

AUTOMOBILITY, AMERICAN CULTURE, AND THE ETHOS OF MASS PRODUCTION, 1910-1930

A. The ubiquity of large technological systems by 1920

- electricity as an example
- America fast becoming a mass consumption society

B. Automobility and the ethos of mass production

- a. T. P. Hughes definition of technology
- b. Table comparing railroad vs. sales of passenger cars, 1900-1920
- c. Table showing productivity at Ford, 1914-1923

C. The automotive system

- a. the extended system: tires, auto parts, car dealerships, gas stations, insurance
- b. the highway system (see Cowan, pp. 233-34)/gas taxes

D. Automobility and urbanization

- a. the growth of suburbia
- b. the 1920s building boom
- c. Foster Gunnison, "the Henry Ford of housing" (1932-48)

E. Other consequences of urbanization/automobility

- a. factory farms and the demise of the family farm
- b. worker tensions: Hugh Grant Adams on Ford's assembly line (1927)
- c. environmental problems with the "sacred cow of American life": urban congestion, noise, air pollution (Lewis Mumford)