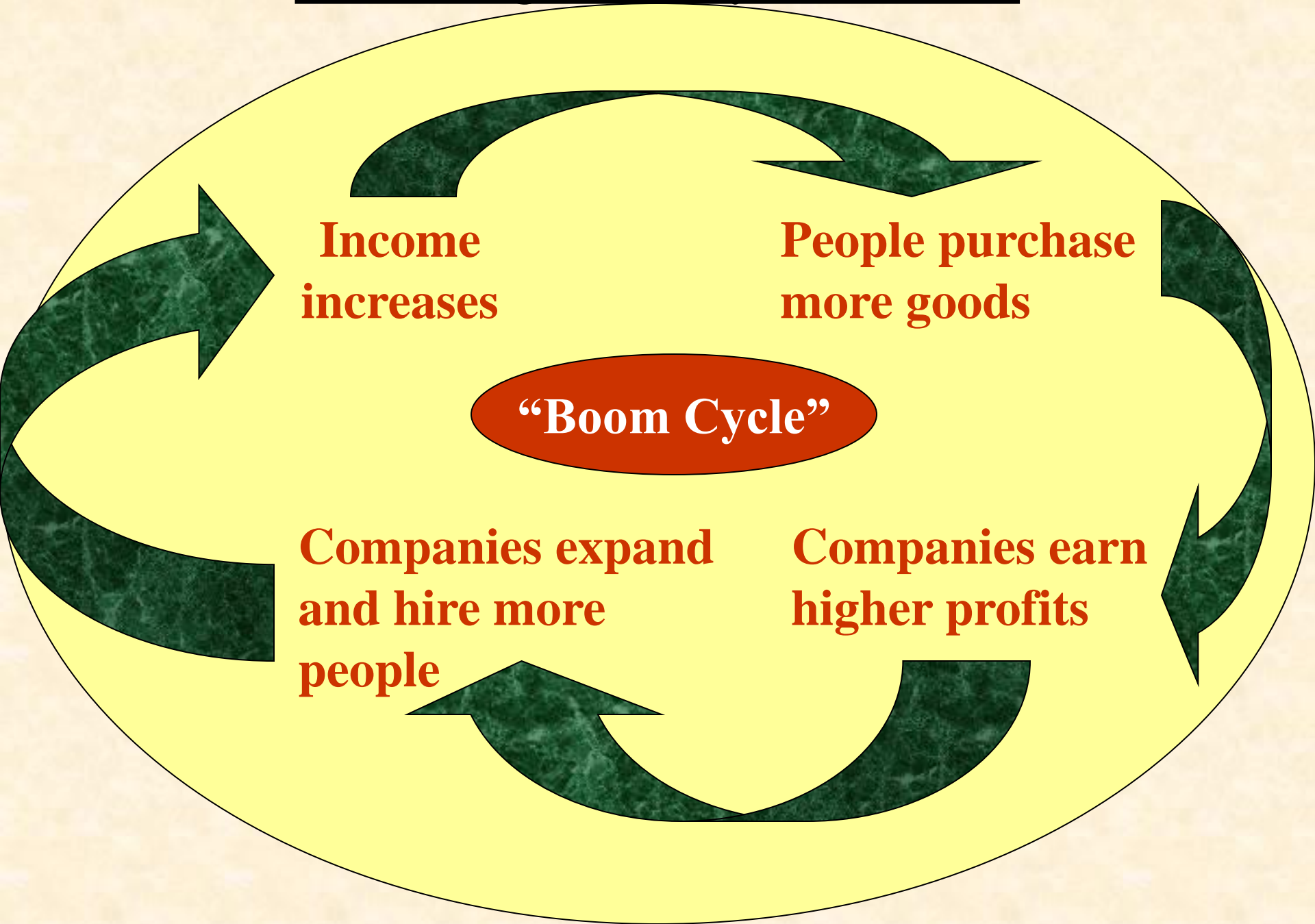


**Objective:** To analyze the effect the car had on U.S. society. USHC 6.1



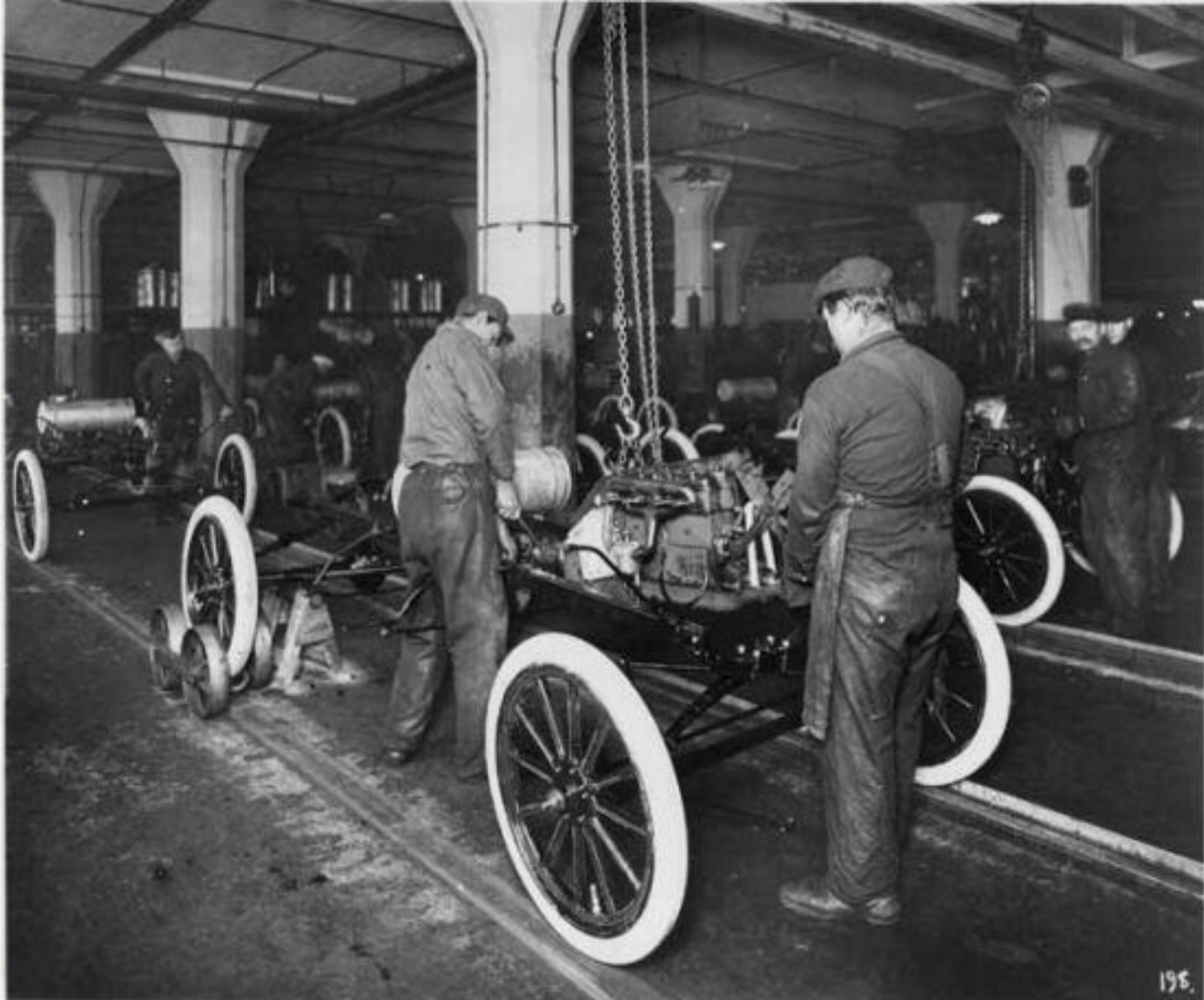
*1927 Ford Model T*

# A Booming Economy: The 1920's



# Impact of the Car Industry

- Henry Ford used assembly lines to produce cars.

