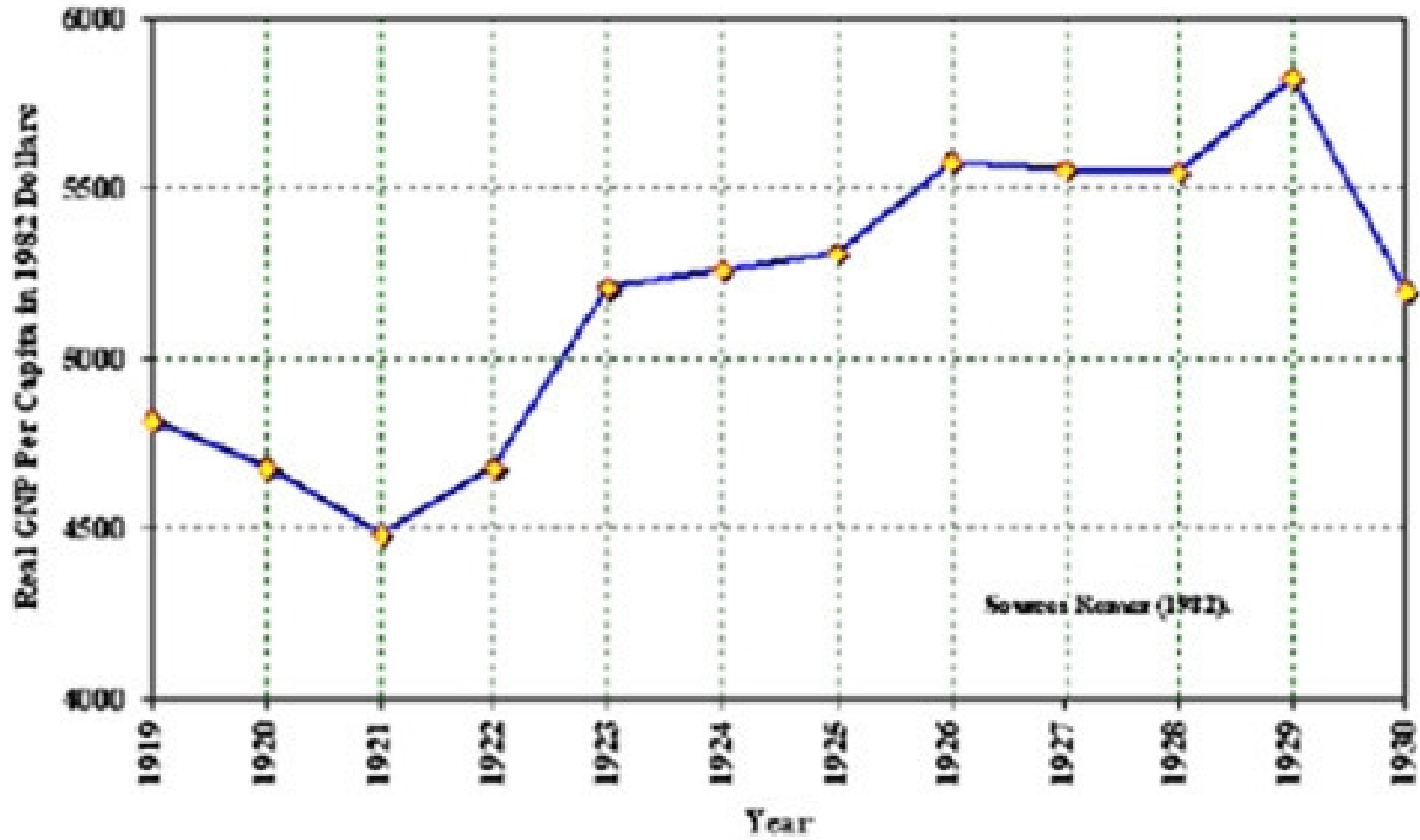


PPT: THE PROSPERITY OF THE 1920S



Figure 1: Real GNP Per Capita, 1919-1930





- The 20s will be characterized by economic success, general prosperity, and changing cultural values
- At the end of the 1920s the US was producing 40% of the world's manufactured goods

