring, for the Common Man's Family to use and enjoy! ★ In 1903 he began making them, in hundreds. He had a difficult struggle, at first . . . but, once the public caught his idea, it went to meet him more than half way. The growth of his industry became one of the marvels of the world. ★ This sweeping change in transportation from times of antiquity to the present is shown in the exhibits of the Rotunda. At one end is a reproduction of the Egyptian chariot. At the other is the modern Ford car. Between them are scores of different types of vehicles fashioned by man in his various moods and for his several uses ★ Closely associated with the drama of transportation is The Roads of the World exhibit which lies just east of the Ford Exposition building on the shores of Lake Michigan. Here are faithfully reproduced 21 kinds of roads according to the most accurate information available . . . they range from the earliest Roman types to our most modern

"NEVER YET HAS ENOUGH OF ANY GOOD THING BEEN PRODUCED FOR USE"

"THE AUTO MADE ROADS AND ROADS MAKE COMMERCE AND CIVILIZATION"

"IF YOU STABILIZE ANYTHING IT IS LIKELY TO BE THE WRONG THING"



"PROGRESS COMES FROM PROSPERITY BUILT BY WORK . . . DONE IN PEACE"

"IT IS NOT GOOD BUSINESS UNLESS BUYER AND SELLER BOTH GAIN BY IT"



"WITH ONE FOOT ON THE LAND, AND ONE IN INDUSTRY AMERICA IS SAFE"

highway construction. ★ In the center of the Rotunda is a huge globe, which turns slowly, showing the location of Ford plants in all parts of the world. It is one of the most attractive exhibits at the exposition. ★ Around the wall of the rotunda, behind the vehicle displays, are a series of photographs, done on a colossal scale, which show the mechanical, metallurgical and assembly operations used in the making of a Ford car, as well as the mining, lumber and other operations in getting the raw materials. The series makes the greatest photographic panorama ever built. ★ Its conception and construction create a new epoch in murals. They give the world its first grand example of what can be done when the camera is substituted for brush and pigment in mural portrayal. The basis of the work are 28 ordinary eight-by-ten-inch negatives of the various Ford industries . . . selected from thousands. From these few negatives, greatly enlarged, prints were taken . . . prints enlarged by specially designed and built equipment never before attempted . . . prints 20 feet high! With but a narrow strip of white metal between the panels, the enlargements give the impression of a single industrial portrait 20 feet high and 600 feet long, the world's outstanding triumph of modern photography joined with modern craftsmanship. ★ Between the photographs are a series of those terse, epigrammatic sayings of Henry Ford about life, business, government and other subjects for which he has become famous the world over.

"INDUSTRY IS MIND USING NATURE TO MAKE HUMAN LIFE MORE FREE"

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