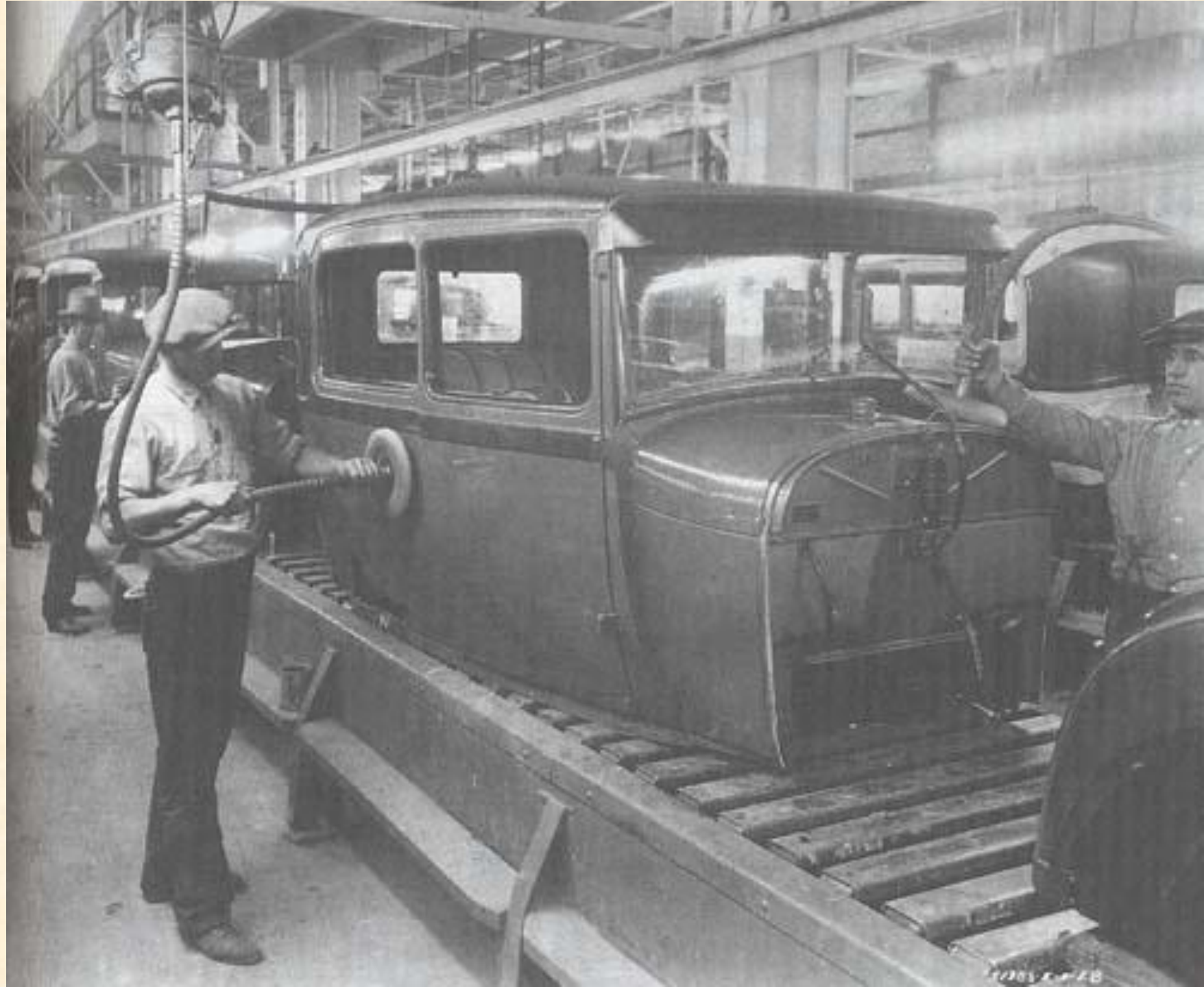




11  
23

11  
24





• The efficiency of the assembly line helped to decrease car prices.

Ex.) Model-T 1909 - \$850

1916 - \$360

1924 - \$290



*for the*  
**YOUNG BUSINESS MAN**

The Ford Runabout is a profitable partner and a happy companion for the boy who is making his mark in business and at school.

It reduces distance from a matter of miles to a matter of minutes. By saving time and effort, it makes larger earnings possible. And costing little to buy and keep going, it quickly pays for itself.

When vacation time rolls round the Runabout enables the young business man to reduce by hours the time between work and play.

Let us tell you how easy it is to buy a Ford on the Weekly Purchase Plan.

**THE RUNABOUT**  
**\$265**  
F. O. B. Detroit  
Demountable Run  
and Starter '05 extra

FORD MOTOR COMPANY, DETROIT, MICHIGAN

**The following industries grew as a result of the booming car industry:**

rubber

oil

glass

paint

housing  
(as the suburbs grew)

construction  
(roads and bridges)

steel



\* Employment and the standard of living increased.

\* As World War I ended, technology focused on consumer goods. Ex) radios, washing machines, telephones, and cars

\* An increase in wages caused an increase in buying power.

*1925 RCA Radiola Super VIII*

**Radiola Super-VIII**  
—a Radiola Super Heterodyne in a tall, stately cabinet of fine mahogany finish. It is completely self-contained, and needs no connections of any kind.



