Henry Ford Quotes - Long Version

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Exerpt	Quote	Date	Source	Subject
"That man is best educated who knows the greatest number of things that are so, and who can do the greatest number of things to help and heal the world."	"A man is educated when he knows how to do what he can do, and extract from his performance a sufficient economic, intellectual and spiritual satisfaction. A man who cannot do that is not educated, no matter what his knowledge of books may be. That man is best educated who knows the greatest number of things that are so, and who can do the greatest number of things to help and heal the world. Schools are useful only as they put men in possession of their own powers; and they cannot do this without the earnest desire of their students to be so helped. Any man can learn anything he will, but no man can teach except to those who want to learn. Education is preeminently a matter of quality, not amount"	1/1/1924	Ford News, p.2	Education; Teaching
"Education is preeminently a matter of quality, not amount"	"A man is educated when he knows how to do what he can do, and extract from his performance a sufficient economic, intellectual and spiritual satisfaction. A man who cannot do that is not educated, no matter what his knowledge of books may be. That man is best educated who knows the greatest number of things that are so, and who can do the greatest number of things to help and heal the world. Schools are useful only as they put men in possession of their own powers; and they cannot do this without the earnest desire of their students to be so helped. Any man can learn anything he will, but no man can teach except to those who want to learn. Education is preeminently a matter of quality, not amount"	1/1/1924	Ford News, p.2	Education; Teaching
"Any man can learn anything he will, but no man can teach except to those who want to learn. "	"A man is educated when he knows how to do what he can do, and extract from his performance a sufficient economic, intellectual and spiritual satisfaction. A man who cannot do that is not educated, no matter what his knowledge of books may be. That man is best educated who knows the greatest number of things that are so, and who can do the greatest number of things to help and heal the world. Schools are useful only as they put men in possession of their own powers; and they cannot do this without the earnest desire of their students to be so helped. Any man can learn anything he will, but no man can teach except to those who want to learn. Education is preeminently a matter of quality, not amount"	1/1/1924	Ford News, p.2	Education; Teaching

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"The short successes that can be gained in a brief time and without difficulty, are not worth much."	"Most of the big advances have been the work of several generations. The next advances will be the culmination of centuries. The human soul has been preparing material out of which new changes will come--preparing it by suffering, indignation, futile efforts at escape, and a yearning hope for a new order in the future. Countless multitudes prepare the material for every advance, but the largest multitude of all has prepared for the next advance, which ought to abolish every thought of individual glory, and cure all childish impatience with the apparent slowness of progress. The short successes that can be gained in a brief time and without difficulty, are not worth much. The tree that lives for centuries has as much root age underground as it has braches in the air. The work is for all who see it; its benefit for all who share it"	1/1/1922	Ford News, p.2	Technology; Advancement; Success
"Nothing can be made except by makers, nothing can be managed except by managers. Money cannot make anything and money cannot manage anything."	"Better one hundred little fellows all pushing ahead to make things go, than one big fellow waiting for things to start. There never can be too many real business men in business or too many real manufacturers in manufacturing. No man has a right in business who cannot make, from top to bottom, the article his business is to be based upon. He should know every part and the reason for every shaving of waste. Nothing can be made except by makers, nothing can be managed except by managers. Money cannot make anything and money cannot manage anything. That is why the trust method failed; it sought to substitute money for management at one end of the scale, and money for manufacturing at the other end. Money failed. How foolish to repeat the failure. Let them all get into business and help push business along"	1/15/1922	Ford News, p.2	Business/Monopoly/Trusts
"We are entering an era when we shall create resources which shall be so constantly renewed that the only loss will be not to use them. There will be such a plenteous supply of heat, light and power, that it will be a sin not to use all we want. This era is coming now. And it is coming by way of Water"	If you can imagine a world in which the source of supply will be so plentiful that people will worry about not using enough of it, instead of worrying as we do now, about using too much, you will a picture of the world that is soon to be. We have long depended on the resources which nature long ago stored up, the resources which can be exhausted. We are entering an era when we shall create resources which shall be so constantly renewed that the only loss will be not to use them. There will be such a plenteous supply of heat, light and power, that it will be a sin not to use all we want. This era is coming now. And it is coming by way of Water"	2/1/1922	Ford News, p.2	Natural Resources/Water/Technology

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"Two classes of people lose money; those who are too weak to guard what they have; those who win money by trick. They both lose in the end."	"When people are 'stung' in false investment schemes there are three causes; greed of something for nothing; sheer inability to know their mind; or infantile trustfulness. Two classes of people lose money; those who are too weak to guard what they have; those who win money by trick. They both lose in the end. The cause of the trouble is a lack of knowledge of the law that true gains must be earned and true increase must also be earned. Money cannot work for you. Only other men can work for you. What right have you, save service to the world, to think that other men's labor should contribute to your gains? That is the moral question of investment that would prevent many a loss"	4/1/1922	Ford News, p. 2.	Investment; Money; Knowledge of finances
"When people are 'stung' in false investment schemes there are three causes; greed of something for nothing; sheer inability to know their mind; or infantile trustfulness."	"When people are 'stung' in false investment schemes there are three causes; greed of something for nothing; sheer inability to know their mind; or infantile trustfulness. Two classes of people lose money; those who are too weak to guard what they have; those who win money by trick. They both lose in the end. The cause of the trouble is a lack of knowledge of the law that true gains must be earned and true increase must also be earned. Money cannot work for you. Only other men can work for you. What right have you, save service to the world, to think that other men's labor should contribute to your gains? That is the moral question of investment that would prevent many a loss"	4/1/1922	Ford News, p. 2.	Investment; Money; Knowledge of finances
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"The remains of the old must be decently laid away; the path of the new prepared. That is the difference between Revolution and Progress."	"Ours is the Bridge Generation by which those who belong to the new era may cross over. We are set between two worlds, one passing into oblivion, the other just emerging into life, and it is in our time that the transition from one to the other shall be made. The remains of the old must be decently laid away; the path of the new prepared. That is the difference between Revolution and Progress. What this generation will see as a matter of established reform is one thing; what it is actually seeing, and serving, and having a part in, is the shifting of the scenes, the movement of new and advanced ideas and ideals into commanding position"	5/15/1922	Ford News, p. 2.	Progress
"Most people think that faith means believing something; oftener it means trying something, giving it a chance to prove itself"	"The world has not been left in the dark, dependent on its own discoveries of the right way through the maze. Principles handed down to us from of old contain the very secret of successful individual and collective life, and merely await our adoption. The chief difficulty is their simplicity. They are reducible to copy-book maxims. Had they been tested and cast aside, they would have disappeared. But they have not tried; they continue to challenge men; and the one thing needful is faith enough to give them a trial. Most people think that faith means believing something; oftener it means trying something, giving it a chance to prove itself"	6/1/1922	Ford News, p. 2.	Tradition/Faith/Ethics; Practicing old ideas
"It is regrettable that people think about our monetary system, and of our economic structure, only in times of depression."	"When a puff of prosperity returns, for election or other reasons, see that it does not remove your minds from the economic problem which is never settled by a temporary prosperity. It is regrettable that people think about our monetary system, and of our economic structure, only in times of depression. In a situation so easily manipulated as ours is, it is comparatively easy to switch on a period of depression to force the people to turn a certain way, or to switch on a period of partial prosperity to take their minds away from too serious thoughts. It has been done, as every big politician and as every political banker knows, and it can be done again. But it is simply slavery to live under a system that can be thus manipulated. The only prosperity the people can afford to be satisfied with is the kind that lasts"	6/15/1922	Ford News, p. 2.	Economics; money; politics

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"The gifted man bears his gifts into the world, not for his own benefit, but for the people among whom he is placed; for the gifts are not his, he himself is a gift to the community."	"The gifted man bears his gifts into the world, not for his own benefit, but for the people among whom he is placed; for the gifts are not his, he himself is a gift to the community. The is the way Life gives gifts to the people; it wraps them up in men, and sends them forth. If then the bearer purloins the gifts for his own use, and turns his ability to serve into an excuse for over lordship and exploitation of those who need him, he is a traitor to the Universe. Every kind of ability or superiority is an obligation. Here is the solution of all racial, national, class and individual problems. Service is the badge of the great. There is no greatness without it"	7/1/1922	Ford News, p. 2.	Gifted People; Obligation of Talents; Service to Others
"People are never so likely to be wrong as when they are organized. And they never have so little freedom. Perhaps that is why the people at large keep their freedom. People can be manipulated only when they are organized."	"People are never so likely to be wrong as when they are organized. And they never have so little freedom. Perhaps that is why the people at large keep their freedom. People can be manipulated only when they are organized. The most closely organized groups and movements in the world are those which have been the least friendly to the people's progress and liberty. Think that over. Every evil overthrown has been organized up to the hilt. The safety of the people today, in spite of systems organized to undermine it, consists in this fact, that the people are unorganized and therefore cannot be trapped. Sometimes we protest that the people ought to organize and do this or that, but the unconscious wisdom of the people tells them better"	9/15/1922	Ford News, p. 2.	Organizations; Unions

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"With all the wealth of the world at hand, there are human beings who hunger, whole nations who suffer cold. The judgment for this condition, for misusing Nature's gifts, is the judgment upon man's failure, man's unsteadiness. Leadership is the thing."	"Nature has endowed mankind richly with all material blessings. But Nature did not choose for men, leadership. Everything of which man makes use, everything to which he applies his mental and physical energies, is Nature's product. But man must pick his own way toward the goal of complete understanding of the ways to use these material favors which are at his hand. With all the wealth of the world at hand, there are human beings who hunger, whole nations who suffer cold. The judgment for this condition, for misusing Nature's gifts, is the judgment upon man's failure, man's unsteadiness. Leadership is the thing. The mass of the people have not been able to do for themselves the things that should be done. But the people can effectuate their impulses. Small groups of men still control the world's doings. But the people will control, and control wisely"	10/1/1922	Ford News, p. 2.	Leadership

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"Profits made out of the distress of the people are always much smaller than profits made out of the most lavish service of the people at the lowest prices that competent management can make possible"	"The coal business can be reformed by business methods. In progressive business increased service follows decreased cost to the public. The history of the coal business is an unbroken increase of cost to the public with a distressful decrease in service. To save itself the coal business has got to make coal a drug on the market--make it the cheapest, as it is the most plentiful, of all our natural products. The business ought to be put on a basis which would keep it busy trying to sell coal. It doesn't have to sell it now. It is too busy devising new methods to gouge people clamorous to buy. The business is doomed unless modern methods are adopted at once. Profits made out of the distress of the people are always much smaller than profits made out of the most lavish service of the people at the lowest prices that competent management can make possible"	10/15/1922	Ford News, p. 2.	Business; Profit
"Our modern industrialism, changed to motives of public service, will provide means to remove every injustice that gives soil for prejudice"	"There is no need of race hatred in America, even though there is a race question. A race question is primarily a question for the race that is being complained against. The complainant has no way of settling it, else it would not have stopped to complain. The question between the white and the colored races in our country is primarily a question for the white race. It is a question for the Negro, too, in so far as he ought to identify the enemy of both the colored man and the white man, the common enemy that is trying to stir hatred between them. Destiny has placed these two races together. Our modern industrialism, changed to motives of public service, will provide means to remove every injustice that gives soil for prejudice"	11/1/1922	Ford News, p. 2.	Race; Injustice
"Many people are busy trying to find better ways of doing things that should not have to be done at all. There is no progress in merely finding a better way to do a useless thing."	"Many people are busy trying to find better ways of doing things that should not have to be done at all. There is no progress in merely finding a better way to do a useless thing. There comes a time, when instead of making dead branches less ugly, the ax should be laid at the root of the tree. In our industrial life we are instituting courts and boards and other agencies to settle matters that should never arise. Instead of going to the root of the matter and eradicating the evil cause we make elaborate arrangements for permanently dealing with the distressing effect. This of course is nonsense. It would almost seem that a good deal of this halfway work is purposely invented to steer people away from the real causes of Things."	11/15/1922	Ford News, p. 2.	Problem-Solving

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"Politics in the true sense, have to do with the prosperity, peace and security of the people."	"Should a young man study politics? Yes, if he will make up his mind what Politics are to be 20 years hence. To study today's so-called politics is a waste of time--they are obsolete. Politics in the true sense, have to do with the prosperity, peace and security of the people. Politics will become an administration of the people's affairs in the people's interest. If a young man wants to fit himself for the Politics of tomorrow, let him fit himself into essential industry for the purpose of learning how best to conduct it for the whole public good."	12/15/1922	Ford News, p. 2.	Politics
"If a young man wants to fit himself for the Politics of tomorrow, let him fit himself into essential industry for the purpose of learning how best to conduct it for the whole public good."	"Should a young man study politics? Yes, if he will make up his mind what Politics are to be 20 years hence. To study today's so-called politics is a waste of time--they are obsolete. Politics in the true sense, have to do with the prosperity, peace and security of the people. Politics will become an administration of the people's affairs in the people's interest. If a young man wants to fit himself for the Politics of tomorrow, let him fit himself into essential industry for the purpose of learning how best to conduct it for the whole public good."	12/15/1922	Ford News, p. 2.	Politics
"Be ready to revise any system, scrap any method, abandon any theory, if the success of the job requires it."	"The wrong kind of pride has wrecked many a career. It usually roots in the wrong thing. Observe for yourself and see if it is not so, that a man given to pride is usually proud of the wrong thing. Some men are so proud of their method, their system that they think it is more important than the job itself. Touch their method and they bristle with indignation although it may be that their method is ruing the job. The job is the thing. Become more job-centered and less self-centered and there will be less friction , less person 'touchiness' in business. Be ready to revise any system, scrap any method, abandon any theory, if the success of the job requires it."	1/15/1923	Ford News, p. 2.	Pride

