

New Technology

As people were buying more and more in America, national production had to rise to meet a growing demand of goods. The assembly line made production run more smoothly. New technologies also included radio networks, movies, and new forms of advertisement. These advancements in technology made life easier, more enjoyable, and more efficient.

New advancements in technology changed every aspect of life in America. Movies with sound entertained. The Assembly line made cars affordable. The radio changed the way Americans felt about music. Everything changed when technology exponentially grew.

One of the most important products that were produced during the 1920s was Henry Ford's Automobile. Ford had perfected the assembly line; engineering a way for the worker to stand static, performing the same job, while a conveyor belt rolls past with parts. Another aspect of Ford's success was the pay he granted his workers. Henry Ford had offered a whopping five dollars a day, nearly double what other factories were supplying.



Because of Ford's assembly line and his appeal to workers, his automobile empire became the best in the world.

Another important aspect of New Technology was advertising. Advertising for products was developed by marketers to play on people's emotions and insecurities. Advertisements appeared everywhere. You could find ads on billboards, posters, radios, and taxis. Advertisements persuaded people to buy their product over another brands.