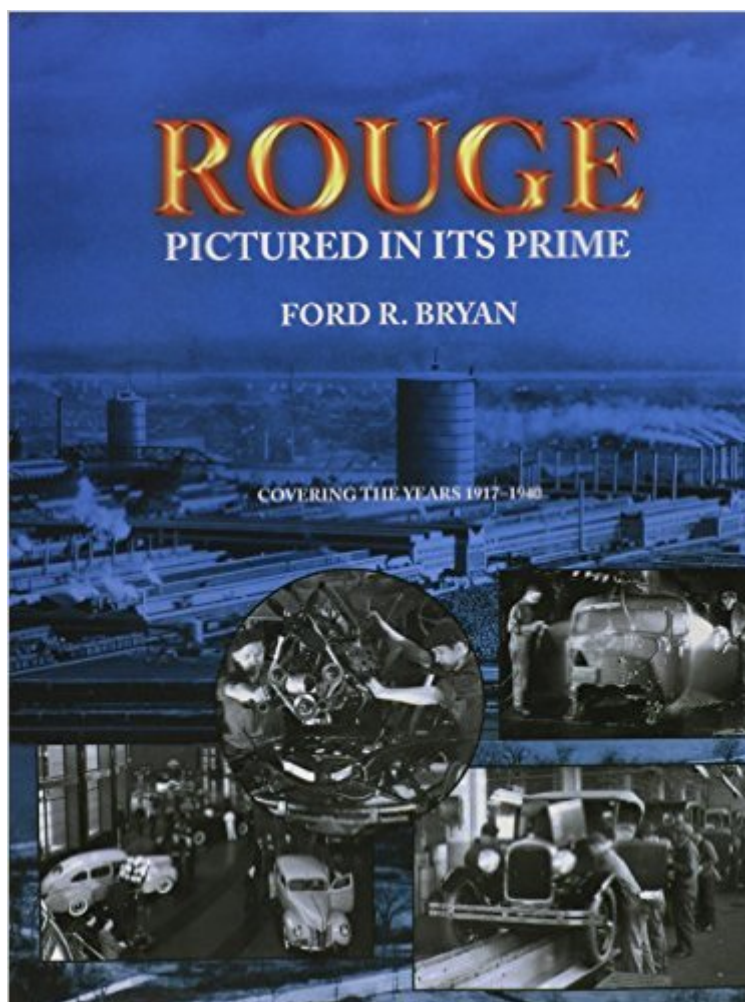


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# Rouge: Pictured In Its Prime



## Synopsis

When Ford Motor Company was formed in 1903, its primary assembly plant was a wooden one-story wagon shop, but as the auto manufacturer grew, so did its factories. By 1917, building on his experience with the Piquette and Highland Park plants, Henry Ford began constructing his ultimate vision of an efficient and effective industrial complex on the banks of the Rouge River. In its time, "The Rouge," as Detroiters called it, was the largest integrated automobile factory in the world, with facilities that included an electric power plant, blast furnaces, foundries, coke ovens, open hearth furnaces, a steel mill, stamping plant, engine plant, glass plant, and miles of conveyors bringing manufactured parts to moving assembly lines. The Rouge was able to provide over 100,000 jobs and effectively gave birth to the city of Dearborn. Rouge: Pictured in Its Prime, featuring 389 photographs taken within 45 different departments of the Rouge by Ford photographers from 1918 to 1940, provides a realistic portrait of buildings, machinery, and employees at work during a twenty-two year period. The illustrations were selected from a collection of more than 70,000 Rouge photographs located in the Benson Ford Research Center of Henry Ford Museum & Greenfield Village. In the accompanying text, Ford R. Bryan chronicles the history of the Rouge plant, from its earliest conception to its future in the twenty-first century. The Rouge dominated an era of industrial progress and this photo story brings the monumental facility to life in stunning fashion.

## Book Information

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## Customer Reviews

I work at this plant. And I have found this book to be an excellent portal to the past history of this still

vital complex. When Henry Ford opened the Rouge it was the largest industrial complex in the world. He had the notion of gathering all of the resources needed to produce his vehicles in the most efficient manner. With a showcase powerhouse, coke ovens, blast furnaces, foundries, open hearth ovens, state of the art assembly lines and a workforce that would peak at 100,000 in its prime, the Rouge had the ability to produce every part of the Model A save the battery. From the raw ores to the finished product the time it took to produce the vehicle was under 24 hours. The book is filled with an excellent array of pictures of the plant in its prime, and is a must for those people who want the opportunity to be able to see the house that Henry built. From his showcase powerhouse to the heat of the blast furnaces. And the ship building facilities to the auto assembly lines this is a book for any person who is interested in reliving the complex's past.

I purchased this at the Henry Ford Museum bookstore. I am very interested in industrial history and especially the Rouge. Some might say obsessed. The book is extremely well done. As someone who has read and watched all I could on this incredible complex, I was excited to see many excellent photographs I had never seen. The book focuses solely on the complex and its workings. It cites hundreds of statistics. The photos are all of excellent quality. And the book is extra large. A must have for anyone interested in this topic.

Bought this for a birthday gift. Good book. Lots of information and pictures. Unique idea and information in it. I would recommend this book for anyone who lives in the area.

Great pics and details on history

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