**Quality today—  
and tomorrow!**

Radio receivers are like automobiles... Some are bought for a year. But the finest grow old in family service. Some 1925 radio sets will be merely last year's models in 1926. But a Radiola will keep its clear, true tone—maintain its fine performance. In the Radiola Super-Heterodyne of 1925, the supreme effort of the engineers has been—not merely to achieve Super-Heterodyne quality of reception—but to seal in that quality for years.

Radio Corporation of America  
Chicago New York San Francisco



**Radiola**  
AN RCA PRODUCT

*Clyde E. Volkens, of Terre Haute, Indiana, won the first prize in a nation-wide contest, with a letter on "Where is the Best Broadcasting?" Mr. Volkens is still tuning in on all the principal stations of the United States, and a few in Canada, on a one-tube Radiola Senior three years old.*



THE FAR-FLUNG PARTS OF AN ORGANIZATION, ITS DEALERS AND ITS CUSTOMERS, ARE BROUGHT AS CLOSE AS INSTANT SPEECH

## Great strides in invention, great expenditures . . .

*An Advertisement of the  
American Telephone and Telegraph Company*

Business, using the telephone, eliminates space and time. The far-flung parts of an organization with its dealers and customers are brought together by instant speech. The home, like the office, reaches out over an ever-widening circle of neighbors.

The telephone is tireless and quick. It runs errands near and far, transacts business, keeps friendships alive. Telephones throughout the house save time and fatigue. They bring the comforts and conveniences of the office to the women in the home.



Keeping ahead of the new developments in American life calls for great strides in inventions, great expenditures in money. The Bell System's outlay this year for new plant and service improvements is more than 550 million dollars. This is one and one-half times the cost of the Panama Canal.

This program is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.

# Columbia Grafonola



*"Play this one, Mother!"*

Fortunate are the children in homes made musical by the Columbia Grafonola. An honest liking for good music comes to them naturally, and quite without conscious effort or teaching.

You need not worry over the children spoiling your valuable records. The Non-Slip Automatic Stop, an exclusive Columbia feature, is a big advantage in this respect. There's nothing to move or set or measure. Just start the Grafonola and it plays and stops itself.

To make a good record great, play it on the Columbia Grafonola.

Standard Models up to \$200  
Prized Designs up to \$3000

COLUMBIA GRAPHOPHONE COMPANY, New York  
Columbia Records, Toronto



One of those rare gifts that really includes the whole family!



CHRISTMAS dinner more luscious than ever . . . and so much easier to prepare. Savory surprises that just *make* an impromptu party. A bountiful reserve of foods for unexpected guests. These—the very essence of the holiday spirit—made pleasantly possible by a General Electric Refrigerator.

Why not have the supreme satisfaction of a General Electric Refrigerator during the holidays? It's an all-year-round cold storage plant in miniature. It protects food from the killing chill of winter and the bacteria-breeding heat of summer. It makes quantity buying possible.

The General Electric Refrigerator is unusually roomy. Even the smallest size (the one illustrated) has a shelf area of nine square feet—and that's generous for the needs of the average family. The compactness of the freezing cham-

ber allows this extra room for food storage.

This simplified refrigerator hasn't a single belt, fan, drain-pipe or stuffing box. It needs no oiling. It is unusually quiet. All its moving parts are enclosed in a single hermetically sealed casing. There's no machinery under it . . . none in the basement. It can be plugged into any electric outlet. It is the worthy product of fifteen years of research . . . and is guaranteed by General Electric.

Write us for Booklet 12-N, which is illustrated and fully descriptive.

Electric Refrigeration Department  
of General Electric Company  
Hanna Building Cleveland, Ohio



**Refrigerator**

**GENERAL ELECTRIC**

# DOES WASHING TIRE YOU

Does washing tire you? Do you dread the day? Do you feel discouraged about the weary monotony of washing the old way? Do you hate the back breaking drudgery, the hopeless toil of the old fashioned method?

Why put up with it? There is an easy remedy. Get a Time Saver Electric Washer. Thousands of women are using them. Why not you?

*Let the Time Saver  
Do Your Washing*

It puts an end to the old time grind.

It washes the clothes and leaves you free to do other things. You can get the breakfast or wash the dishes while the washer works. Come back in 15 minutes and the tubful of clothes is clean. Then turn the power on the wringer and run them through the rolls. It is

simple, quick and easy—ten times easier to handle than hired help.



The Time Saver is not a luxury. It is a necessity in every Home, a necessity for the health and happiness of Wife or Mother. It is as great a necessity as a sewing machine.

It makes the ideal Christmas Present.

The best hardware dealers sell the Time Saver. If you do not know of a Time Saver shop in your neighborhood, write us for catalogue.

Dept. #402

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