



# The Jazz Age

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Unit 5: Lesson 2  
A Growing Economy

# The Rise of New Industries

## **Mass Production:**

large-scale manufacturing done with machinery.

- Increases Supplies
- Reduces Costs







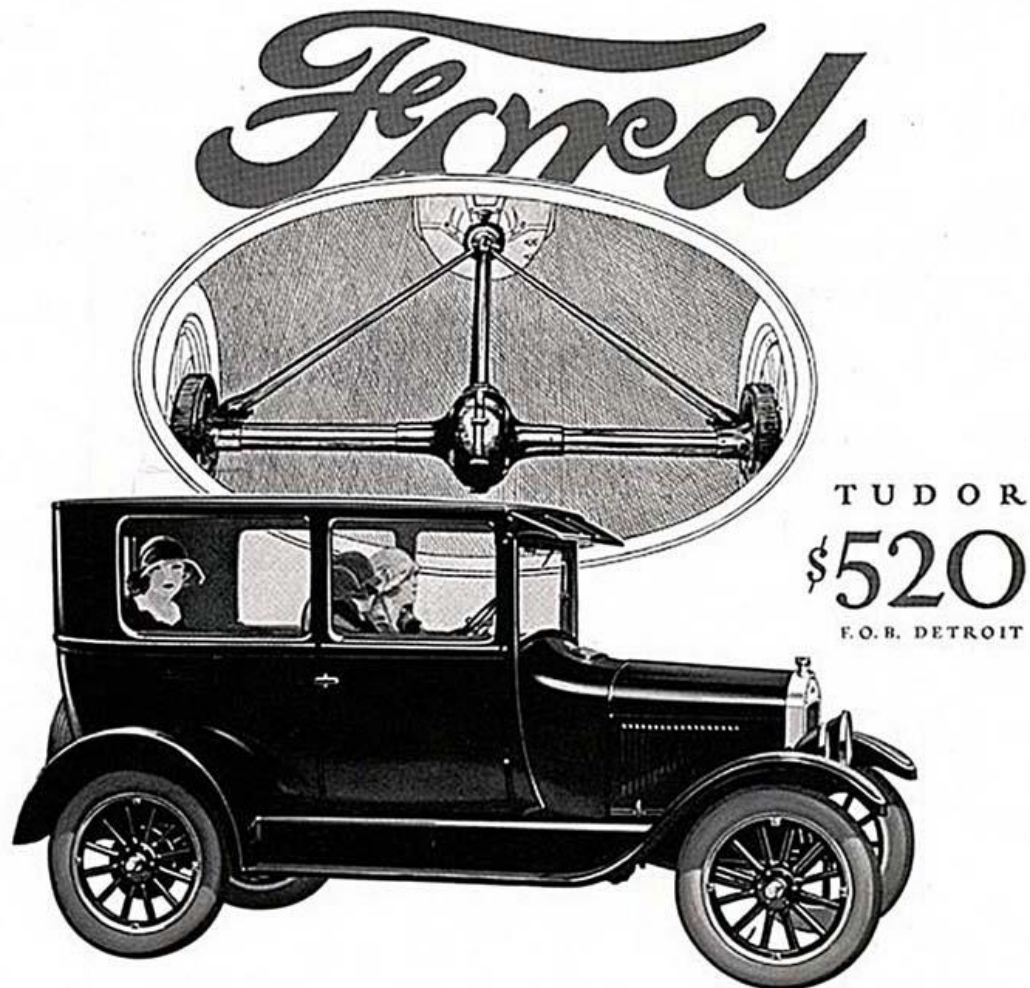
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# The Rise of New Industries

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## **Henry Ford's Assembly Line and the Model-T**

- Assembly line divides work into simple tasks, reducing unnecessary work.
- Highland Park - Ford's first assembly line plant.
- By 1925, a Ford car rolled off the assembly line every 10 seconds.
- Any color you want, as long as its black.



### *“The Torque Tube Drive”—An Original Ford Idea*

One of the notable features of Ford car design since 1903 is the torque tube drive, a method of applying and controlling the driving and braking forces which has definitely and conclusively established its superiority.

This is accomplished simply and effectively by means of a single torque tube surrounding the driving shaft. Not only are the torque reactions taken up, but the driving thrust is carried to a point well forward on the

chassis—giving the most efficient application of the car's motive power. Moreover, this driving thrust is carried on a line almost parallel with the ground, relieving the car from vertical thrusts.

