

19th March



US Economy 1919 - 29:  
Chapter 4: Mass Production



Learning Gain - how Henry Ford was instrumental in the creation of the modern system of mass production and explain how this helped feed the cycle of prosperity..

**Learning Steps:**



- Investigate Ford's system of mass production.
- Learn what "welfare capitalism" was and how it impacted on American business.
- Evaluate how Ford affected the cycle of prosperity.



Explain the cycle of prosperity in no more than 30 words.



**5 mins**



*Pioneer* - someone who first develops or discovers something.



Henry Ford was a pioneer in manufacturing. His new system of producing automobiles - using assembly line techniques revolutionised manufacturing and rapidly lowered the cost of the average family car.

The company began construction of the world's largest industrial complex along the banks of the Rouge River in Dearborn, Michigan, during the late 1910s and early 1920s. The massive Rouge Plant included all the elements needed for automobile production: a steel mill, glass factory, and automobile assembly line. Iron ore and coal were brought in on Great Lakes steamers and by railroad, and were used to produce both iron and steel. Rolling mills, forges, and assembly shops transformed the steel into springs, axles, and car bodies. Foundries converted iron into engine blocks and cylinder heads that were assembled with other components into engines. By September 1927, all steps in the manufacturing process from refining raw materials to final assembly of the automobile took place at the vast Rouge Plant, characterizing Henry Ford's idea of mass production.



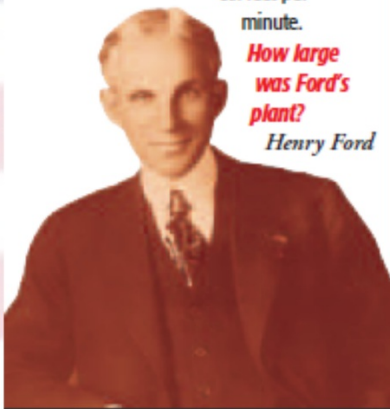
## TECHNOLOGY & History

### Henry Ford's Assembly Line

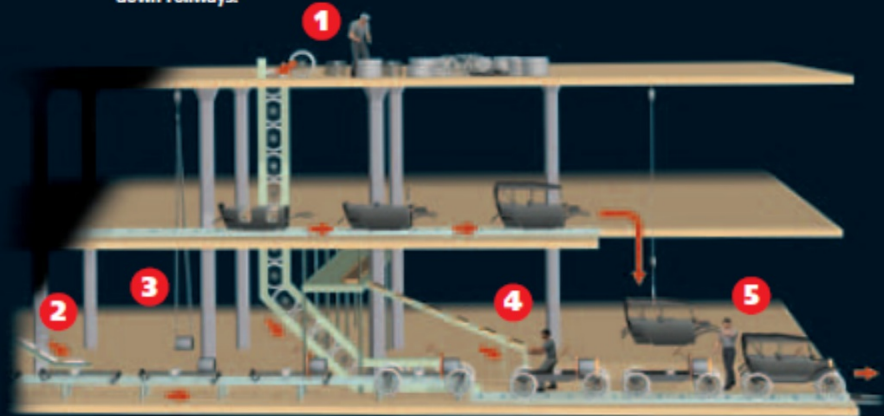
The industrial boom of the 1920s owed much to the assembly line Henry Ford first used in 1913–1914. Parts moved on a conveyor belt. Workers attached the parts to cars moving past them at a steady speed of six feet per minute.

*How large was Ford's plant?*

*Henry Ford*



**1** Tires are put on the wheels and dropped down rollways.



**2** Tanks filled with one gallon of gas slide from the "Tank Bridge."

**3** Engines built on the third floor are lowered onto the chassis.

**4** Radiators arrive from the far end of the 60-acre factory.

**5** Auto bodies are assembled on the second floor, then lowered through the ceiling onto the moving chassis.





*Watch the following 5 minute clip and make notes about his career.*

Not only did Ford's Model T become a record breaking manufacturer he also became a pioneer in his treatment of his workforce.

