

# Read all about it

## The Model T Ford

6 Match the words below with their correct definitions.

- a mass production
- b assembly line
- c franchising
- i a right given or sold by a company to someone to market their goods in a specific place.
- ii making a large number of the same article by machine.
- iii a working practice by which one worker adds one component to a product as it passes him on a moving belt.

a ..... b ..... c .....

7 Now read the text carefully. Match these paragraph summaries with the number of the paragraph.

- a Franchising .....
- b The assembly line .....
- c The success of Fords to 1927 .....
- d The idea behind Ford's cars .....
- e No colour but black .....

8 Write why these dates were important in the development of the Ford Motor Company.

1903

1908

1914

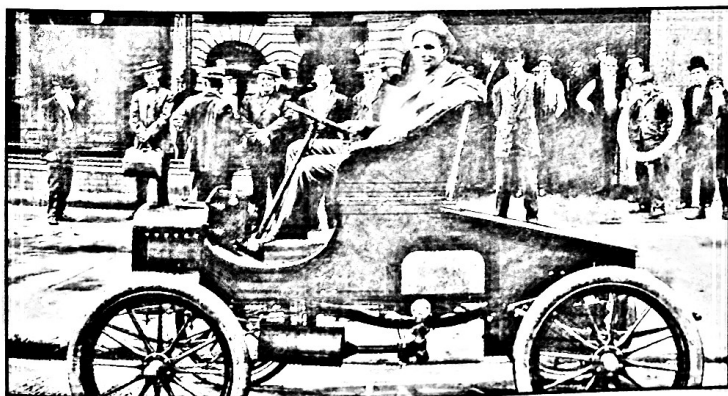
1927

9 From your knowledge of the text, complete these sentences using the correct passive form of the following verbs:

sell stop pay start introduce  
manufacture

- a The workers at Ford ..... \$5 a day.
- b The assembly line ..... to increase the number of cars produced.
- c Ford cars ..... in Detroit.
- d Between 1908 and 1927, 15 million Model T Fords .....
- e In 1927, production of the Model T ..... and production of the Model A .....

## Henry Ford and the Tin Lizzie



1 When Henry Ford set up the Ford Motor Company in Detroit in 1903, all the cars on the market were expensive and only the rich could afford them. Ford's ambition was to manufacture a car for working people.

2 In 1908, he designed and built a car which he called the Model T Ford. To produce it cheaply he introduced the revolutionary idea of the assembly line. This was a 300-metre-long moving belt. The car was gradually

assembled on it. As it passed each worker, one component was added. Work on the line was boring but the workers were paid \$5 a day, which was double the rate at the other factories, and their working hours were reduced. By 1914 the assembly line was working so efficiently that the factory was producing a car every 93 minutes.

3 Ford wanted to distribute cars all over the USA. He therefore needed showrooms and service departments in all the larger towns. To achieve this, he started the idea of franchising. With this system, he could distribute cars throughout the USA, and the businessmen involved in

the franchising could make a good profit. He also persuaded politicians to build better roads and allow more petrol stations to be built.

4 The black Model T was the only car made by Ford between 1908 and 1927. (Ford told his customers, 'You can have any colour as long as it's black.') People called them Tin Lizzies and liked them because they were so cheap, reliable and easy to drive.

5 By 1927 when the company replaced the Model T with the new Model A, it had sold 15 million cars (half of all the cars sold in the world) and it was worth \$700 million.