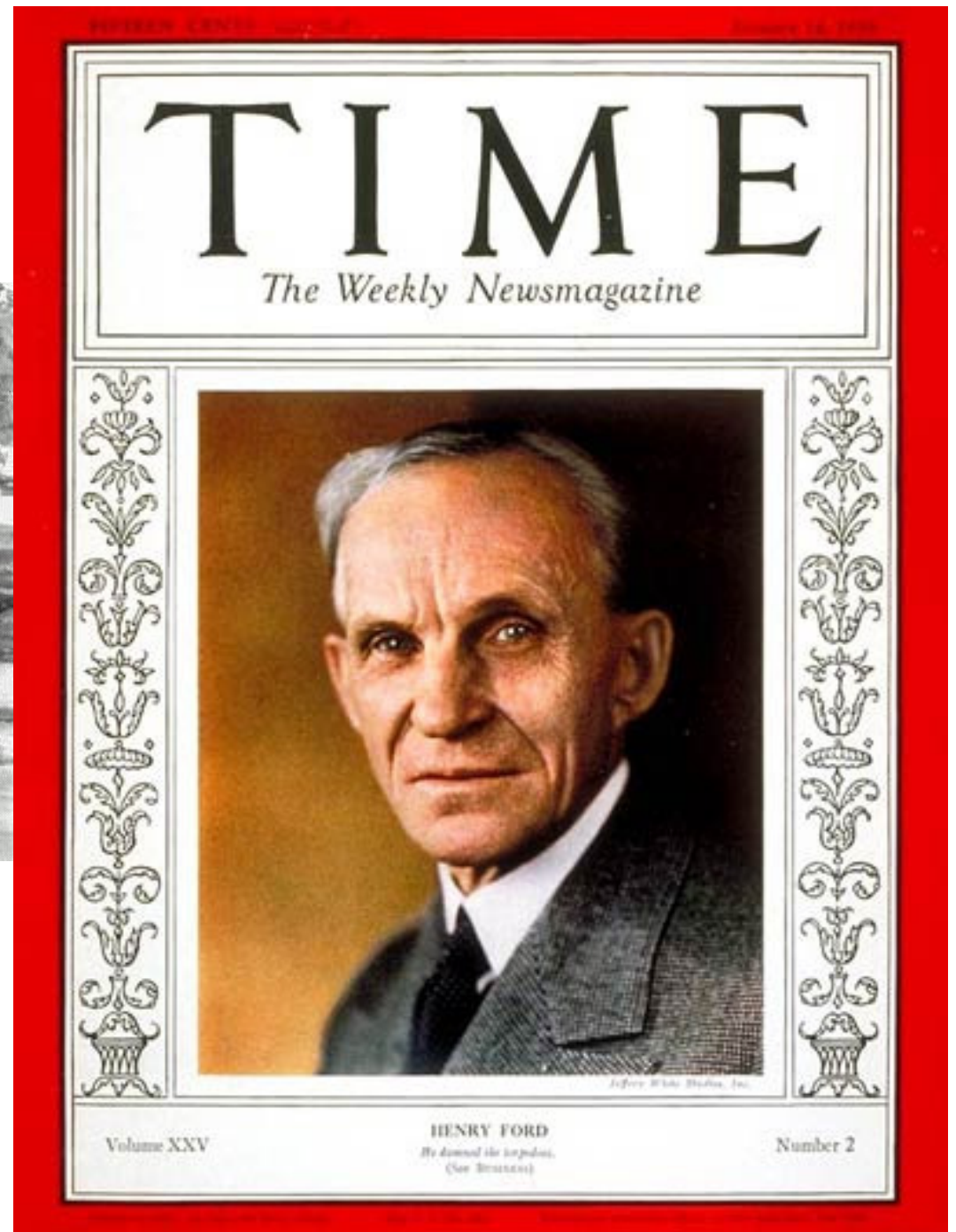


DVD: 20th Century: Turning Points in U.S. History

1909-Ford Introduces the Model T



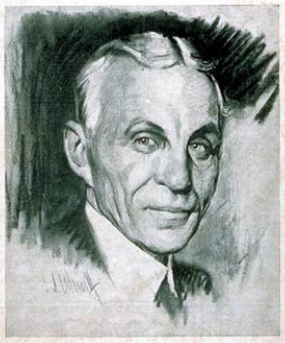
<https://www.youtube.com/watch?v=VGWeQ2kIPKY>



FIFTEEN CENTS

TIME

The Weekly News-Magazine



HENRY FORD
Editorial Board
Chairman

VOL. VI. No. 3 JULY 27, 1925

The cover of TIME magazine features a decorative border with floral motifs. The title 'TIME' is in large, bold, serif letters. Below it, 'The Weekly News-Magazine' is written in a smaller, italicized font. The central illustration is a charcoal-style portrait of Henry Ford, looking slightly to the right. The name 'HENRY FORD' is printed below the portrait, followed by 'Editorial Board' and 'Chairman'. At the bottom left, it says 'VOL. VI. No. 3' and at the bottom right, 'JULY 27, 1925'.