With this construction, two diagonally attached radius rods are used, assuring alignment of the rear axle and leaving the springs free to act solely as flexible supports for the load.

FORD MOTOR COMPANY, Detroit, Michigan

RUNABOUT \$290. TOURING \$310. COUPE \$500. TUDOR SEDAN \$520. FORDOR SEDAN \$565

All prices f. o. b. Detroit

## Model-T

- Cost in 1924? \$260 (base)
  - About \$3,800 today
- **What did the Model-T change?**



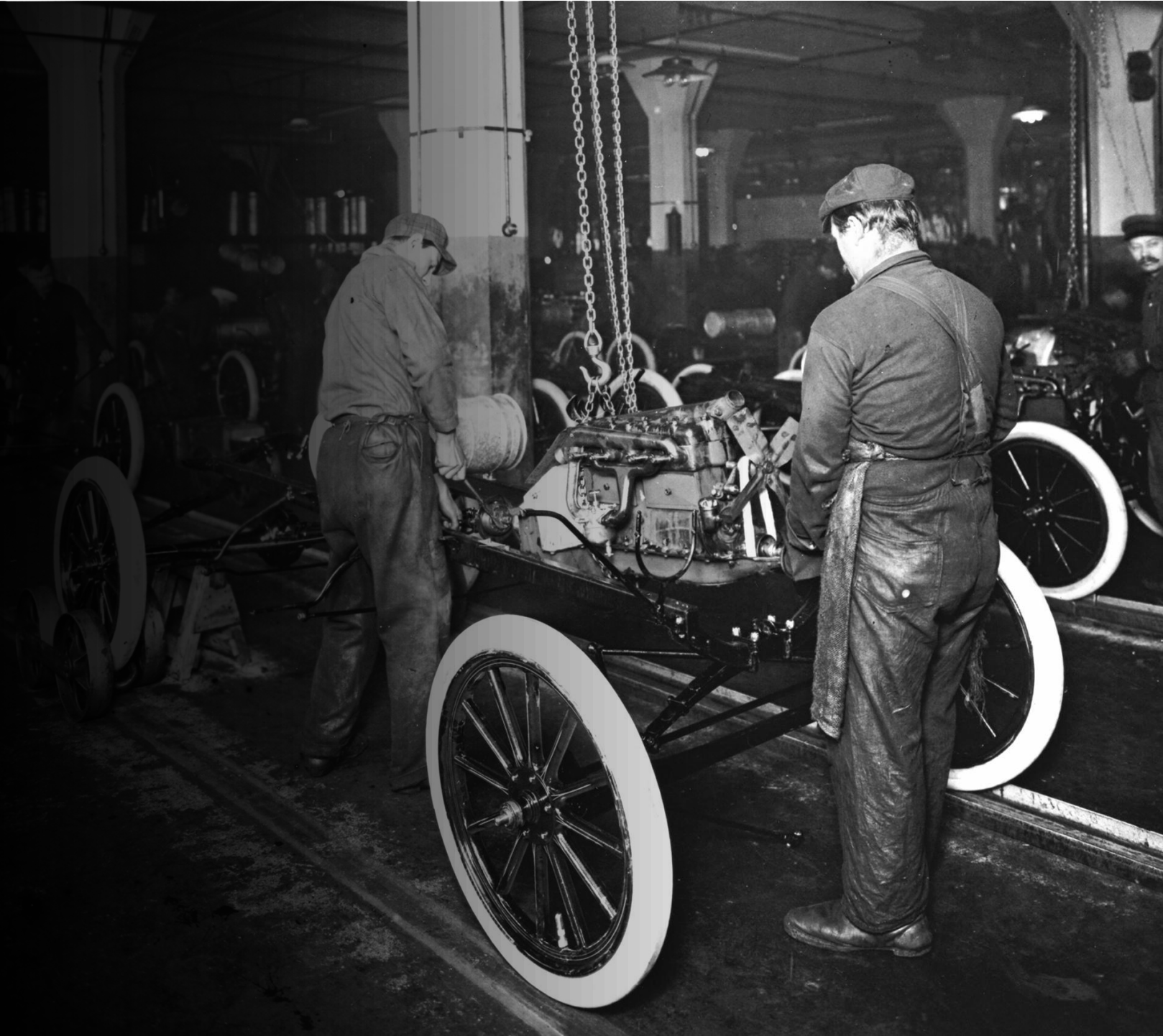
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# \$5 a Day!

