

Henry Ford
Dearborn, Mich.

June 19, 1933

A COMPANY THIRTY YEARS OLD

Last Friday the Ford Motor Company completed 30 years of automobile making.

It is also my fortieth year at the same job. I made my first engine in 1893, and it still runs. This is the engine that won the Selden Patent Suit—which took the motor car out of the exclusive class, and opened the automobile industry to hundreds of manufacturers who started during the last 30 years.

Some of the men who began with me that June day in 1903, are working here yet. All of the principles we laid down then, are still operative; we find that they have great survival value for the future. To date they have produced and sold over 21,000,000 Ford cars.

Although we created the automobile market we have never thought it was good for anyone to monopolize it. We have always believed that before business could be good for one, it must be good for all. Our discoveries and improvements have always been open to other manufacturers without patent restrictions.

Of course, there is one thing we cannot share—everyone must get it for himself—and that is experience. Money could duplicate our buildings and machines, but it cannot duplicate 40 years of experience. And it is experience that makes a motor car.

But the past does not especially concern me; it has all been a preparation for the future. For myself, I feel that I have just been gathering the tools to do something worth while, and that my real task is still ahead.

Great changes are upon the world. False ideas of every kind are vanishing in the general upheaval. Those who built truly on principle will survive—their service will carry over. Business integrity and commodity honor will be fully justified. And newer and better ways of living will appear.

That is the outlook for this young thirty-year old Company of ours.

Henry Ford