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"We are here for experience, and experience is a preparation to know the Truth when we meet it."	"We are here for experience, and experience is a preparation to know the Truth when we meet it. We shall know that we have reached the Truth when we are free. Everything that helps make man a little freer is headed along the highway of Truth. This does not mean books and ideas only, it means mechanics and commerce and science. Even the motor car is an element in the liberation of mankind and will rank higher than many a philosophy in its effect on human destiny: it is freeing more men, freeing them into more different regions, than most book systems do. We are mixing our experiences more than ever before, which ought to result in our making swifter progress toward the twin Objects of Experience--Truth and Character."	2/1/1923	Ford News, p. 2.	Truth & Character; Experience
"Competition whose motive is merely to compete, to drive some other fellow out, never carries very far."	"Competition whose motive is merely to compete, to drive some other fellow out, never carries very far. The competitor to be feared is one who never bothers about you at all but goes on making his own business better all the time. Businesses that grow by development and improvement do not die. But when a business ceases to be creative and becomes merely reproductive, that is, when it believes it has reached perfection and needs to do nothing but produce--no improvement, no development--it is done. The competition of life, motion, growth will overcome it. That is why Finance and Government are falling in public esteem--they have not grown in power to render service at decreased cost and risk. The Competition of life, motion, growth, is putting them behind."	2/15/1923	Ford News, p. 2.	Business; Competition
"The competitor to be feared is one who never bothers about you at all but goes on making his own business better all the time."	"Competition whose motive is merely to compete, to drive some other fellow out, never carries very far. The competitor to be feared is one who never bothers about you at all but goes on making his own business better all the time. Businesses that grow by development and improvement do not die. But when a business ceases to be creative and becomes merely reproductive, that is, when it believes it has reached perfection and needs to do nothing but produce--no improvement, no development--it is done. The competition of life, motion, growth will overcome it. That is why Finance and Government are falling in public esteem--they have not grown in power to render service at decreased cost and risk. The Competition of life, motion, growth, is putting them behind."	2/15/1923	Ford News, p. 2.	Business; Competition

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"There is no failure except failure to serve one's purpose."	"There is no failure except failure to serve one's purpose. The secret of the protests that shake the world today is that something has failed to serve its purpose. Whatever serves is thereby preserved, what fails to serve is cast aside. Governments are now more served than serving. They are administered so that they have become a burden to people instead of a help. Count up the laws which the government passes for its own benefit! The government is now the most powerful special interest in the country, and its interests elbow the interests of the people aside. When that occurs, when that which should help becomes a burden that is resented, the function of government has been terribly defeated. Such a situation always presages imminent challenge and change. The consent of the governed is always based on the service of the governed."	3/15/1923	Ford News, p. 2.	Government; Progressive Government

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"Thinking calls for facts; facts are found by digging; but he who has gathered this wealth is well equipped for life."	"The secrets of life are open to the thinker. Thinking is the work of digging into the foundations and has the aid of higher lights. Merely having ideas is not thinking. Our minds, when they are not focused on a worthy work which engages every faculty, become the playground for ideas but they are always other peoples ideas, they are not our own, and they are not usually worth anything except the momentary excitement they cause. We prefer the swarm of other people's ideas to our own thinking, because thinking is the hardest kind of work a mortal can do. And just because it is hardest, the higher rewards are reserved to it. Thinking calls for facts; facts are found by digging; but he who has gathered this wealth is well equipped for life."	4/1/1923	Ford News, p. 2.	Education; Ideas;
"Experience is the harvest of life, and every harvest is the result of a sowing. The experience which young people must crave is that of success in some service for which they are naturally fitted."	"Experience is the harvest of life, and every harvest is the result of a sowing. The experience which young people must crave is that of success in some service for which they are naturally fitted. And they wish it at once--immediately. Youth wishes to touch a magic button and command success without apprenticeship. But nothing ripens that is not first planted, and the very desires, the impatience, the dreams, the ambitions of youth are by way of a planting which shall come to fruition--sometimes after these desires are abandoned and forgotten. For the sown seed goes on growing whether we remember it or not. The wisdom of life is to keep on planting. Some men never plant after youthful imagination dies, and they reap only the one crop which they planted in youth. Plant every season and life will be a succession of harvests."	4/15/1923	Ford News, p. 2.	Education; Experience; Learning
There is safety in small beginnings and there is unlimited capital in the experience gained by growing."	"A business that is at the mercy of any competitor is a business that has stopped growing. A business that is growing in volume and not in quality is also in danger. And this happens mostly to businesses that started big. It is a great disadvantage to start big because then you are too big to change and revise and improve as your experience grows. A business that begins at its natural beginning and grows through merit and industry is supple, it is easily able to adapt itself to the very valuable discoveries of experience. It always leaves an open end for new progress, always keeps a place where the new can link hands with the old for greater service. There is safety in small beginnings and there is unlimited capital in the experience gained by growing."	5/1/1923	Ford News, p. 2.	Business; Progress

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"Progress is a new season and the rule of progress is everything in its season."	"Progress consists in a number of related things changing together for the better. You cannot precipitate one improvement into a situation that would nullify it; it would be like commanding crocuses to appear in wintry weather. But when the weather changes, the crocuses come. No change comes alone. What would be a curse if thrust into the present condition, will become a blessing when conditions change to fit it. The entire process is involved. People are going ahead on this line or that, breaking their hearts because the special change they desire does not come to pass. If it came probably it would not fit. All things are changing together, and the proposed new thing if good will find its proper place in the new order. Progress is a new season and the rule of progress is everything in its season."	5/15/1923	Ford News, p. 2.	Progress; Change
"We live in an era of tremendous facts. And the facts are facts. They are also unpleasant facts, which does not decrease their factual percentage one bit. Our job is to understand them, to recognize their presence, to learn if we can what they signify and not to fall into the error of minimizing facts because they have a bitter flavor."	"When a condition actually exists the proper treatment of it is not resentment but understanding. The fact of its existence is a tremendous fact. Existence is more than nine points of the law. Whatever comes as far as that has some rights, at least some rightness, which we cannot very well disregard. Perhaps that is one of the simple truths the misconception of which has spread misunderstanding through the world. We live in an era of tremendous facts. And the facts are facts. They are also unpleasant facts, which does not decrease their factual percentage one bit. Our job is to understand them, to recognize their presence, to learn if we can what they signify and not to fall into the error of minimizing facts because they have a bitter flavor."	6/15/1923	Ford News, p. 2.	Truth
" Of all the follies the elder generation falls victim to this is the most foolish, namely, the constant criticism of the younger element who will not be and cannot be like ourselves because we and they are different tribes produced of different elements in the great spirit of Time."	"The conflict between the generations is as old as the natural consequence of human progress. Those who are coming on behind us are not our children in the sense that we have created them and defined their limitations; they are rather a new race, different from us in their equipment and outlook--quite likely to be much better than we are. The best we can hope from them is respectful appreciation of what we tried to do, and the best we can hope for them is that upon our foundations the will build a stronger structure. Of all the follies the elder generation falls victim to this is the most foolish, namely, the constant criticism of the younger element who will not be and cannot be like ourselves because we and they are different tribes produced of different elements in the great spirit of Time."	7/15/1923	Ford News, p. 2.	Youth; Time; Change; Children

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Exerpt	Quote	Date	Source	Subject
"..The philosophy of life indicates that our principal business on this planet is the gaining of experience."	"When figures and philosophy agree, we are hitting near the truth. The figures show that in this matter of getting a living about two per cent of human energy is expended on the production of fool. And the philosophy of life indicates that our principal business on this planet is the gaining of experience. From these may be deduced the principal objects of life. More mental energy is wasted in Fear concerning our "living" than is actually used in securing a living. There is no comparison between the degrees of physical and mental energy expended in that matter. Living actually comes much easier than we suppose--save for anxiety, fear, pride, jealousy and other wasteful uses of energy. Stopping the leaks in our mental power plants would double the ease of living."	8/1/1923	Ford News, p. 2.	Living/Life; Philosophy; Truth
"If the people really set their minds on anything it is impossible to prevent their getting what they want."	"If the people really set their minds on anything it is impossible to prevent their getting what they want. But even with that true, it is necessary that the people shall know what they want. It is doubtful that change for the better can come through a political election. It is a serious question how far our problems are politically solvable. But one thing is certain--rosy promises will not be accepted by the people now, regardless of who the man may be that makes them. Nobody knows what is going to happen; nobody knows how to try to make anything happen; and until a clear idea evolves in the public mind it is useless to try to forecast the future. One thing you might ponder: There are a number of things to be done in the United States that have no connection with poll-elections."	8/15/1923	Ford News, p.2.	Politics; Change

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Exerpt	Quote	Date	Source	Subject
"..Yet if today has no meaning, the past was a Blank and the future is a Chaos."	"Few people live in their own times. They live in some imagined romantic past which was just as common and matter-of-fact as the present is, or in some imagined millennial future which when it arrives will be just as common as today. Their attitude toward their own times is one of indifference or challenge. Yet today is the past brought up to date; today is the threshold of the future. If you can interpret today you have a finer view into tomorrow than the visionary who cannot see today for tomorrow's castles in the air. People are mentally suffering, are needlessly lacerating themselves, because they have assumed that Today means nothing and cannot be interpreted. Yet if today has no meaning, the past was a Blank and the future is a Chaos. But today has a meaning, all the meaning that there is; it is the chrysalis of all that is to come."	10/15/1923	Ford News, p. 2.	History; Past; Today; Present
"Work mixed with management becomes not only easier but more profitable. The time is past when anyone can boast about 'hard work' without having a corresponding result to show for it."	"Hard work alone does not accomplish much. No work is harder than wearisome motions that get nothing done. It is a strange law that the larger the accomplishment, the less the work. Efficiency and method and achievement seem to simplify work, so that with the same effort more is done. Work should be measured by what it gets done. Hard work on the farm is a by-word, yet where has hard work accomplished so little as on the farm? With better methods and less labor more real work has been done with less strain than under the old system where men worked harder and longer than horses. Work mixed with management becomes not only easier but more profitable. The time is past when anyone can boast about "hard work" without having a corresponding result to show for it."	12/1/1923	Ford News, p. 2.	Work; Labor

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"Christmas stands for the human factor which makes life tolerable midst the hurry of commerce and production. All of us need the annealing effect of Christ's example to relieve the hardening we get in the daily struggle for material success."	"Machinery is bettering our material lives. It is more and more lifting the burdens of toil. But a world of machinery alone would be a nightmare. Such an abode would destroy itself by its own mechanism. Life is not machine made. Christmas stands for the human factor which makes life tolerable midst the hurry of commerce and production. All of us need the annealing effect of Christ's example to relieve the hardening we get in the daily struggle for material success. This Christmas the world is more than ever ready to accept the Great Truth: 'Do unto others as you would have them do unto you.' In appreciation and gratitude that such a principle is an accepted law among the thousands of our co-workers, I wish you all a Merry Christmas."	12/15/1923	Ford News, p. 1. Christmas Greeting	Life; Religion; Christmas
"The world is held together by the mass of honest folk who do their daily tasks, tend their own spot in the world, and have faith that at last the Right will come fully into its own. "	"The world is held together by the mass of honest folk who do their daily tasks, tend their own spot in the world, and have faith that at last the Right will come fully into its own. These are the salt of the earth, they constitute that saline solution which is forever reviving a moribund world. They believe that right motives make right conditions, that if their faces are turned toward the light they cannot miss the road, and all right-minded men desire to see this true faith of the people vindicated. This is our truest basis of prosperity. It is the essence of all our security. It is the promise of all our progress. If this faith should be lost from any considerable group of society, it would constitute a loss equal to that of all the material wealth we possess."	1/15/1924	Ford News, p. 2.	Honesty; Morality