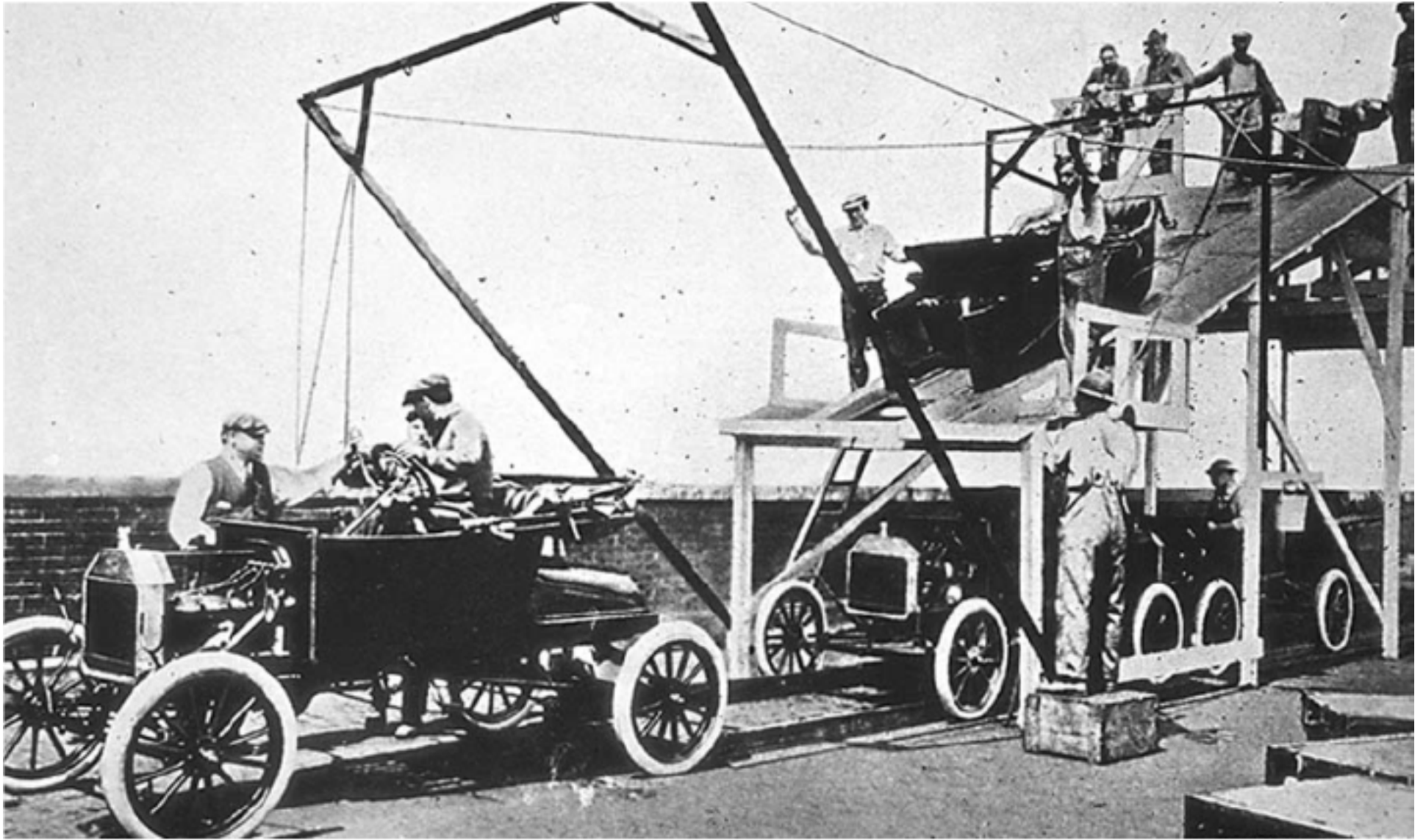
■ Henry Ford

- introduced the moving production line, an innovation that made it possible to assemble his car in 93 minutes instead of the 14 hours it had taken before.
- By 1925, an auto rolled off the Ford assembly line every 10 seconds.



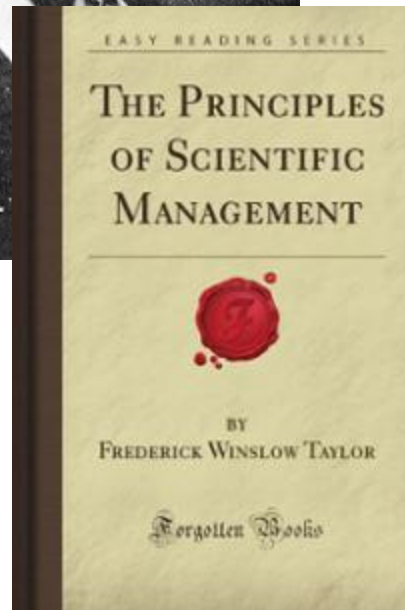