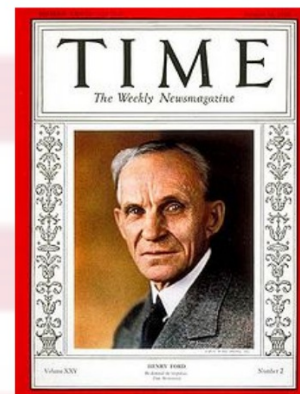
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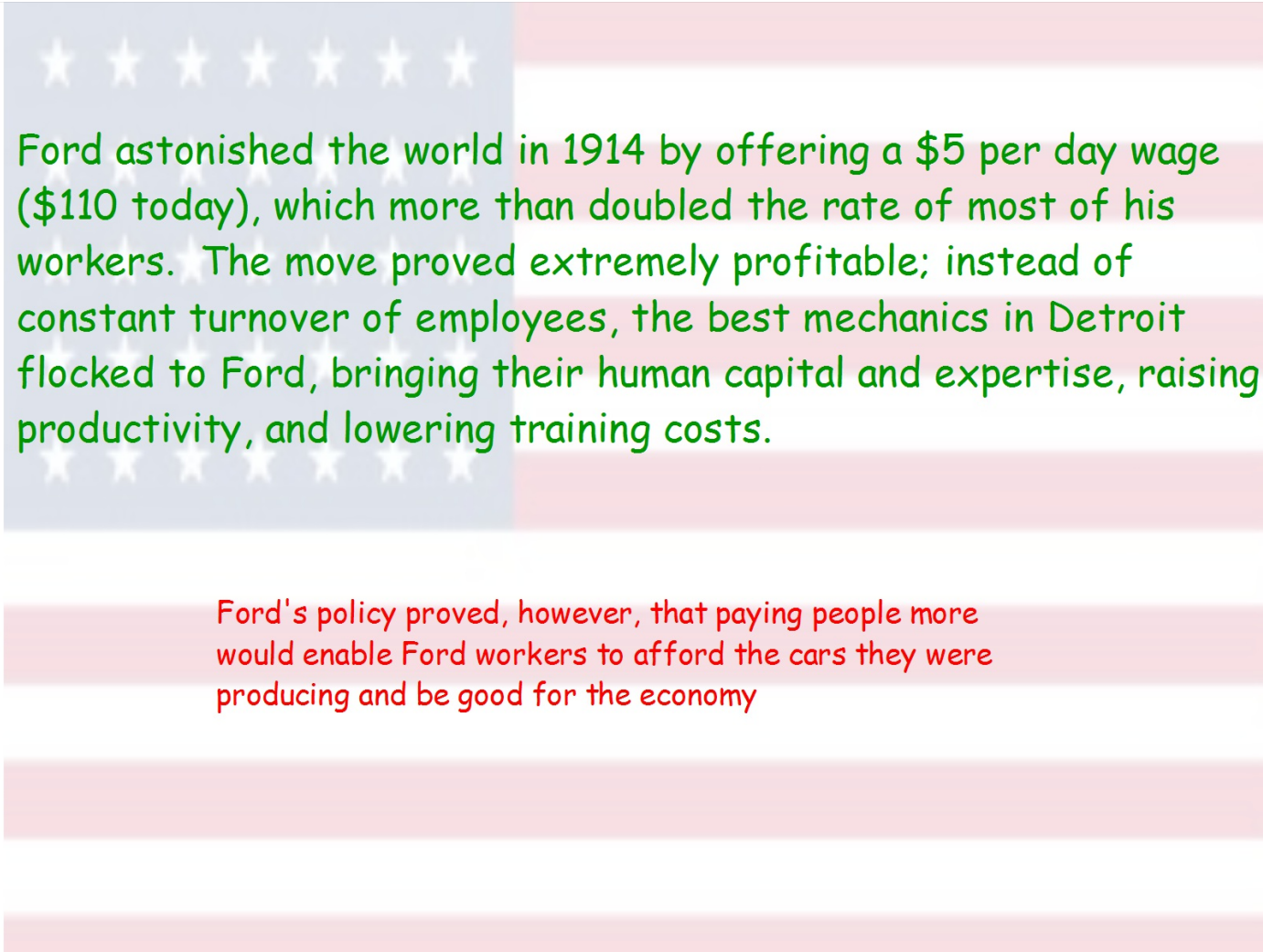


Ford was a pioneer of "welfare capitalism", designed to improve the lot of his workers and especially to reduce the heavy turnover that had many departments hiring 300 men per year to fill 100 slots. Efficiency meant hiring and keeping the best workers.

## WELFARE CAPITALISM

the practice of businesses providing welfare-like services to employees



The background of the slide is a stylized American flag with a blue canton containing white stars and red and white horizontal stripes. The text is overlaid on this background.

Ford astonished the world in 1914 by offering a \$5 per day wage (\$110 today), which more than doubled the rate of most of his workers. The move proved extremely profitable; instead of constant turnover of employees, the best mechanics in Detroit flocked to Ford, bringing their human capital and expertise, raising productivity, and lowering training costs.

Ford's policy proved, however, that paying people more would enable Ford workers to afford the cars they were producing and be good for the economy





Think about the process of producing a Model T car.  
Think about the materials one needed in its creation.  
Think about Ford's Welfare Capitalism.

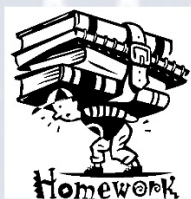
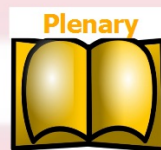
How did Ford both benefit from and increase the  
Cycle of Prosperity.

Complete the SOLO sheet



You have \_\_\_\_\_ minutes.

Write a sentence or two on your SOLO progress sheet to evidence any new understanding from today's lesson.



Answer the practice exam question on Ford -

Due Monday.



Remember help is available at Hogwarts to all those who ask for it.

Or you can ask me or use the website.

