



### Mass Production

- Assembly line
- Cheaper prices
- Adopted for other products – clocks, radios
- Pioneered by Henry Ford/Ford Motors
- Saves time – one car every three minutes

Goods produced can be afforded

### Credit/Hire Purchase

- "Buy now, pay later!"
- Instalments
- 50% of products paid for this way
- Accessible

### Impact of WWI

- Loaning money to Europe
- Developing new raw material
- Selling munition and supplies
- Mechanisation and new technology

WWI helped speed up the electrification process

Assembly lines powered by electricity

Products produced powered by electricity

Goods produced are advertised

Advertising creates the demand, credit allows people to buy

### Advertising

- Magazines and newspapers
- Targeting women advertising domestic goods
- Colourful with catchphrases
- Cinema, radio
- Celebrities

After WWI, America no longer 'need' Europe

### Electrification

- 16% with electricity in 1912 – 63% by 1927
- Electric powered goods
- Reliable method for powering factories

### Protectionism

- Isolationism
- Tariffs
- Limits foreign competition
- Fordney-McCumber Tariff 1922
- American products cheaper