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" I do not believe that material accumulation is the whole of success, and on the other hand I do not believe that true success ever excludes a sufficient possession of wealth-but wealth as a means, not as an end."	"What is success? It is fulfilling your own measure and maybe enlarging it a little. Every man when he is born is a prophecy of some satisfying career; success is the fulfillment of that prophecy. It may be in one way, it may be in another; it may be involved in the accumulation of material wealth, it may be in the performance of services more fruitful to others than to oneself--in any case, success is fulfilling oneself. But people will not believe that at once. One needs to be successful in the conventional way to learn just how far away from success it may be. I do not believe that material accumulation is the whole of success, and on the other hand I do not believe that true success ever excludes a sufficient possession of wealth-but wealth as a means, not as an end. Some men are called successful because they have accumulated enough money to enable them to live without end a down-and-outer, however rich he may be. Anyone whose interest in life and the work of life is so weak that he lives in hopes of someday being able to live without work is already headed for failure, no matter how successful he may	1/15/1924	The article "What is Success?" is from Coleman Cox	Success; Wealth; Self-sufficiency; Work
"One needs to be successful in the conventional way to learn just how far away from success it may be."	"What is success? It is fulfilling your own measure and maybe enlarging it a little. Every man when he is born is a prophecy of some satisfying career; success is the fulfillment of that prophecy. It may be in one way, it may be in another; it may be involved in the accumulation of material wealth, it may be in the performance of services more fruitful to others than to oneself--in any case, success is fulfilling oneself. But people will not believe that at once. One needs to be successful in the conventional way to learn just how far away from success it may be. I do not believe that material accumulation is the whole of success, and on the other hand I do not believe that true success ever excludes a sufficient possession of wealth-but wealth as a means, not as an end. Some men are called successful because they have accumulated enough money to enable them to live without end a down-and-outer, however rich he may be. Anyone whose interest in life and the work of life is so weak that he lives in hopes of someday being able to live without work is already headed for failure, no matter how successful he may	1/15/1924	The article "What is Success?" is from Coleman Cox	Success; Wealth; Self-sufficiency; Work

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"I will build a motor car for the great multitude...constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise...so low in price that no man making a good salary will be unable to own one-and enjoy with his family the blessing of hours of pleasure in God's great open spaces."	"I will build a motor car for the great multitude...constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise...so low in price that no man making a good salary will be unable to own one-and enjoy with his family the blessing of hours of pleasure in God's great open spaces." See The Public Image of Henry Ford by Lewis, p. 494 Chapter 3 Footnote #14 for more citation information. The Public Image of Henry Ford by David Lewis (p. 494 Chapter 3 Footnote #14) "The precise year in which Ford issued the "multitude" statement is not known...It probably was made during the period 1903-6, when Ford frequently expressed similar views to business associates and the press...." Mr. Lewis also notes that both Mr. Ford and one of his executives, `James Cozens` were quoted with similar statements. The quote is as follows: "I will build a motor car for the great multitude...constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise...so low in price that no man making a good salary wi	6/6/1913	Burlingame, "Henry Ford", p. 62. The precise year in which Ford issued the "multitude" statement is not known. Earliest source 6/6/13 Ford Times. Probably said 1903-1906, when expressed same views to associates.	Multitude; Automobile;
"Youth should not be slandered. Boy nature and girl nature are less repressed and therefore more wholesome today than before. If they at times seem unimpressed by their elders, it is probably because we make a matter of authority what should be a matter of conference. These young people are new people sent to this scene by Destiny to take our places. They come with new visions to fulfill, new powers to exploit."	"Youth should not be slandered. Boy nature and girl nature are less repressed and therefore more wholesome today than before. If they at times seem unimpressed by their elders, it is probably because we make a matter of authority what should be a matter of conference. These young people are new people sent to this scene by Destiny to take our places. They come with new visions to fulfill, new powers to exploit. Precious little shall we leave them because our world is not the world they want; they will build their own new world, even as we built ours. If, however, youth were keen to save time and suffering, there is something to its advantage in gleaning the wisdom its elders have won. The rung of the ladder that lifts one is not to be spurned."	2/1/1924	Ford News, p. 2.	Youth; Future; Change; Learning; Children

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"An imitation may be quite successful in its own way, but imitation can never be Success. Success is a first-hand creation."	"Someone has said that 'imitation is the sincerest flattery,' but that is only a hint to those who wish to flatter. Imitation is a confession that the thing which is imitated is better than one can do himself; it is also a confession that one is content to be an imitator. The truth about imitation is found in another saying--'Imitation is suicide.' Certainly it is the end of initiative and independence; it is the farewell of originality. Too often we hear Success spoken of as if it can be imitated. Successful men are held up as examples to young people who are advised, 'Do as this man did.' But success does not come by imitation. An imitation may be quite successful in its own way, but imitation can never be Success. Success is a first-hand creation. Take a thousand successful men, and each man's story will be different. The most dangerous notion a young man can acquire is that there is no more room for originality. There is no large room for anything else."	3/15/1924	Ford News, p. 2.	Originality; Success; Innovation
"The most dangerous notion a young man can acquire is that there is no more room for originality. There is no large room for anything else."	"Someone has said that 'imitation is the sincerest flattery,' but that is only a hint to those who wish to flatter. Imitation is a confession that the thing which is imitated is better than one can do himself; it is also a confession that one is content to be an imitator. The truth about imitation is found in another saying--'Imitation is suicide.' Certainly it is the end of initiative and independence; it is the farewell of originality. Too often we hear Success spoken of as if it can be imitated. Successful men are held up as examples to young people who are advised, 'Do as this man did.' But success does not come by imitation. An imitation may be quite successful in its own way, but imitation can never be Success. Success is a first-hand creation. Take a thousand successful men, and each man's story will be different. The most dangerous notion a young man can acquire is that there is no more room for originality. There is no large room for anything else."	3/15/1924	Ford News, p. 2.	Originality; Success; Innovation

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"Little difficulties are made to swell until they fill our horizon while the real big blessings of life are dwindled down to nothing."	"Call things by their right names. We are always willing to give a proper name to the thing we dislike. But we do not carry it far enough. We give big No.12 names to some of our little No.2 troubles. We give a big high-sounding name like 'sacrifice' to some act which really consists in a plain sort of duty. We are hypnotized by words. And it is a harmful condition to encourage. It affects the mind badly. Little difficulties are made to swell until they fill our horizon while the real big blessings of life are dwindled down to nothing. Let us go back to the honest use of names. We ought to be as accurate about the size of our difficulties as about the size of our shoes."	5/1/1924	Ford News, p. 2.	Troubles; Difficulties
"Nations are great as they are prosperous as they are industrious as they are just."	"Nations are great as they are prosperous as they are industrious as they are just. At the bottom prosperity depends on the national Idea. When that is uncertain, all else wavers. In those decades and generations when Americans never questioned the American Idea, prosperity has met most of its enemies. An attack on prosperity attacks the nation, and this is never so strongly effected as by an attack on the national Idea. One safeguard of prosperity, then, is learn what America is. Why it is, and whether we desire the American Idea to continue and expand in the world. That alone makes an American, and is the root of American security and prosperity."	6/15/1924	Ford News, p. 2.	Americanization; America, Nationalism
"There is nothing ever wrong with ability, ambition, achievement; but they can easily be wronged by being used to bad ends."	"There is nothing ever wrong with ability, ambition, achievement; but they can easily be wronged by being used to bad ends. In this country we are through condemning these qualities; we are seeking to harness them to useful ends. To be good is not enough; a man must be good for something; unfortunately we have often mistaken weakness for goodness, because it is harmless and brainless. Even goodness is not good unless it is good for something. We are proving that ability and ambition have better outlets in-service. The most radical and the most conservative thing we know is Service--not a thin idealistic cobweb of sentiment, but an actual delivery of the goods. Service is not a word; it is a work. No longer do party platforms answer the demand for service; only party performance can do that."	8/1/1924	Ford News, p. 2.	Human Nature; Success; Achievement

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"To be good is not enough; a man must be good for something"	"There is nothing ever wrong with ability, ambition, achievement; but they can easily be wronged by being used to bad ends. In this country we are through condemning these qualities; we are seeking to harness them to useful ends. To be good is not enough; a man must be good for something; unfortunately we have often mistaken weakness for goodness, because it is harmless and brainless. Even goodness is not good unless it is good for something. We are proving that ability and ambition have better outlets in-service. The most radical and the most conservative thing we know is Service--not a thin idealistic cobweb of sentiment, but an actual delivery of the goods. Service is not a word; it is a work. No longer do party platforms answer the demand for service; only party performance can do that."	8/1/1924	Ford News, p. 2.	Human Nature; Success; Achievement
"The sense of injustice, more than the unjust condition itself, is what wears on men's minds."	"The sense of injustice, more than the unjust condition itself, is what wears on men's minds. Given this sense of injustice, even though no unjust condition exists, it is just as bad as if everything was wrong. In our day far too many are engaged in creating a sense of injustice in men's minds without stopping to prove that the unjust condition exists. Men are told that all the commodities of life are monopolized. Prove it! Nature forbids monopoly and Human Nature destroys it. Money controls nothing; once it did, but no longer. Business controls nothing, but is absolutely controlled by popular reaction to the service it renders. Challenge the creators of fear and suspicion. Make them produce their facts, and line up facts alongside daily life as you know it."	8/15/1924	Ford News, p. 2.	Justice; Money
"The partnership of mind and matter is one which has existed since the beginning of time and cannot be dissolved."	"Brain and brawn are inseparable and make up the world's motive power. The hand, no matter how dexterous, would be a useless piece of machinery were it not guided by intellect. The partnership of mind and matter is one which has existed since the beginning of time and cannot be dissolved. If this dissolution took place we should have labor without utility, and intelligence divorced from toil. The result would be economic chaos. There must be harmony of intention in order to reach the common objective of accomplishment. The buyer of the product of this partnership, himself a worker is also an essential unit in the scheme, and the disintegration of this trinity would bring disaster. True progress is only possible when mutual effort makes the highways smooth."	9/1/1924	Ford News, p. 2.	Intelligence; Brain and Brawn

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"The only true test of values, either of men or of things, is that of their ability to make the world a better place in which to live."	"The circulation of spurious coin is very bad for a community, but the broadcasting of false values is still worse. To detect false currency is comparatively easy; but to search out and eliminate counterfeit values is a much more formidable task, for they lurk where they are least suspected, and possess a luster which hypnotizes reason. The only true test of values, either of men or of things, is that of their ability to make the world a better place in which to live. The only title worth having is that which is built upon merit. If that which has been extravagantly appraised does not assay a fair percentage when passed through the crucible of experience, it will be pronounced a failure. The satisfaction that arises from honest accomplishment is of far more value in the promotion of human happiness than the thrill that comes with the realization of materialistic aspirations."	10/1/1924	Ford News, p. 2.	Values; Morals; Success
"The satisfaction that arises from honest accomplishment is of far more value in the promotion of human happiness than the thrill that comes with the realization of materialistic aspirations."	"The circulation of spurious coin is very bad for a community, but the broadcasting of false values is still worse. To detect false currency is comparatively easy; but to search out and eliminate counterfeit values is a much more formidable task, for they lurk where they are least suspected, and possess a luster which hypnotizes reason. The only true test of values, either of men or of things, is that of their ability to make the world a better place in which to live. The only title worth having is that which is built upon merit. If that which has been extravagantly appraised does not assay a fair percentage when passed through the crucible of experience, it will be pronounced a failure. The satisfaction that arises from honest accomplishment is of far more value in the promotion of human happiness than the thrill that comes with the realization of materialistic aspirations."	10/1/1924	Ford News, p. 2.	Values; Morals; Success

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"As members of the Ford Motor organization we are engaged in the production of an article of use for the people of all countries. Our principle is to make our work as profitable for the buyer as for the seller."	"Christmas is a festival of good will. With New Year's Day it lifts the world to new beginnings and invites to mental inventory. No one can go amiss in celebrating both days according to the best customs. When we buy gifts at Christmas we not only recognize the industry of those who made them, but give pleasure to those who receive them, and in giving children toys we even help in education. For there is an idea imbedded in every toy, and even in breaking it a child learns something. Many of the playthings of today were once the wonders of science. The past year has been more fortunate that we can realize unless we have the background of other countries' experiences. If the New Year is to be equally or even more prosperous, we must all see to it that every attempt at a raid on prosperity is stopped. The first sign is usually a rise in prices. This means that the buying power of every dollar is decreased. Dollars mean nothing more than the commodities that they can buy. With extortionate prices dollar may purchase only 50 or 60 cents worth. It is everyone's duty to keep a fair relation between dollars ar	12/15/1924	Ford News, p. 1. Christmas & New Year's Day message	Inflation; Christmas; New Years
"Much depends on people knowing what opportunity means; it doesn't mean a silver platter, it oftener means a spade. Self-help means something sterner than 'help yourself'--reach over and take it."	"With continually more people and more jobs, there must be more opportunity in the world. If all claims had been staked, all sources taken, it might be time for a diversion on the present basis but the world is still open territory to the progressive mind. Pioneers always see wide territory to occupy; plodders see only the dull round to be trodden. According to men's caliber to see or fail to see the continuance and increase of opportunity. Much depends, also, on people knowing what opportunity means; it doesn't mean a silver platter, it oftener means a spade. Self-help means something sterner than 'help yourself'--reach over and take it. The Gospel of Plentiful Opportunity and the Gospel of Conquering Work are still true and dependable to any man who tries them."	1/15/1925	Ford News, p. 2.	Opportunity; Success; Self-Sufficiency