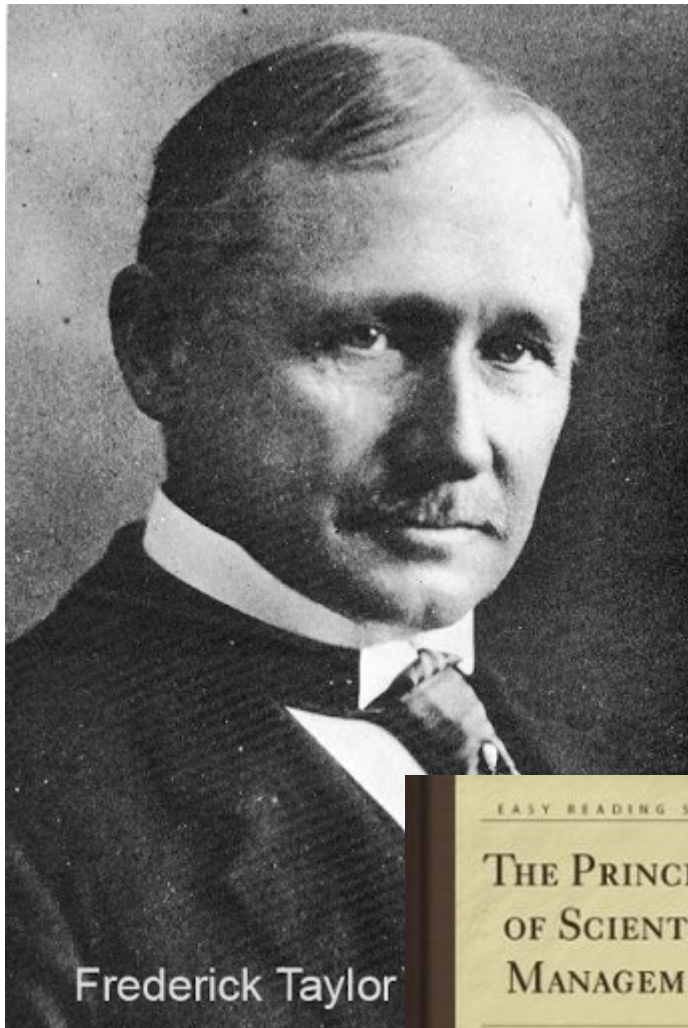
- Mass production meant skilled jobs go broken down into their most basic operations. The assembly line increased production and profits, raised the wages of laborers, and provided jobs for thousands of people in need of work, but it also threatened to turn workers into machines.





