

Ff



F is for ... **Ford**. The Ford Motor Company has been in continuous family control for over 100 years. Founder Henry Ford's adoption of the principle of mass production by the use of assembly lines, together with ruthless cost cutting and relentless advertising, led to total production of the Model T, manufactured from 1908 to 1927, reaching 15,007,034.



**Henry Ford** famously had no time for trade unions or accountants – paying above average wages he amassed one of the world's largest fortunes without ever having his company independently audited. Ford left most of his vast wealth to a charity – the Ford Foundation – but also arranged for his family to control the car firm permanently, even after it became a public company in 1956.

**ff** Last of the great independent publishing houses in London, **Faber & Faber** was founded in 1929 when Geoffrey Faber decided that an implied partnership lent respectability to his new solo venture. Publishers of *Old Possum's Book of Practical Cats*, Faber – where author TS Eliot was a director – received over £1 million a year in royalties from the musical *Cats* during its 19 year run.

First issued in 1902, **Franklin Gothic** is one of over 200 typefaces designed by Morris Fuller Benton, chief designer for American Type Founders, where his father Linn Boyd Benton had invented a pantographic engraving machine capable of scaling a single font design pattern to a wide range of sizes, and which could also condense, extend, and slant the design, all with an accuracy of two ten thousands of an inch.

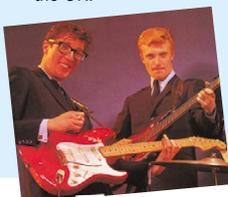


Published in February 1909 and taking root in Italy and Russia, the **Futurist Manifesto** launched an art movement, **futurism**, that rejected the past – instead celebrating speed, machinery, and violence. The travelling Futurist Exhibition of 1912, including works by Carlo Carrà, caused outrage all over Europe. Following the Great War, the leading Italian futurists returned to more traditional avenues of expression – Umberto Boccioni's once subversive sculpture *Unique Forms of Continuity in Space* now features on the Italian 20 euro-cent coin – leaving the Russian branch to flourish briefly before falling foul of the party line.



Hexagon shaped basalt columns form **Fingal's Cave** on the Inner Hebrides island of Staffa, in Scotland. In 1830 Felix Mendelssohn was inspired by the weird echoes in the cave to write his Opus 26, *Fingal's Cave Overture*.

With its space-age styling, vivid colours and wailing tremolo feature the flamboyant solid bodied **Fender Stratocaster** guitar exactly met the extrovert needs of the early rock 'n' roll stars. Hank Marvin of the Shadows owned the first Fender Stratocaster in the UK.

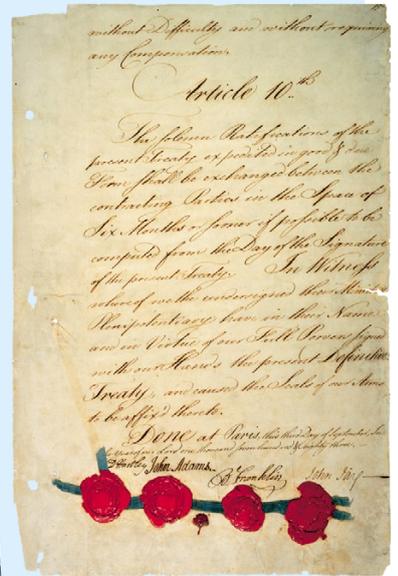


From its inaugural season in 1950 **Formula One** has been at the pinnacle of motor sport. The Alfa Romeo 158 won all of the initial seven race series with Italy's **Nino Farina** crowned the first world champion driver with three victories.



Born in Boston on 17 January 1706, **Benjamin Franklin** ran away to Philadelphia aged 17. Prospering as a printer and publisher, Franklin had the time and wealth to investigate topics in physics – inventing the lightning conductor and bifocal spectacle lenses – while promoting America's first public lending library and

Winning a talent contest at the age of 17 brought the orphaned **Ella Fitzgerald** to the notice of band leader Chick Webb. Unofficially adopted by Webb and his wife, Fitzgerald sang with his band at Harlem's Savoy Ballroom. Following Webb's death in 1939 Fitzgerald assumed leadership, making over 150 records with the band before going solo with even greater success.



founding the University of Pennsylvania. As a politician he was co-author and signatory of the Declaration of Independence of 1776; as a diplomat he negotiated and signed the final severance with Britain in the Treaty of Paris of 1783.

Following a call for the introduction of a decimal currency the **florin** was introduced in 1849 to test public opinion. With a value of two shillings – one tenth of a pound – the florin, or two bob bit, was succeeded by the decimal ten pence coin when, 120 years later, the new currency was adopted in 1971. The **farthing**, worth one fourth of a penny, was legal tender in England from Anglo-Saxon times until 1960. Last minted in 1956, at the end of its life the farthing had a purchasing power twice that of the current smallest value coin, the decimal penny.