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The genius of the American people is Self-Reliance.	"The bad habit of relying on Government for aid was first fixed among industries and then began among individuals. Yet the best businesses grew without special govt. aid, and so will the best citizenship. The genius of the American people is Self-Reliance. Diminish that and you diminish their government. The old principles that made us great-self-direction and self-help-are still contemporary and valid. Youth never had so great an opportunity as today. Where there was one opportunity fifty years ago, there are hundreds now. There are a thousand times more per capita opportunity than in colonial times. We have always created more niches than we could fill-that is the genius of our Nation. Never was there less need of Government help, never more doors for self-help, than now."	2/1/1925	Ford News, p. 2.	Self-Sufficiency; Opportunity; Success
"The difference between a good govt. system and its poor administration is easily explained; the chief administrators are not Bosses in the best sense."	"The world admits that we have a good system of govt. but we ourselves insist that it is badly managed. An engine may be ever so good, but a bad driver will bring it down to his own level. It is operation, administration, that determines the matter every time. Good doctors help people whatever may be the system of medicine they use; and a good administration is a help no matter how crude the form of govt. may be. The difference between a good govt. system and its poor administration is easily explained; the chief administrators are not Bosses in the best sense. The political 'bosses' had that to their credit-they were boss. The limited monarchy is an essential in every job of responsibility. Democracy may be observed to the limit in making plans and reaching decisions, but performance calls for a monarch, a boss. The Committee System is the best for getting nothing done."	3/1/1925	Ford News, p. 2.	Government; Politics

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"A happy & contented nation is an example to the whole world. Where there is contentment there must be peace."	"One of the greatest obstacles to a man's advancement is discontent, not the healthy discontent which is at the back of all legitimate ambition, but the discontent which, negative in its tendency and destructive in its quality, sucks the sap from the tree of prosperity and leaves nothing but dead branches behind. Nothing is gained by sitting down & blaming the world for all the ills by which one is overtaken. It is far better by self-analysis to ascertain just how far the world is to blame,& then by deduction to square one's own side of the balance. A happy and contented individual is an asset not only to his employer; but to the whole community. A happy & contented nation is an example to the whole world. Where there is contentment there must be peace."	4/1/1925	Ford News, p. 2.	Ambition; Happiness; Success
"We are always seeking for those things which are in the clouds, not for those that lie at our feet."	"There is on this continent almost every variety of scene that the wide world can furnish. There are mountains which for majesty & grandeur cannot be equaled in any other country; stately rivers, magnificent lakes, boundless woods, mighty waterfalls. In spite of improved highways and cheaper transportation this vast heritage is not appreciated as it ought to be. We are always seeking for those things which are in the clouds, not for those that lie at our feet. It is not that which we hold in our hands or store away that makes up wealth, it is the faculty of fully appreciating and enjoying those things without which the world would be a vast sterile tract as devoid of beauty as the moon with is oceans of ashes and burnt-out craters, which nothing can redeem."	4/15/1925	Ford News, p. 2.	Natural Resources; America
"Whatever it is, people who have more spare time than people ever had before get the sense of whirlwind pressure,& repeat the common criticism that 'we are going too fast.' Yet the people live longer than ever before, live with less effort, live on a higher plane. Is it possible that this common saying about our rapid pace is just another thoughtless mob suggestion?"	"A generation that has more leisure than any of its forebears ever had is described as being too fast. A generation that makes its living more easily than any preceding one has done is described as being driven. How is this contradiction to be accounted for? Perhaps it is the steady beat of new ideas upon the mind. Perhaps it is the fact that more people are now free to do more things are doing them. Whatever it is, people who have more spare time than people ever had before get the sense of whirlwind pressure,& repeat the common criticism that 'we are going too fast.' Yet the people live longer than ever before, live with less effort, live on a higher plane. Is it possible that this common saying about our rapid pace is just another thoughtless mob suggestion?"	5/1/1925	Ford News, p. 2.	Society; Leisure

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"To resent efficiency is a mark of inefficiency."	"To resent efficiency is a mark of inefficiency. The word is much disliked, but the thing itself works. Efficiency includes Effect, and unless the effect is good all round, efficiency is not effective. The real thing can be judged only by its whole effect. To be efficient for the sake of profits and not also of wages is to be inefficient. The test is that the trinity of trade--manager, maker, buyer--all, in real degree, actually benefit by what we call efficiency, the better method and the better material. It is a fair challenge that efficiency be judged by its effects, and by that challenge it stands."	6/1/1925	Ford News, p. 2.	Efficiency
"People who are capable of and fit for freedom liberate themselves from physical thralldom by substituting mind for muscle."	"Man minus the Machine is a slave; Man plus the Machine is a freeman. Contrast the people whose bodies are their only machines, and the people who have modern mechanical inventions, and see who is slave and who is free. People who are capable of and fit for freedom liberate themselves from physical thralldom by substituting mind for muscle. The sail liberated man from slavery to the car. The Machine releases man's energies from physical channels to higher activities. The Machine is man's dependable and multitudinous servant. Yet there are those who say that the Machine enslaves Men. Quite the contrary is true."	8/1/1925	Ford News, p. 2.	Machines; Slavery; Industrialism
"Man minus the Machine is a slave; Man plus the Machine is a freeman."	"Man minus the Machine is a slave; Man plus the Machine is a freeman. Contrast the people whose bodies are their only machines, and the people who have modern mechanical inventions, and see who is slave and who is free. People who are capable of and fit for freedom liberate themselves from physical thralldom by substituting mind for muscle. The sail liberated man from slavery to the car. The Machine releases man's energies from physical channels to higher activities. The Machine is man's dependable and multitudinous servant. Yet there are those who say that the Machine enslaves Men. Quite the contrary is true."	8/1/1925	Ford News, p. 2.	Machines; Slavery; Industrialism

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"Every success is the mother of countless others."	"It is flying in the face of facts to assume that because modern industry has grown to large proportions and employment has so greatly increased, the avenues to independent business careers have therefore diminished in extent and decreased in number. It is drawing a false picture of modern life to say that opportunity has grown less in any direction. In proportion to the population there are more persons in business for themselves than ever before. Large business enterprises, have increased the number of smaller enterprises instead of shutting them out. Every success is the mother of countless others."	8/15/1925	Ford News, p. 2.	Business; Opportunity; Independence; Self-Sufficiency
"Whatever your goal in life, the beginning is knowledge and experience- or, briefly work."	"Whether a man chooses employment or a business of his own for his career, his first step is the same; he must go to work and learn his job. If a man is a misfit in industry, if he does not know his work, how much greater the misfit of him who presumes to direct others in what he himself knows not. Many so-called 'economic' problems are only the ignorance of the directors of Business. The business itself does not fail; but the man who is 'boss' of a business that he does not know to its last operative detail is certain of failure before he begins. Whatever your goal in life, the beginning is knowledge and experience- or, briefly work."	9/1/1925	Ford News, p. 2.	Business; Employment; Knowledge
"Getting permanent value out of a job means purpose and fitting means to ends."	"Choosing a boss is important for young men, whether business or employment be chosen as a career. For the boss is inevitably a teacher. Sometimes bad lessons are taught with selfish results at both ends of the business. Young men should choose a boss who knows the job from the shop end, not from the office end; the boss of a business that is growing. Direction is more important than size. Growth shows merit, and merit argues conscience in mechanics and manufacture. Getting permanent value out of a job means purpose and fitting means to ends."	9/15/1925	Ford News, p. 2.	Business; Education

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Exerpt	Quote	Date	Source	Subject
"Man is a comparative being. Substandard things must go before super-standard things can come."	"True standardization is bringing up of yesterday's haphazard, wasteful and therefore costly methods to the level of today's best knowledge and skill. It is a leveling upward. Some minds distrust any process of leveling, and rightfully so if the direction is downward. But a leveling upward, instead of preventing further progress, produces the necessary foundation on which future progress must rest. The very act of bringing up the stragglers and destroying a comparison downward compels an advance and creates a comparison upward. Man is a comparative being. Substandard things must go before super-standard things can come."	10/1/1925	Ford News, p. 2.	Standardization; Progress;
"All life is experience, and one level is exchanged for another only when its lesson is learned."	"The actual situation anywhere, at any time, corresponds exactly to the moral and mental status of the people. All life is experience, and one level is exchanged for another only when its lesson is learned. Revolution against this natural process redoubles the severity of the lesson. The only way out is up. Modern revolutionary teaching is that the only way out is down. There is a world of difference between the movement to level the classes and the movement to elevate the masses. The movement up is the winner; it is that to which the intelligent mind should ally itself."	11/15/1925	Ford News, p. 2.	Experience; Learning; Knowledge
"War is not a matter for the professional pacifist or militarist. It is for the unprofessional people. They finance and fight it, they bear its losses. Therefore, they should have the deciding voice concerning it. To do this, they require all the information upon which decisions are made. They should know in a difference, whether it is soluble by rational intelligence, or inevitable by force. Not once in a thousand instances would our people (this may not be true of all peoples, however) approve an offensive war. Never would they be lax in defensive action. For this is their country. However, most of their enemies are within it."	"War is not a matter for the professional pacifist or militarist. It is for the unprofessional people. They finance and fight it, they bear its losses. Therefore, they should have the deciding voice concerning it. To do this, they require all the information upon which decisions are made. They should know in a difference, whether it is soluble by rational intelligence, or inevitable by force. Not once in a thousand instances would our people (this may not be true of all peoples, however) approve an offensive war. Never would they be lax in defensive action. For this is their country. However, most of their enemies are within it."	12/1/1925	Ford News, p. 2.	War

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"Hard knocks have a place and value, but hard thinking goes farther in less time."	"Contrary to the old maxim, there is a royal road to wisdom. Hard knocks have a place and value, but hard thinking goes farther in less time. There is a high road and a low road to wisdom. All that we call science and wisdom is all about us. As the air was filled with voices unheard of by us until we put up aerials and made receivers, so is all we need to live and to know in the universe; it is ours to make the contact. Desire for it furthers the process. An attitude of discriminating receptivity is the beginning of advance on the higher road to knowing."	1/15/1926	Ford News, p. 2.	Knowledge; Wisdom;
"As betting at the race ring adds neither strength nor speed to the horse, so the exchange of shares in the stock market adds no capital to business, no increase in the production and no purchasing power to the market."	"The money made in stock speculation is not made out of business; it is made out of other speculators. As betting at the race ring adds neither strength nor speed to the horse, so the exchange of shares in the stock market adds no capital to business, no increase in the production and no purchasing power to the market. As a barometer, the stock market indicates only the hopes and fears of the speculators, not the true condition of the industry. It has nothing whatever to do with industry, except where it becomes an added charge on the manufactured article for the purpose of producing dividends."	2/1/1926	Ford News, p. 2.	Finance
"A peaceful nation is one that has the means to make war and restrains."	"A peaceful nation is one that has the means to make war and restrains. Until the means are present, disposition toward their misuse cannot be fully known. In the present world the peace-believers confront the war believers, and fortunately it is the peace-believers who are best armed. They and no others, give such promises of peace as the League and Locarno may hold. Their power for peace seems to be in proportion to their power to enforce it. It sometimes seems that the course of history has been an effort to produce the invincible warrior, and through him to dominate the world for peace."	2/15/1926	Ford News, p.2	War & Peace; America; History; Foreign Affairs

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"But to do for the world more than the world does for you--that is Success."	"We begin as pensioners. Some people live two-thirds of their life on the provision made for them by others. We graduate into cooperators, earn our own living, hold up our own end of the job, produce a little extra for the pensioners that are coming on behind us. A few enter the third stage, where they do something more for the world than the world does for them. They put the world in their debt by making every man's living better, or his hope larger, or his opportunity wider. Just to hold up one's endow the load is a great and satisfactory thing; it makes one a man. However, it only squares the account. But to do for the world more than the world does for you--that is Success."	3/1/1926	Ford News, p. 2.	Success; Opportunity
"The industrial value of leisure as a promoter of the consumption of goods,& thus as a stimulant to business have been proved."	"The industrial value of leisure as a promoter of the consumption of goods,& thus as a stimulant to business have been proved. People who have more leisure must have more clothes. They must have a greater variety of food, more transportation, more service of various other kinds. If we should come to a five-day week the result would be beneficial to industry and commerce. Instead of business being slowed up because the people were 'off work', it would be speeded up because they would consume more in their leisure than in their working time."	4/1/1926	Ford News, p. 2.	Economics; Leisure; consumerism
"Suppression of progress plays into the hands of the social enemy. Every advance in social justice establishes the nation."	"Destructive radicalism is the foe of progress because it knows (& says) that betterment of social conditions neutralizes revolutionary activity. Hard-shell conservatism is the foe of progress because it thinks of human wealth in terms of the present quantity & is moved by unintelligent selfishness. Both attack progress, one by assuming its name and robe to disguise the purpose of radicalism, the other by attacking it as 'bolshevism'. There are too many attempts to suppress progress by calling it names. Suppression of progress plays into the hands of the social enemy. Every advance in social justice establishes the nation."	4/15/1926	Ford News, p. 2.	Progress; Social Justice; Politics