Source J: Ford factory, first moving assembly line, 1913, Highland Avenue, Detroit, MI
Courtesy of the Frances Loeb Library, Graduate School of Design, Harvard University





Taylor's four principles are as follows:

1. Use the scientific method to study work and determine the most efficient way to perform specific tasks.
2. Rather than simply assign workers to just any job, match workers to their jobs based on capability and motivation, and train them to work at maximum efficiency.
3. Monitor worker performance, and provide instructions and supervision to ensure that they're using the most efficient ways of working.
4. Allocate the work between managers and workers so that the managers spend their time planning and training, allowing the workers to perform their tasks efficiently.



- The price of the Model T drops from \$850 in 1909 to \$260 in the 1920s



Ford Touring Car

\$295

F. O. S. DELIVERY
Starter and Demountable Wheel 600 Extra

OF all the times of the year when you need a Ford car, that time is NOW!

Wherever you live—in town or country—owning a Ford car helps you to get the most out of life.

Every day without a Ford means lost hours of healthy motoring pleasure.

The Ford gives you unlimited chance to get away into new surroundings every day—a picnic supper or a cool spin in the evening to enjoy the countryside or a visit with friends.

These advantages make for greater enjoyment of life—bring you rest and relaxation at a cost so low that it will surprise you.

By stimulating good health and efficiency, owning a Ford increases your earning power.

Buy your Ford now or start weekly payments on it.



AUTOMOBILE

Two popularity factors:

- 1) Cost—low price, very affordable: Model T \$290;
- 2) Consumer Credit—75% of all automobile purchases were on installment plan



SEARS ROEBUCK AND CO.
Catalog Bargain Flash
 #9221-40-724 DECEMBER 31 EDITION PLEASE ORDER BEFORE JANUARY 26, 1948

Luxurious DOWN-FILLED JACKETS
Drastically Reduced

\$2295
 \$3.00 Down on Terms
 Catalog Price \$36.95

SAVING \$59
 \$9.99 Down on Terms

\$1195
 \$1.00 Down on Terms

BOYS' CAPEKIN LEATHER and MELTON JACKETS
\$469

OIL HEATERS
\$28.00

BUDGET PRICED HEATERS
\$47.95

- Items such as: radios, refrigerators, telephones, vacuums, and toasters all became cheaper & made life easier

- Plastics & synthetic materials (both of which had been developed during the war) also became prominent in society and made life easier

- It was this extra time that allowed many people to enjoy leisure activities such as listening to the radio, seeing a movie, going to sporting events, listening to new music, or maybe visiting a speak easy

WORLD'S FINEST, MOST MODERN AUTOMATIC DISHWASHER
 ...the new GENERAL ELECTRIC

PROVES ACTUALLY DRYER AND WARMER THAN HEAT!