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In 1914, Ford offered jobs for assembly line workers at \$5 a day.

That's about \$16.25 an hour in 2020.



# Radio Industry

In 1913, Edward Armstrong invented a special circuit that made it practical to transmit sound via long-range radio.

- In November 1920, Westinghouse broadcast Harding's election news across the country.
  - [Radio Broadcast](#)
- NBC begins broadcasting daily radio shows.
- By 1920, 12 million radios across the country.





# Consumer Society and Credit



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# Consumer Products

Rising **disposable income**, meant consumers could buy other new products that came on the market.

**Razors**

**Tissues**

**Frozen Foods**

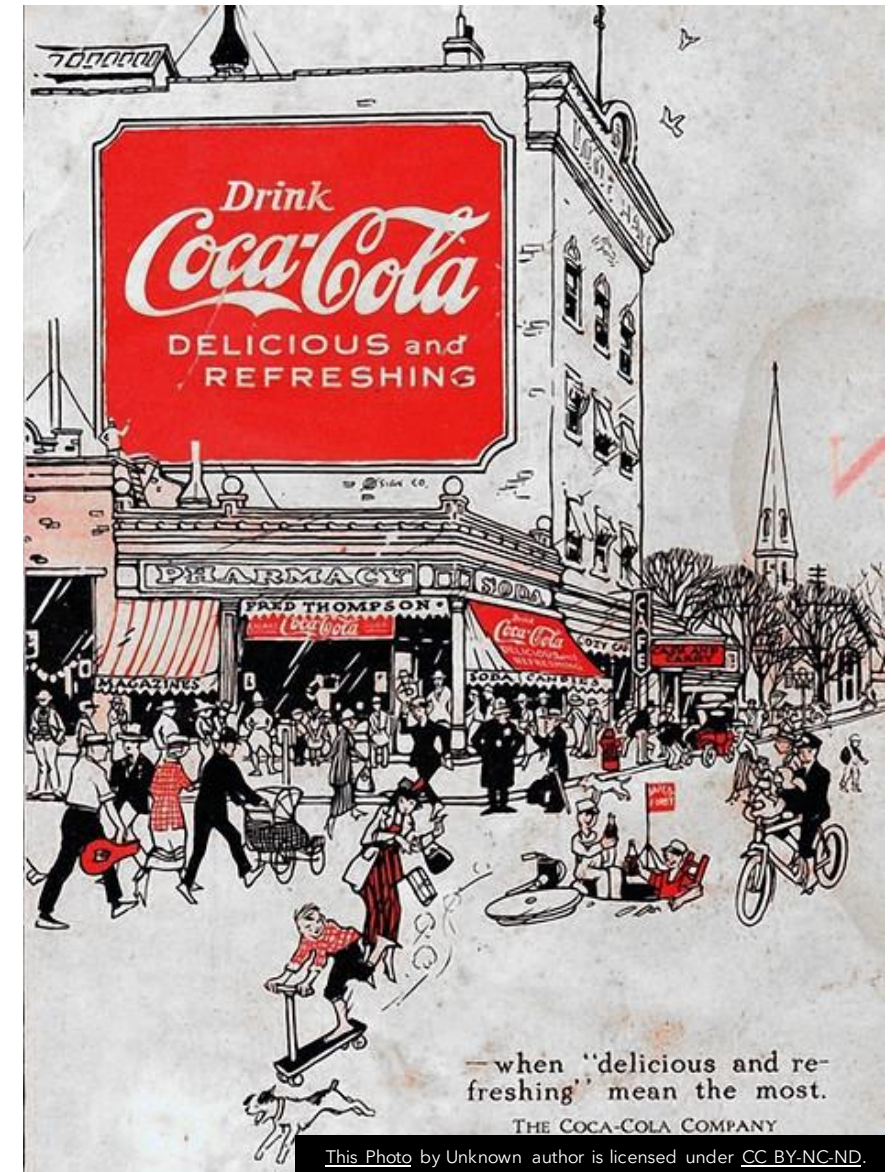
**Irons**

**Deodorants**

**Cosmetics**

**Washing machines**

**Refrigerators**



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## Consumer Society: Easy Credit

Credit existed before the 1920s but it was frowned upon.

Attitudes towards debt changed and "buying over time" became more popular.

Cars and radios were often bought by installment payments.

Some started using credit exceeding their income.



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If You Buy To-Day*

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## Consumer Society: Mass Advertising

New products and eager consumers led to the mass advertising of goods for sale.