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Exerpt	Quote	Date	Source	Subject
"'The country is ready for the five-day week,' says Mr. Ford. 'It is bound to come through all industry. Without it the country will not be able to absorb its production & stay prosperous. The industry of this country could not long exist if factories generally went back to the ten-hour day, because people would not have the leisure, the desire, or the means to consume the goods produced...Just as the eight-hour day opened our way to prosperity in America, so the five-day week will open our way to still greater prosperity. Of course there is a humanitarian side to the shorter day & the shorter week, but dwelling on that side is likely to lead one astray, for leisure may be put before work instead of after it-where it belongs. Twenty years ago, introducing the eight-hour day generally would have made for poverty & not for wealth. Five years ago, introducing the five day week would have had the same result. The hours of labor are regulated by the organization of work and by nothing else. It is the rise of the great corporation with its ability to use power, to use accura	"'The country is ready for the five-day week,' says Mr. Ford. 'It is bound to come through all industry. Without it the country will not be able to absorb its production & stay prosperous. The industry of this country could not long exist if factories generally went back to the ten-hour day, because people would not have the leisure, the desire, or the means to consume the goods produced...Just as the eight-hour day opened our way to prosperity in America, so the five-day week will open our way to still greater prosperity. Of course there is a humanitarian side to the shorter day & the shorter week, but dwelling on that side is likely to lead one astray, for leisure may be put before work instead of after it-where it belongs. Twenty years ago, introducing the eight-hour day generally would have made for poverty & not for wealth. Five years ago, introducing the five day week would have had the same result. The hours of labor are regulated by the organization of work and by nothing else. It is the rise of the great corporation with its ability to use power, to use accurately designed machinery, & generally to les	10/15/1926	Ford News, p.2. "Mr. Ford Explains the Five-Day Week"	Labor; Industry; Prosperity; Wealth

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"The Model T car was a pioneer. There was no conscious public need of motor cars when we first made it. There were few good roads. This car blazed the way for the motor industry & started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor car construction is now desirable & our new model is a recognition of this. Besides the Model T itself another revolutionary element which the Ford Motor Company introduced twenty years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy; they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believed that when a man bought one of our cars we should keep it running for him as long as we could & at the lowest upkeep cost. That was the origin of Ford Service. The Model T was one of the largest factors in creating	"The Model T car was a pioneer. There was no conscious public need of motor cars when we first made it. There were few good roads. This car blazed the way for the motor industry & started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor car construction is now desirable & our new model is a recognition of this. Besides the Model T itself another revolutionary element which the Ford Motor Company introduced twenty years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy; they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believed that when a man bought one of our cars we should keep it running for him as long as we could & at the lowest upkeep cost. That was the origin of Ford Service. The Model T was one of the largest factors in creating the conditions which now make the new model Ford possible. The w	6/1/1927	Ford News, p. 1. "New Ford Car Announced Details Forthcoming Soon"	Model A
"The Model T blazed the way for the motor industry & started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized."	"The Model T blazed the way for the motor industry & started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized."	10/1/1927	Ford News, p. 4.	Model T

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Exerpt	Quote	Date	Source	Subject
"For a long time now, I have believed that industry & agriculture are natural partners & that they should begin to recognize & practice their partnership. Each of them is suffering from ailments which the other can cure. Agriculture needs a wider &steadier market; industrial workers need more steadier jobs. Can each be made to supply what the other needs? I think so. The link between is Chemistry. In the vicinity of Dearborn we are farming twenty thousand acres for everything from sunflowers to soy beans. We pass the crops through our laboratory to learn how they may be used in the manufacture of motor cars &, thus provide an industrial market for the farmers' products."	"For a long time now, I have believed that industry & agriculture are natural partners & that they should begin to recognize & practice their partnership. Each of them is suffering from ailments which the other can cure. Agriculture needs a wider &steadier market; industrial workers need more steadier jobs. Can each be made to supply what the other needs? I think so. The link between is Chemistry. In the vicinity of Dearborn we are farming twenty thousand acres for everything from sunflowers to soy beans. We pass the crops through our laboratory to learn how they may be used in the manufacture of motor cars &, thus provide an industrial market for the farmers' products."	March 1933	Ford News, p. 49: also Ford News, back cover, August 1934	Industry/Agriculture; Dearborn; Farming
"Henry Ford in a statement said: 'No one loses anything by raising wages as soon as he is able. It has always paid us. Low wages are the most costly any employer can pay. It is like using low-grade material--the waste makes it very expensive in the end. There is no economy in cheap labor or cheap material. The hardest thing I ever had to do was to reduce wages. I think we were the last big company to come to it. Now I am mighty glad that wages are climbing again."	"Henry Ford in a statement said: 'No one loses anything by raising wages as soon as he is able. It has always paid us. Low wages are the most costly any employer can pay. It is like using low-grade material--the waste makes it very expensive in the end. There is no economy in cheap labor or cheap material. The hardest thing I ever had to do was to reduce wages. I think we were the last big company to come to it. Now I am mighty glad that wages are climbing again."	April 1934	Ford News, p. 43	Labor; Wages; Ford Motor Co
"The depression was just a state of mind. It is over for everyone who has changed his state of mind."	"The automobile industry never looked better than it does today. We developed a new & better car during the depression--spent millions of dollars to do it. Now we are to do business. Other forward looking industries employed their capital the same way, experimenting during the depression in order to have a better product when things returned to normal. The depression was just a state of mind. It is over for everyone who has changed his state of mind."	April 1934	Ford News, back cover	Depression; Automobile industry; Ford Motor Co

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"Individualism is what makes cooperation worth living."	"Overproduction is a money cry, not a human cry. produce ever more. The farm the shop each needs what the other produces. The recovery we need is of our American spirit of industry. Individualism is what makes cooperation worth living. If we had more justice, there would be less need of charity. A cheaply made product is too expensive to be priced cheaply. Industry does not support man. It is man that supports industry. Growth of food, making of tools, transportation. Three basic jobs. High wages & best materials. the only road to low prices. Never yet has enough of a good thing been produced for us. Wages for work. Profits to make more efficient value for users. The auto made roads& roads make commerce& 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 & seller both gain by it. With one foot on the land & one in industry America is safe. Industry is mind using nature to make human life more free."	October 1934	Ford News, back cover. Around the wall of the Rotunda of the Ford Exposition Building at the Century of Progress, between a series of photographic murals done on a colossal scale is a series of terse epigrammatic sayings of Henry Ford.	Miscellaneous; American Spirit; Industry;
"Many people seem to believe that Greenfield Village & the Edison Institute & Museum at Dearborn, with their specimens of earlier type of American life & industry, are just a kind of antiquarian hobby of mine. I do not deny that they have given me a great deal of interest & pleasure. But the project is vastly more than a hobby. It has very definite purposes, & I hope will have results lasting down the years. One purpose is to remind the public who visit it & sometimes there are thousands a day--of how far& how fast we have come in technical progress in the last century or so. If we have come so far & so fast, is it likely that we shall stop now?"	"Many people seem to believe that Greenfield Village & the Edison Institute & Museum at Dearborn, with their specimens of earlier type of American life & industry, are just a kind of antiquarian hobby of mine. I do not deny that they have given me a great deal of interest & pleasure. But the project is vastly more than a hobby. It has very definite purposes, & I hope will have results lasting down the years. One purpose is to remind the public who visit it & sometimes there are thousands a day--of how far& how fast we have come in technical progress in the last century or so. If we have come so far & so fast, is it likely that we shall stop now?"	November 1934	Ford News, back cover	HFM&GV; Progress; Edison Institute

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"We wish all users of Ford cars to know what they are entitled to."	"In the Ford Motor Company we emphasize service equally with sales. It has always been our belief that a sale does not complete the transaction between us & the buyer, but establishes a new obligation on us to see that his car gives service. We are as much interested in your economical operation of the car as you are in our economical manufacture of it. This is only good business on our part. If our car gives services, sales will take care of themselves. For that reason we have installed a system of controlled service to take care of all Ford car needs in an economical & improved manner. We wish all users of Ford cars to know what they are entitled to."	March 1935	Ford News, inside back cover	Customer Service; Ford Motor Co;
"See what a 25-cent raise will do to us," said Mr. Ford. So they figured the daily & monthly cost of a 25-cent increase. "Put on another quarter & see what that will cost," he said. And so they went on,25 cents a step...Finally the wage of $2.34 stood at $4.75--more than 100 percent increase. One of the associates--a good financial head--remarked rather sarcastically that if they were going to be fools, why not be first-class fools & make it $5..."All right," said Mr. Ford, "let's make it $5."	"See what a 25-cent raise will do to us," said Mr. Ford. So they figured the daily & monthly cost of a 25-cent increase. "Put on another quarter & see what that will cost," he said. And so they went on,25 cents a step...Finally the wage of $2.34 stood at $4.75--more than 100 percent increase. One of the associates--a good financial head--remarked rather sarcastically that if they were going to be fools, why not be first-class fools & make it $5..."All right," said Mr. Ford, "let's make it $5."	July 1935	Ford News, p. 124	$5 Day; Wages
"I foresee the time when industry shall no longer denude the forests which require generations to mature, nor use up the mines which were ages in making, but shall draw its raw material largely from the annual produce of the fields. I am convinced that we shall be able to get out of yearly crops most of the basic materials which we now get from forest and mine."	"I foresee the time when industry shall no longer denude the forests which require generations to mature, nor use up the mines which were ages in making, but shall draw its raw material largely from the annual produce of the fields. I am convinced that we shall be able to get out of yearly crops most of the basic materials which we now get from forest and mine."	July 1935	Ford News, p. 125	Industry & Agriculture; Farming

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"What I greatly hope for these children everywhere, is a new attitude toward life--free from the gullibility which thinks we can get something for nothing; free from the greed which thinks any permanent good can come of overreaching others; and, above all, expectant of change, so that when life gives them a jolt they will be fully prepared to push on eagerly along new lines."	"Life is a going concern. It is going somewhere. It never stagnates. That is one reason I like to watch and talk with the youngsters at the schools in Greenfield Village. What I greatly hope for these children everywhere, is a new attitude toward life--free from the gullibility which thinks we can get something for nothing; free from the greed which thinks any permanent good can come of overreaching others; and, above all, expectant of change, so that when life gives them a jolt they will be fully prepared to push on eagerly along new lines."	March 1936	Ford News, back cover, "From..."Things I've Been Thinking About.' American Magazine, February	Education; Greenfield Village; Teaching; Progress
"Fairs and public displays", Henry Ford has said, "are the best means we have yet found of showing large numbers of people the real methods of industry."	"Fairs and public displays", Henry Ford has said, "are the best means we have yet found of showing large numbers of people the real methods of industry."	January 1937	Ford News, p. 5.	Industry; Public Display
"No unemployment insurance can be compared to an alliance between a man and a plot of land. With one foot in the land, human society is firmly balanced against most economic uncertainties. With a job to supply him with cash, and a plot of land to guarantee him support, the individual is doubly secure. Stocks may fail, but seedtime and harvest do not fail."	"No unemployment insurance can be compared to an alliance between a man and a plot of land. With one foot in the land, human society is firmly balanced against most economic uncertainties. With a job to supply him with cash, and a plot of land to guarantee him support, the individual is doubly secure. Stocks may fail, but seedtime and harvest do not fail."	April 1937	Ford News, inside front cover	Industry & Agriculture; Self-Sufficiency; Economics
"An educated person, I think, is one who not only knows a lot, but knows how to do a lot of things."	"An educated person, I think, is one who not only knows a lot, but knows how to do a lot of things. My experience as an employer showed me long ago that there was not enough kinship between what a man knew and what he could do. The vital connection between life and education was broken. Again, an educated person is one who can use his hands with skill, who has a trade at which he can work, if that is best, or at which he can play. An educated person enjoys life and is able to create his own recreations; he can change swiftly from one line of effort to another if conditions require a change; he has poise, and some kind of religion that he deeply respects."	September 1937	Ford News, back cover, "From an interview with Mr. Henry Ford"	Education; Experience; Religion

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"We have had just one main purpose during these years, and that is to give the people transportation of the most dependable quality at the lowest possible cost. Our car was called the "Universal Car" thirty years ago, because it fulfilled so many needs; it is "The Universal Car" today for the same reason."	"We have had just one main purpose during these years, and that is to give the people transportation of the most dependable quality at the lowest possible cost. Our car was called the "Universal Car" thirty years ago, because it fulfilled so many needs; it is "The Universal Car" today for the same reason."	October 1938	Ford News, back cover	Customer Service; Model T; Ford Motor Co; Transportation
"History is more or less bunk."	"Say, what do I care about Napoleon?" he rambled on. "What do we care what they did 500 or 1,000 years ago? I don't know whether Napoleon did or did not try to get across there and I don't care. It means nothing to me. History is more or less bunk. It's tradition. We don't want tradition. We want to live in the present and the only history that is worth a tinker's dam is the history we make today. "That's the trouble with the world. We're living in books and history and tradition. We want to get away from that and take care of today. We've done too much looking back. What we want to do and do it quick is to make just history right now. The men who are responsible for the present war in Europe know all about history. Yet they brought on the worst war in the world' history"	5/25/1916	Chicago Tribune	History is Bunk
"' I don't know anybody so old he can't do something useful. Just give them a chance and see."	" I don't know anybody so old he can't do something useful. Just give them a chance and see."	10/27/1935	Hartford Courant, interview with Fred C. Kelly	Age; Hard Work
"America is not a land of money but of wealth-not a land of rich people, but of successful workers."	"America is not a land of money but of wealth-not a land of rich people, but of successful workers."	7/15/1943	Forbes Magazine	America; Success; Wealth
"The basically simple things are best, whether it's automobiles or diets or philosophy."	"The basically simple things are best, whether it's automobiles or diets or philosophy."	3/18/1943	N.Y World-Telegram	Automobiles; Simplicity
"The young people got me interested in aviation. It is part of the motor age. Development is dependent on power."	"The young people got me interested in aviation. It is part of the motor age. Development is dependent on power."	8/5/1928	N.Y American, Geo. Sylvester Vierick interview	Aviation; Youth

