



NATIONAL
GEOGRAPHIC

DRIVEN

A PHOTOBIOGRAPHY OF

HENRY FORD

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WHEN YOUNG HENRY FORD

drove his gasoline-powered "quadricycle" out of the shed behind his Detroit home in 1896, automobiles were toys for rich people. But this fiercely independent visionary had a dream: to build "a motor car for the great multitude" so inexpensive that "no man making a good salary will be unable to own one." The go-anywhere, affordable Model T made the world a playground and revolutionized modern society.

Henry Ford was a complicated man filled with contradictions. His concern for both employees and efficiency created improved working conditions and a \$5-a-day minimum wage, yet he later supported the use of labor spies to ferret out suspected union organizers at Ford Motor Company. Henry believed in equal opportunity and hired minorities and people with physical disabilities when many other companies were unwilling to do so, yet he became well known for his anti-Semitic views. Despite being a committed pacifist, Henry converted his factories to military production during two world wars. Though a devoted father, he undermined his son's position in the family business. And although he dropped out of school after the sixth grade, his commitment to his own brand of education—learning by doing—led him to found The Henry Ford museum and Greenfield Village to help visitors experience America's evolution from a rural to an industrial society.

Don Mitchell combines a lively narrative with insightful Ford quotes and a wealth of images culled from the archives of the Benson Ford Research Center to tell the life story of this complex man who was driven to reshape the 20th century by putting the world on wheels.

"From the very beginning, Henry Ford went anywhere there was a road."

—Lee Iacocca