NO OTHER DISHWASHER CAN MATCH THESE FEATURES:

- 1. The automatic "dry" cycle actually dries dishes.
- 2. The automatic "warm" cycle actually warms dishes.
- 3. The automatic "rinse" cycle actually rinses dishes.
- 4. The automatic "wash" cycle actually washes dishes.
- 5. The automatic "soak" cycle actually soaks dishes.
- 6. The automatic "heat" cycle actually heats dishes.
- 7. The automatic "sanitize" cycle actually sanitizes dishes.
- 8. The automatic "sterilize" cycle actually sterilizes dishes.
- 9. The automatic "disinfect" cycle actually disinfects dishes.
- 10. The automatic "deodorize" cycle actually deodorizes dishes.
- 11. The automatic "freshen" cycle actually freshens dishes.
- 12. The automatic "preserve" cycle actually preserves dishes.
- 13. The automatic "protect" cycle actually protects dishes.
- 14. The automatic "maintain" cycle actually maintains dishes.
- 15. The automatic "restore" cycle actually restores dishes.
- 16. The automatic "rejuvenate" cycle actually rejuvenates dishes.
- 17. The automatic "renew" cycle actually renews dishes.
- 18. The automatic "refresh" cycle actually refreshes dishes.
- 19. The automatic "revitalize" cycle actually revitalizes dishes.
- 20. The automatic "reinvigorate" cycle actually reinvigorates dishes.

ONLY IT IS UNDERSTANDING COULD DRIVE YOU ALL THIS!

LOW DOWN PAYMENT PLAN:

GENERAL ELECTRIC

- The availability and cheap prices of almost everything led to advertising.
- This becomes the rise of a **consumer culture** in the USA
- For the first time people had the ability to buy on **credit** or on an **installment plan**

Cars on Credit

NUMBER OF CARS & TRUCKS BOUGHT
1919 to 1925

ON CREDIT THROUGH
GENERAL MOTORS
ACCEPTANCE CORPORATION

RETAIL ~ 652,831
WHOLESALE ~ 494,977

TOTAL 1,147,808

AMOUNT OF CREDIT GRANTED
1919 to 1925

\$810,000,000

GENERAL MOTORS
BUICK • CADILLAC • CHEVROLET • OAKLAND • OLDSMOBILE • GMC TRUCKS



CONSUMER GOODS, ADVERTISING, & CREDIT

The Age of Credit Buying Begins in the 1920s

Vacuum Cleaner \$28.95

\$2 down, \$4 a month

Refrigerator \$87.50

\$5 down, \$10 a month

Washing Machine \$97.50

\$5 down, \$8 a month

Bedroom Suite \$228.00

\$15 down, \$15 a month

Easy Chair \$38.50

\$5 down, \$5 a month

Sofa \$74.50

\$5 down, \$8 a month

Piano \$445.00

\$15 down, \$12 a month

Phonograph \$43.50

\$5 down, \$5 a month

Large Rug \$148.50

\$10 down, \$15 a month

Corner Cabinet \$37.95

\$5 down, \$5 a month

CONSUMER CULTURE



ADVERTISEMENTS

“STAR”
**VACUUM
CLEANER**

PATENT
No 18899/11.

*The Light
of
every Home*

The advertisement features a central illustration of a vacuum cleaner tube. The tube is red with a silver-colored metal section in the middle and a silver-colored metal section at the bottom. A bright yellow beam of light originates from a glowing yellow star in the upper left corner of the dark blue sky and travels down the length of the vacuum tube. The tube is angled downwards from left to right. At the bottom of the tube, a silver-colored metal plate is visible. The background is a dark blue night sky with a cityscape silhouette at the bottom, including several buildings with lit windows. The text 'STAR' is written in large, bold, white letters with a gold outline. Below it, 'VACUUM CLEANER' is written in smaller, white, bold letters. To the right of the tube, 'PATENT No 18899/11.' is written in white. In the bottom left corner, the slogan 'The Light of every Home' is written in a cursive font.





ARROW
SHIRTS