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"What America needs most is aviation."	"What America needs most is aviation."	1/6/1929	Florida Times Union, Robert Barry interview	Aviation; America
"I can visualize the time when almost every family will have a small plane in their back yard."	"I can visualize the time when almost every family will have a small plane in their back yard."	9/12/1941	Detroit Times	Aviation; American Life
" When bankers get into business they usually destroy it."	"Bankers brought on depression by taking all the money and placing it where it could not be gotten. When bankers get into business they usually destroy it. They want to make money, not commodities. When bankers get into business the business is out of date and should be destroyed."	1/31/1933	N.Y Times	Banks and Bankers; Business; the Depression
"The Bible does not need advertising by me, but I wish more people could be persuaded to read it. Perhaps if they had been, we should not have this war on our hands. For greed and idleness brought it on."	"The Bible does not need advertising by me, but I wish more people could be persuaded to read it. Perhaps if they had been, we should not have this war on our hands. For greed and idleness brought it on."	7/25/1943	N.Y Times Magazine, interview by S. J. Woolf	Bible, Idleness, Greed, World War II
"Whenever you get the idea that you are 'fixed' or that anything is 'fixed' for life, you'd better get ready for a sudden change."	"Whenever you get the idea that you are 'fixed' or that anything is 'fixed' for life, you'd better get ready for a sudden change."	7/26/1933	N.Y World-Telegram	Change; Life
"Greatest thing we can produce is character. Everything else can be taken from us, but not our character."	"Greatest thing we can produce is character. Everything else can be taken from us, but not our character."	11/11/1937	Cincinnati Times Star, Beckman interview	Character
"Look beyond the individual to the cause of his misery."	"Look beyond the individual to the cause of his misery. Philanthropy ought to be productive."	March 1932	Cosmopolitan Magazine, Crowther quoting Mr. Ford	Charity and Welfare; Philanthropy
"If we had more justice there would be less need of charity."	"If we had more justice there would be less need of charity."	7/22/1934	New Orleans Times Picayune, Meigs Frost interview	Charity and Welfare; Justice

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"The only thing you can give a man without hurting him is an opportunity."	"The only thing you can give a man without hurting him is an opportunity."	7/22/1934	New Orleans Times Picayune, Meigs Frost interview	Charity and Welfare; Opportunity
"You've got to teach youngsters the difference between right and wrong, but you shouldn't try to poke it down their throats. Let them ask the questions and then give them the answers."	"You've got to teach youngsters the difference between right and wrong, but you shouldn't try to poke it down their throats. Let them ask the questions and then give them the answers."	March 1934	Think magazine	Children; Youth
"Children have helped me a lot."	"Children have helped me a lot."	April 1935	True Story, Wm. L. Stidger interview	Children; Youth
"Trouble with the world today is people don't go to children enough. I don't like old people. I stay away from them."	"Trouble with the world today is people don't go to children enough. I don't like old people. I stay away from them."	1/11/1938	Detroit Times, Paul Gallico interview	Children; Adults; Youth
"There should be rivalry between men and between business."	"There should be rivalry between men and between business."	March 1928	American Magazine, Wm. S. Dutton interview	Competition
"Competition is the lifeblood of industry."	"Competition is the lifeblood of industry."	7/30/1941	Detroit News	Competition; Industry
"As far as competition is concerned, that must continue. But we must learn what competition really is. It is a striving to attain the best. To throttle it would mean to stop all progress. Certain men do not need to compete. They are pioneers."	"As far as competition is concerned, that must continue. But we must learn what competition really is. It is a striving to attain the best. To throttle it would mean to stop all progress. Certain men do not need to compete. They are pioneers."	June 1936	Rotarian, S.J Woolf interview	Competition
I'd like to devote about three years to the elimination of the cow. There's not reason in the world why the chemist can't discover the cow's secret of converting vegetation into dairy products. And there's less reason why the chemist can't do a better job of it after he learns how."	I'd like to devote about three years to the elimination of the cow. There's not reason in the world why the chemist can't discover the cow's secret of converting vegetation into dairy products. And there's less reason why the chemist can't do a better job of it after he learns how."	7/16/1936	Detroit Free Press	Cows; Science; Farming; Livestock

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Exerpt	Quote	Date	Source	Subject
"The present method of producing milk is too laborious. I believe that we can make milk by scientific process, eliminating the cow.	"The present method of producing milk is too laborious. I believe that we can make milk by scientific process, eliminating the cow."	8/5/1928	N.Y American, George Sylvester Viereck interview	Cows; Science; Farming; Livestock
"..we do not hire a man's history, we hire the man"	"Since we do not take a man on his past history, we do not refuse him because of his past history. I never met a man who was thoroughly bad. There is always some good in him-if he gets a chance. That is the reason we do not care in the least about a man's antecedents- we do not hire a man's history, we hire the man. If he has been in jail, that is no reason to say that he will be in jail again. I think, on the contrary, he is, if given a chance, very likely to make a special effort to keep out of jail. Our employment office does not bar a man for anything he has previously done-he is equally acceptable whether he has been in Sing Sing or at Harvard and we do not even inquire from which place he has graduated. All that he needs is the desire to work."		My Life and Work, p. 95	Criminals; Opportunity
"The way out of the depression is to start spending and doing things."	"The way out of the depression is to start spending and doing things."	5/16/1934	Detroit Times	Depression and Prosperity
"Depressions aren't acts of God; like wars, they are the work of a small group of men who profit by them."	"Depressions aren't acts of God; like wars, they are the work of a small group of men who profit by them."	7/22/1934	New Orleans Times Picayune, Meigs Frost interview	Depression and Prosperity; Wars
"Mr. Edison was comfortably well off-he was not a money maker."	"Mr. Edison was comfortably well off-he was not a money maker."	10/20/1931	Detroit News, interview by A M Smith	Thomas Edison
"Without doubt, Thomas Edison is my greatest contemporary."	"Without doubt, Thomas Edison is my greatest contemporary."	8/5/1928	N.Y American, interview by George Sylvester Vierick	Thomas Edison

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"Edison, to a greater extent than has ever been recognized, is the father of American industrial methods."	"Edison, to a greater extent than has ever been recognized, is the father of American industrial methods."	8/5/1928	N.Y American, interview by George Sylvester Vierick	Thomas Edison
"Although Mr. Edison was called 'The Wizard' of the electrical world and everyone thought that electricity was the coming thing, he actually encouraged me to go with my second car."	"He was my boyhood hero, and my friend in later years. Although Mr. Edison was called 'The Wizard' of the electrical world and everyone thought that electricity was the coming thing, he actually encouraged me to go with my second car."	April 1935	True Story magazine, Wm. Stidger interview	Thomas Edison
"What is life but education, anyway?"	"What is life but education, anyway?"	7/30/1943	Detroit Times	Education; Life
"I believe in 100% Theory and 100% Practice. Theory without practical application is futile."	"I believe in 100% Theory and 100% Practice. Theory without practical application is futile."	8/5/1928	N.Y American, George Sylvester Vierick interview	Education; Practice
"A man's college and university degrees mean nothing to me until I see what he is able to do with them."	"A man's college and university degrees mean nothing to me until I see what he is able to do with them."	7/22/1934	New Orleans Times Picayune	Education
"Teach children not to be gullible."	"Teach children not to be gullible."	October 1934	American Magazine	Education; Children
"A nation that knows how to work will never suffer."	"A nation that knows how to work will never suffer."	2/1/1936	Saturday Evening Post, Samuel Crowther interview	Labor; Work
"'In teaching the children at Greenfield Village, we are trying to get back some of the solid McGuffey qualities."	"In teaching the children at Greenfield Village, we are trying to get back some of the solid McGuffey qualities."	October 1934	American Magazine	Education; Greenfield Village; McGuffey
"Greatest thing in life is experience. Even mistakes have value."	"Greatest thing in life is experience. Even mistakes have value."	October 1934	American Magazine, Beverly Smith interview	Experience; Failure; Life

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"..That is what we are put in the world for, to get experience and to help others get it. It is the one thing no one can take away from us."	"..That is what we are put in the world for, to get experience and to help others get it. It is the one thing no one can take away from us."	7/24/1938	New York Times Magazine, S. J Woolf	Experience
"Faith is one of the most effective tools in the human equipment. I believe that faith works."	"Faith is one of the most effective tools in the human equipment. I believe that faith works."	February 1941	American Magazine-also in Ford News March 1941	Faith
"The greatest day of my life was the day I married Mrs. Ford."	"The greatest day of my life was the day I married Mrs. Ford."	7/24/1938	N.Y Times Magazine, S.J Woolf interview	Clara Bryant Ford; Wife
"I attribute whatever I may have been able to accomplish in life far more to my wife than to anything else and to everything else put together. But I cannot flatter myself that I found her because I was a 'good picker', I believe profoundly that we are guided, led, in such momentous matters."	"I attribute whatever I may have been able to accomplish in life far more to my wife than to anything else and to everything else put together. But I cannot flatter myself that I found her because I was a 'good picker', I believe profoundly that we are guided, led, in such momentous matters."	3/1/1940	Forbes Magazine	Clara Bryant Ford; Marriage; Success; Wife
"There can be no bosses in our country except the people. The job of the government is to serve, not to dominate."	"There can be no bosses in our country except the people. The job of the government is to serve, not to dominate."	11/5/1944	Detroit Times	Government
"If governments would only understand that if people are left alone they'll work out their own salvation."	"If governments would only understand that if people are left alone they'll work out their own salvation."	2/2/1935	The Passing Show, Valentine Williams	Government; Future
"Most of the sickness in the world is caused by eating too much."	"Most of the sickness in the world is caused by eating too much."	7/25/1943	N.Y Times Magazine, interview by S.J Woolf	Health; Diet
"Every one knows that insufficient rest and gorging are not good for anyone, either physically or mentally."	"Every one knows that insufficient rest and gorging are not good for anyone, either physically or mentally."	7/24/1938	N.Y Times Magazine, interview by S.J Woolf	Health; Diet

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"The time is coming when man will be able to determine the length of his lifespan by controlling his diet."	"The time is coming when man will be able to determine the length of his lifespan by controlling his diet."	7/28/1944	Detroit News, David J. Wilkie interview	Health; Diet
"History doesn't mean dates and wars and textbooks to me; it means the unconquerable pioneer spirit of man."	"History doesn't mean dates and wars and textbooks to me; it means the unconquerable pioneer spirit of man."	7/22/1934	New Orleans Times Picayune, Meigs Frost interview	History is Bunk
"When I went to our American history books to learn how our forefathers harrowed the land, I discovered that the historians knew nothing about harrows. Yet our country has depended more on harrows than on guns or speeches. I thought that a history which excluded harrows, and all the rest of daily life, was bunk. And I think so yet."	"When I went to our American history books to learn how our forefathers harrowed the land, I discovered that the historians knew nothing about harrows. Yet our country has depended more on harrows than on guns or speeches. I thought that a history which excluded harrows, and all the rest of daily life, was bunk. And I think so yet."	October 1932	American Legion Magazine, Arthur Van Vlissingen J.r Interview	History is Bunk
"President Hoover has done everything any one could do to bring about improvement in business and industry. Everything President Hoover has advised or tried to put into effect has been sound."	"President Hoover has done everything any one could do to bring about improvement in business and industry. Everything President Hoover has advised or tried to put into effect has been sound."	5/28/1930	Washington Evening Star, David J. Wilkie	Herbert Hoover, Depression
"The unhappiest man on earth is the one who has nothing to do."	"The unhappiest man on earth is the one who has nothing to do."	5/28/1944	Detroit Free Press, N.Y Times-Dave Wilkie interview	Idleness; Happiness
"Idleness is the reason for many of our troubles."	"Idleness is the reason for many of our troubles."	11/5/1944	Detroit Times	Idleness
"A monopoly of jobs in this country is just as bad as a monopoly of bread!"	"A monopoly of jobs in this country is just as bad as a monopoly of bread!"	4/29/1937	"Fordisms" from 'Ford Gives Viewpoint on Labor"-A.M Smith	Labor Unions; Monopoly

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"This group (the union organizers) is asking us to sit still while it sells our men the jobs that have always been free."	"This group (the union organizers) is asking us to sit still while it sells our men the jobs that have always been free."	4/29/1937	"Fordisms" from 'Ford Gives Viewpoint on Labor"-A.M Smith	Labor Unions;
"The great need of the world has always been for leaders. With more leaders we could have more industry. More industry, more employment and comfort for all."	"The great need of the world has always been for leaders. With more leaders we could have more industry. More industry, more employment and comfort for all."	1/26/1931	Barron's, Fred C. Kelly interview	Leadership; Industry
"'Life, as I see it, is not a location, but a journey. Life flows."	"Life, as I see it, is not a location, but a journey. Life flows."		My Life and Work-p. 43	Life
"Machines were devised not to do a man out of a job, but to take the heavy labor from man's back and place it on the broad back of the machine."	"Machines were devised not to do a man out of a job, but to take the heavy labor from man's back and place it on the broad back of the machine."	5/29/1930	Detroit Free Press, Dave Wilkie interview	Machinery
"Machinery was invented by labor for labor-serving purposes. The wheel is the basis of the machine."	"Machinery was invented by labor for labor-serving purposes. The wheel is the basis of the machine."	June 1936	The Rotarian, S.J Woolf	Machinery; The wheel
"Four women have helped me: mother, sister, mother-in-law and wife."	"Four women have helped me: mother, sister, mother-in-law and wife."	April 1935	True Story, William L. Stidger	Family; Success; Women; Mother; Wife
"Music and song are, in my opinion, so fine and necessary a part of life that without them we cannot be said really to live at all."	"Music and song are, in my opinion, so fine and necessary a part of life that without them we cannot be said really to live at all."	Nov-Dec 1937	Detroit Public Schools, Dept. of Music Education Bulletin No. 1, Volume No. IV	Music, Song

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Exerpt	Quote	Date	Source	Subject
"Poetry without music may be beautiful, but music gives poetry wings and elevates it into song. That may be the reason for our love of song-it has wings and lifts us; with proper songs, it is a nourishing spiritual exercise."	"Poetry without music may be beautiful, but music gives poetry wings and elevates it into song. That may be the reason for our love of song-it has wings and lifts us; with proper songs, it is a nourishing spiritual exercise."	Nov-Dec 1937	Detroit Public Schools, Dept. of Music Education Bulletin No. 1, Volume No. IV	Song, Music, Poetry
"Life is neither old or new, ancient or modern, but simply more or less vivid-any song or musical composition will live that expresses or reproduces this vividness of life.-From this you will see that I believe that music fills a great place. The teaching of it goes far to restore the balance and richness of life, and-I might add- the unit of life also."	"Life is neither old or new, ancient or modern, but simply more or less vivid-any song or musical composition will live that expresses or reproduces this vividness of life.-From this you will see that I believe that music fills a great place. The teaching of it goes far to restore the balance and richness of life, and-I might add- the unit of life also."	Nov-Dec 1937	Detroit Public Schools, Dept. of Music Education Bulletin No. 1, Volume No. IV	Music, Song, Dance, Education
"I haven't put a pencil to a piece of paper, working out a problem, in years; I do it in my head."	"I haven't put a pencil to a piece of paper, working out a problem, in years; I do it in my head."	7/22/1934	New Orleans Times Picayune, Meigs Frost interview	Paper Work, Problem Solving
"'Every man is entitled to make a darn fool of himself at least once in a lifetime." -Regarding Great War Peace Ship	"Every man is entitled to make a darn fool of himself at least once in a lifetime." -Regarding Great War Peace Ship	5/18/1942	B.C Forbes column, Detroit Times	Peace Ship, Great War, Life
"Public officials are all right if they stay in their proper sphere and perform their proper functions but when they get greedy for wider scope and more power and money they lose their value and become parasites."	"Public officials are all right if they stay in their proper sphere and perform their proper functions but when they get greedy for wider scope and more power and money they lose their value and become parasites."	1/31/1943	Detroit Times, interview with John C. Manning	Politicians, Politics, Public Officials
"People didn't want war..we were forced in it..how fast we finish it depends on how free a hand our generals and admirals have. The less interference they get from the politicians the quicker they'll end it."	"People didn't want war..we were forced in it..how fast we finish it depends on how free a hand our generals and admirals have. The less interference they get from the politicians the quicker they'll end it."	1/31/1943	Detroit Times	Politicians, War, World War II

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"I wouldn't have the Presidency or any political office-don't want anything to do with it nor have politics have anything to do with me."	"I wouldn't have the Presidency or any political office-don't want anything to do with it nor have politics have anything to do with me."	9/19/1935	Detroit Times, Bob Rose interview	Politics, Presidency
"When prices go up, business goes down."	"When prices go up, business goes down."	4/4/1934	Wall Street Journal-Gronseth	Prices, Business
"You can't tell me you can make any system or country work with low wages and high prices, and high wages with high prices don't mean anything when the prices eat up the wages and don't leave anything over."	"High prices are all wrong. You don't get prosperity with high prices. We want high wages and low prices. That's what we're working on. You can't tell me you can make any system or country work with low wages and high prices, and high wages with high prices don't mean anything when the prices eat up the wages and don't leave anything over. We've got to bring prices down, make things cheap and sell a lot of them."	1/12/1938	Detroit Times, Paul Gallico	Prices, Wages
"'Profits are not financial-they're social. Everybody profits from industry. Politicians don't understand profits because they can pay bills out of taxation."	"Profits are not financial-they're social. Everybody profits from industry. Politicians don't understand profits because they can pay bills out of taxation."	2/6/1936	Wall Street Journal	Profits; Industry; Politicians
"'Three most deleterious things of modern life in their present order of importance are: tobacco, alcohol and intemperate eating. Both alcohol and tobacco are taboo in plants."	"Three most deleterious things of modern life in their present order of importance are: tobacco, alcohol and intemperate eating. Both alcohol and tobacco are taboo in plants."	8/5/1928	New York American, Sylvester Vierick interview	Prohibition; Tobacco

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"I adopted the theory of reincarnation when I was 26. I got the idea from a book by Orlando Smith. Until I discovered this theory I was unsettled and dissatisfied-without a compass, so to speak. When I discovered reincarnation it was as if I had found a universal plan. I realized that there was a chance to work out my ideas. Time was no longer limited. I was no longer a slave to the hands of the clock. There was time enough to plan and to create. I wouldn't give five cents for seeing all the world, because I feel there is nothing in the five continents and on the five seas that I have not somehow seen. Somewhere is a master mind sending brain wave messages to us. There is a Great Spirit. I never did anything by my own volition. I was pushed by invisible forces within and without me. We inherit a native knowledge from a previous existence. Gospel of reincarnation is essence of all knowledge. I do not know where we come from or go to but we accumulate experience. Someday it will be possible to measure the soul. We all retain memories of past lives."	"I adopted the theory of reincarnation when I was 26. I got the idea from a book by Orlando Smith. Until I discovered this theory I was unsettled and dissatisfied-without a compass, so to speak. When I discovered reincarnation it was as if I had found a universal plan. I realized that there was a chance to work out my ideas. Time was no longer limited. I was no longer a slave to the hands of the clock. There was time enough to plan and to create. I wouldn't give five cents for seeing all the world, because I feel there is nothing in the five continents and on the five seas that I have not somehow seen. Somewhere is a master mind sending brain wave messages to us. There is a Great Spirit. I never did anything by my own volition. I was pushed by invisible forces within and without me. We inherit a native knowledge from a previous existence. Gospel of reincarnation is essence of all knowledge. I do not know where we come from or go to but we accumulate experience. Someday it will be possible to measure the soul. We all retain memories of past lives."	8/26/1928	Detroit Times, Geo. Sylvester Viereck interview	Reincarnation; Experience; Time
'(Instinct is) "Probably the essence of past experience and knowledge stored up for later use. There are many, you know, who think that this life journey through the world is not the first one we have made. Haven't you ever come across children who knew things that it was impossible for them to have learned? Have you ever gone to a place for the first time and felt sure that you had been there before? That's one of the reasons I do not travel much."	(Instinct is) "Probably the essence of past experience and knowledge stored up for later use. There are many, you know, who think that this life journey through the world is not the first one we have made. Haven't you ever come across children who knew things that it was impossible for them to have learned? Have you ever gone to a place for the first time and felt sure that you had been there before? That's one of the reasons I do not travel much."	7/24/1938	New York Times Magazine, S. J Woolf interview	Reincarnation; Children; Youth

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"'If we could get all religions together on a common purpose-the elimination of jealousies and the things that make men covet another's belongings, we would be a long way toward the goal of outmoding war, depression and poverty."	"If we could get all religions together on a common purpose-the elimination of jealousies and the things that make men covet another's belongings, we would be a long way toward the goal of outmoding war, depression and poverty."	5/28/1944	Detroit Free Press, Dave Wilkie interview	Religion; Depression; War; Poverty
"'In the Ford Motor Company we emphasize service equally with sales."	"In the Ford Motor Company we emphasize service equally with sales."		(taken from Ford Service Manual, loose-leaf type) Ford Motor Co. Library	Customer Service; Ford Motor Company
"A manufacturer is not through with his customer when a sale is completed. He has then only started with his customer. In the case of an automobile the sale of the machine is only something in the nature of an introduction. If the machine does not give service, then it is better for the manufacturer if he never had the introduction, for he will have the worst of all advertisements-a dissatisfied customer."	"A manufacturer is not through with his customer when a sale is completed. He has then only started with his customer. In the case of an automobile the sale of the machine is only something in the nature of an introduction. If the machine does not give service, then it is better for the manufacturer if he never had the introduction, for he will have the worst of all advertisements-a dissatisfied customer."		My Life and Work, p. 41	Customer Service
"'From the start I had my own ideas about how the business should run. I wanted it to benefit everybody who contributed to its success-stockholders, labor and the American public."	"From the start I had my own ideas about how the business should run. I wanted it to benefit everybody who contributed to its success-stockholders, labor and the American public."	9/1/1941	Henry Ford Talks About War, Defense, Stockholders by B.C Forbes, Forbes Magazine	Stockholders; Ford Motor Company
"A big business never becomes big by being a narrow society looking after only the interests of its organization and stockholders."	"A big business never becomes big by being a narrow society looking after only the interests of its organization and stockholders."		Moving Forward by Henry Ford and Samuel Crowther, p. 64	Stockholders; Business
"'Stock market never made business-business makes the stock market."	"Stock market never made business-business makes the stock market."	5/23/1933	Detroit Free Press	Business; Stockholders; Stock Market

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"'Stock in the Ford Motor Company would increase the cost of the car. I am only interested in reducing the price of our car."	"Stock in the Ford Motor Company would increase the cost of the car. I am only interested in reducing the price of our car."	9/19/1935	Detroit Times, Bob Ross	Stockholders; Stock; Ford Motor Company; Prices
" I believe that any stock that is sold should have real value as automobile or bushel of potatoes, and stock market should be run as a vegetable market."	" I believe that any stock that is sold should have real value as automobile or bushel of potatoes, and stock market should be run as a vegetable market."	10/27/1935	Hartford Courant, Fred C. Kelly	Stockholders
"No American ought to be compelled to strike for his rights. He ought to receive them naturally, easily, as a matter of course."	"No American ought to be compelled to strike for his rights. He ought to receive them naturally, easily, as a matter of course."	11/22/1919	Mr. Ford's Own Page, Dearborn Independent	Strikes; Rights
Anything that is not right, whether it temporarily favors the employees or the employers, cannot last-because it is not right.	"Anything that is not right, whether it temporarily favors the employees or the employers, cannot last-because it is not right."	3/13/1920	Mr. Ford's Own Page, Dearborn Independent	Strikes; Rights
"'Trees are among the most useful things grown."	"Trees are among the most useful things grown."	11/24/1940	Detroit News	Trees
"Paying good wages is not charity at all-it is the best kind of business."	"Paying good wages is not charity at all-it is the best kind of business."	1/18/1919	Mr. Ford's Own Page, Dearborn Independent	Wages; Business
"If the boss stands in the way of men getting what they earn, he is not fit to be boss."	"If the boss stands in the way of men getting what they earn, he is not fit to be boss."	11/22/1919	Mr. Ford's Own Page, Dearborn Independent	Wages; Business
"'A low wage business is always insecure."	"A low wage business is always insecure."		My Life and Work, p. 126-127	Business; Wages
"'Cutting wages is not the way to recovery. Raise wages and improve the product."	"Cutting wages is not the way to recovery. Raise wages and improve the product."	2/7/1934	Chicago Tribune, Arthur Evans interview	Wages; Depression
"'No one ever wins a war."	"No one ever wins a war."	7/30/1942	Detroit News and Times	War

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"'Wars are necessary to teach us lessons we seem unable to learn any other way."	"Wars are necessary to teach us lessons we seem unable to learn any other way."	7/29/1941	New York Herald-Tribune	War
"'Money will ruin the life of any man who treats it like anything but a tool with which to work."	"Money will ruin the life of any man who treats it like anything but a tool with which to work."	7/22/1934	New Orleans Times Picayune, Meigs Frost interview	Wealth; Money
"'I don't expect to retire. Every man must work, that's his natural destiny."	"I don't expect to retire. Every man must work, that's his natural destiny."	7/24/1933	N.Y World-Telegram, Willis Thornton	Work; Retirement
"Only one thing makes prosperity, and that is work."	"Only one thing makes prosperity, and that is work."	6/21/1931	Detroit Free Press, Bill Richards	Work; Prosperity
"'The basis of peace should be a world federation."		3/18/1943	New York World Telegram	World Federation; Peace
"'Worry is the most wasteful thing in the world."	"Worry is the most wasteful thing in the world."	February 1936	American Magazine	Worry
"No one can be helped unless he can be put in the way of helping himself."	"No one can be helped unless he can be put in the way of helping himself."	8/5/1928	New York American interview with Geo. Sylvester Vierick	Charity; Opportunity
"People will try to fix world but world will fix people.'	"People will try to fix world but world will fix people.'	6/16/1933	Detroit News A. M Smith interview	Depression; Prosperity World
"Efficient industry is the sole key to prosperity"	"Efficient industry is the sole key to prosperity"	2/21/1928	Photostatted message written for American Magazine by W.M S Dutton	Industry; Prosperity

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"Education not just preparation for life, but part if life itself-a continuous art."	"Education not just preparation for life, but part if life itself-a continuous art."	October 1934	Good Housekeeping p. 20	Education; Life
"Anyone who does anything useful will not go unpaid."	"Anyone who does anything useful will not go unpaid."	7/24/1938	New York Times Magazine p. 2	Experience
"Mark my word: A combination airplane and motor car is coming.."	"Mark my word: A combination airplane and motor car is coming.."	3/1/1940	Forbes Magazine	Invention; Modernization
"Should a man quit at 40 he is failure-Retire at that age is sorry failure."	"Should a man quit at 40 he is failure-Retire at that age is sorry failure."	2/21/1928	Photostatted message of William S Dutton	Retirement
"There should be no unemployment. There is large percentage of labor now which cannot make a living because wages are not high enough. That is industry's 2nd job. 1st job is to make good product. 2nd pay a good wage."	"There should be no unemployment. There is large percentage of labor now which cannot make a living because wages are not high enough. That is industry's 2nd job. 1st job is to make good product. 2nd pay a good wage. Train country's youth."	7/28/1936	Detroit Times, W Champlin interview	Unemployment; Wages; Youth; Education
"Most fashionable commodity in US is going to be old-fashioned common sense & work."	"Most fashionable commodity in US is going to be old-fashioned common sense & work."	5/23/1933	Detroit Free Press	Work; Common Sense; Labor
"..the home of tomorrow will make women free for work..free to work as they like, not as they are bound to do by the past..work is the only real happiness..industry itself has been modernized so that almost any job in industry may be taken over by a woman."	"..the home of tomorrow will make women free for work..free to work as they like, not as they are bound to do by the past..work is the only real happiness..industry itself has been modernized so that almost any job in industry may be taken over by a woman."	1/9/1943	Toronto Star, Gregory Clark interview	Women; Work; Labor
"There can be no lasting peace where hatred exists. Hatreds will continue to arise as long as the causes of war are not rooted out and exposed."	"There can be no lasting peace where hatred exists. Hatreds will continue to arise as long as the causes of war are not rooted out and exposed."	8/11/1944	Detroit News	War; Peace; Hatred

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(On collecting): "I have been at it ten years. I collect them so that they will not be lost to America..We have no Egyptian mummies here, nor any relics of the Battle of Waterloo..nor any curios from Pompeii. It is strictly American.."	(On collecting): "I have been at it ten years. I collect them so that they will not be lost to America..We have no Egyptian mummies here, nor any relics of the Battle of Waterloo..nor any curios from Pompeii. It is strictly American.."	2/26/1928	"Ford Explains His 'Curio Shop' of America"- Detroit Times. William L. Stidger interview, p.1	Collecting; Edison Institute; Greenfield Village; The Henry Ford Museum; America
[At Edison Institute] "We shall reproduce the life of the country in its every age."	"We shall reproduce the life of the country in its every age."	1915-1933; 1957	Ford: Expansion and Challenge- Allan Nevins and Frank Ernest Hill (Charles Scribner's Sons, New York) p. 500	Collecting; Edison Institute; Greenfield Village; The Henry Ford Museum; America
"The farther you look back, the farther you can look ahead."	"The farther you look back, the farther you can look ahead."	1938	"Henry Ford and Greenfield Village"- William A. Simonds (Frederick A. Stokes Co, New York) p.14	The Past; Edison Institute; Greenfield Village; The Henry Ford Museum

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"When you once get an idea in which you believe with all your heart, work it out."	"When you once get an idea in which you believe with all your heart, work it out."	2/26/1928	"Ford Explains His 'Curio Shop' of America"- Detroit Times. William L. Stidger interview, p.1	Ideas
"We want to reproduce all those instruments which were prepared and used in America once upon a time."	"We want to reproduce all those instruments which were prepared and used in America once upon a time."	6/28/1932	"Ford's Historical Museum- American Russian Falcon"- Homestead, Pennsylvania- M. Vladimirov	Collecting; Edison Institute; Greenfield Village; The Henry Ford Museum; America
"When we are through, we shall have reproduced American life as lived; and that, I think, is the best way of preserving at least a part of our history and tradition."	"When we are through, we shall have reproduced American life as lived; and that, I think, is the best way of preserving at least a part of our history and tradition."	1928	"Henry Ford and Greenfield Village"- William A. Simonds (Frederick A. Stokes), New York p.117	Greenfield Village; Henry Ford Museum; Learning; Education; America; Tradition

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"We ought to know more about the families who founded this nation, and how they lived..One way to do this is to reconstruct as nearly as possible the conditions under which they lived.."	"We ought to know more about the families who founded this nation, and how they lived..One way to do this is to reconstruct as nearly as possible the conditions under which they lived.."	July 1931	"The Ford Museum-The American Historical Review" vol XXXVI, no. 4-J.G DeRoulhae Hamilton	Greenfield Village; Henry Ford Museum; Learning; Education; America, Tradition
"'I don't read history. That's in the past. I'm thinking of the future."	"I don't read history. That's in the past. I'm thinking of the future."	1925	"Henry Ford-America's Don Quixote"-Louis P. Lochner (International Publishers-New York) p.18	History; The Past; The Future
"Work is our sanity, our self-respect, our salvation. The day's work is the center of everything."	"Work is our sanity, our self-respect, our salvation. The day's work is the center of everything."	April 11, 1915	"Commercialism made this War!"-Marshall Edward, New York Times	Work
"We now know that anything which is economically right is also morally right. There can be no conflict between good economics and good morals."	"We now know that anything which is economically right is also morally right. There can be no conflict between good economics and good morals."		"Moving Forward" p. 280-Ford	Morality, Economics
"I don't like to read books. They muss up my mind."	"I don't like to read books. They muss up my mind."		Benson-"The New Henry Ford" p. 330	Books; Reading
"I wouldn't give five cents for all the art in the world."	"I wouldn't give five cents for all the art in the world."		"Detroit the Dynamic"-Street p. 27	Art

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"That's the way to study history-by noting evolutionary processes."	"That's the way to study history-by noting evolutionary processes."		"They Told Barron"- Barron p. 123-124	History; Evolution
"If you find out what men want and give them that, you are pleasing them. If you find out what is good for them and give them that, you are performing a service. That's what we are trying to do."	"If you find out what men want and give them that, you are pleasing them. If you find out what is good for them and give them that, you are performing a service. That's what we are trying to do."	April 1914	"Henry Ford's Experiment in Good-Will"- Everybody's Magazine, XXX-Garet Garret p. 470	Charity; Self-Help
"No one will ever get anywhere in this world unless he becomes a teacher, one who can show others how to do things."	"No one will ever get anywhere in this world unless he becomes a teacher, one who can show others how to do things."	December 14, 1928	New York Times	Education; Teaching
"This is the only reason Greenfield Village exists-to give us a sense of unity with our people through the generations, and to convey the inspiration of American genius to our young men. As a nation we have not depended so much on rare or occasional genius as on the general resourcefulness of our people. That is our true genius, and I am hoping that Greenfield Village will serve that."	"This is the only reason Greenfield Village exists-to give us a sense of unity with our people through the generations, and to convey the inspiration of American genius to our young men. As a nation we have not depended so much on rare or occasional genius as on the general resourcefulness of our people. That is our true genius, and I am hoping that Greenfield Village will serve that."	October 1932	"The Idea Behind Greenfield Village"- American Legion Monthly; Henry Ford as told to Arthur Van Vlissingen Jr.	Greenfield Village; Edison Institute; America; Growth; Education

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"We want to have something of everything-we have types of every sort of wagon and carriage ever used in this country, from the covered wagon of the pioneer to the last style of buggy. We have nearly every type of agricultural instrument, every type of musical instrument, we have all kinds and sorts of furniture and household effects. One of these days the collection will have its own museum at Dearborn, and there we shall reproduce the life of the country in its every age."	"We want to have something of everything-we have types of every sort of wagon and carriage ever used in this country, from the covered wagon of the pioneer to the last style of buggy. We have nearly every type of agricultural instrument, every type of musical instrument, we have all kinds and sorts of furniture and household effects. One of these days the collection will have its own museum at Dearborn, and there we shall reproduce the life of the country in its every age."	?	?	Edison Institute; America
"Every business is a monarchy with, not a man, but an idea as king.'	"Every business is a monarchy with, not a man, but an idea as king.'	February 16, 1929	"Electrical World"	Business; Ideas
"When we are through, we shall have reproduced American life as lived; and that, I think is the best way of preserving at least a part of our history and tradition."	"When we are through, we shall have reproduced American life as lived; and that, I think is the best way of preserving at least a part of our history and tradition."	1928	"Henry Ford and Greenfield Village"- William A. Simands (Frederick A. Stokes); New York, p. 117	America; History; Tradition; Greenfield Village
"Improvements have been coming so quickly that the past is being lost to the rising generation, and it can be preserved only by putting it in a form where it may be seen and felt. That is the reason behind this collection."	"Improvements have been coming so quickly that the past is being lost to the rising generation, and it can be preserved only by putting it in a form where it may be seen and felt. That is the reason behind this collection."	July 1931	"The Ford Museum", The American Historical Review, Vol. XXXVI, No. 4- J.G De Roulhac Hamilton	Edison Institute; Preservation of the Past; Greenfield Village

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"We have enough in our country to let us deep into the springs of human life if we only cherished what we have."	"We have enough in our country to let us deep into the springs of human life if we only cherished what we have."	February 26, 1928	"Ford Explains His 'Curio Shop' of America, Detroit Times-William L. Stidger p.1	America; Edison Institute; Greenfield Village
"If you go into a union, they have got you, but what have you got?"	"I have never sought to prevent our men from joining any association-religious, racial, political or social. No one who believes in American freedom would do that. When our men ask about unions, I give them the same advice as when they ask about any of the other schemes that are always being aimed at men's wages. I say to them: First, figure out for yourself what you are going to get out of it. If you go into a union, they have got you, but what have you got?"	April 29, 1937	"Ford Gives Viewpoint on Labor: Cautions Workers on Organization"-Detroit News & North American Newspaper Alliance-A.M Smith	Unions
"The best way to make money in business is not to think too much about making it."	"The best way to make money in business is not to think too much about making it."		"The Wild Wheel"-Garet Garret p. 116	Money; Profit
"We have only started with the development of our country-we have not as yet, with all our talk of wonderful progress, done more than scratch the surface."	"We have only started with the development of our country-we have not as yet, with all our talk of wonderful progress, done more than scratch the surface."	1922	"My Life and Work" p. 1	Development; Progress

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"Any man can learn anything he will, but no man can teach except to those who want to learn. Education is preeminently a matter of quality, not amount"	"A man is educated when he knows how to do what he can do, and extract from his performance a sufficient economic, intellectual and spiritual satisfaction. A man who cannot do that is not educated, no matter what his knowledge of books may be. That man is best educated who knows the greatest number of things that are so, and who can do the greatest number of things to help and heal the world. Schools are useful only as they put men in possession of their own powers; and they cannot do this without the earnest desire of their students to be so helped. Any man can learn anything he will, but no man can teach except to those who want to learn. Education is preeminently a matter of quality, not amount"	1/1/1924	Ford News, p.2	Education; Teaching
"Mass production is craftsmanship with the drudgery taken out of it."	"Mass production is craftsmanship with the drudgery taken out of it."	June, 1937	Ford News. Back cover	Production
"In the long run people are going to buy the cheapest and the best article no matter where it is made."	"In the long run people are going to buy the cheapest and the best article no matter where it is made."	June, 1937	Ford News, Back cover	Business
"Burdening people with debt is an old deal not a new deal."	"Burdening people with debt is an old deal not a new deal."	June, 1937	Ford News, back cover	Debt
"The South has a future which it can shape for itself, and avoid the mistakes which the more populous parts of the country have made."	"The South has a future which it can shape for itself, and avoid the mistakes which the more populous parts of the country have made."	June, 1937	Ford News, back cover	America; South
"The best way is always the simplest. The attics of the world are cluttered up with complicated failures."	"The best way is always the simplest. The attics of the world are cluttered up with complicated failures."	June, 1937	Ford News, back cover	Simplicity
"Money will ruin the life of any man who treats it like anything but a tool with which to work."	"Money will ruin the life of any man who treats it like anything but a tool with which to work."	June, 1937	Ford News, back cover	Money