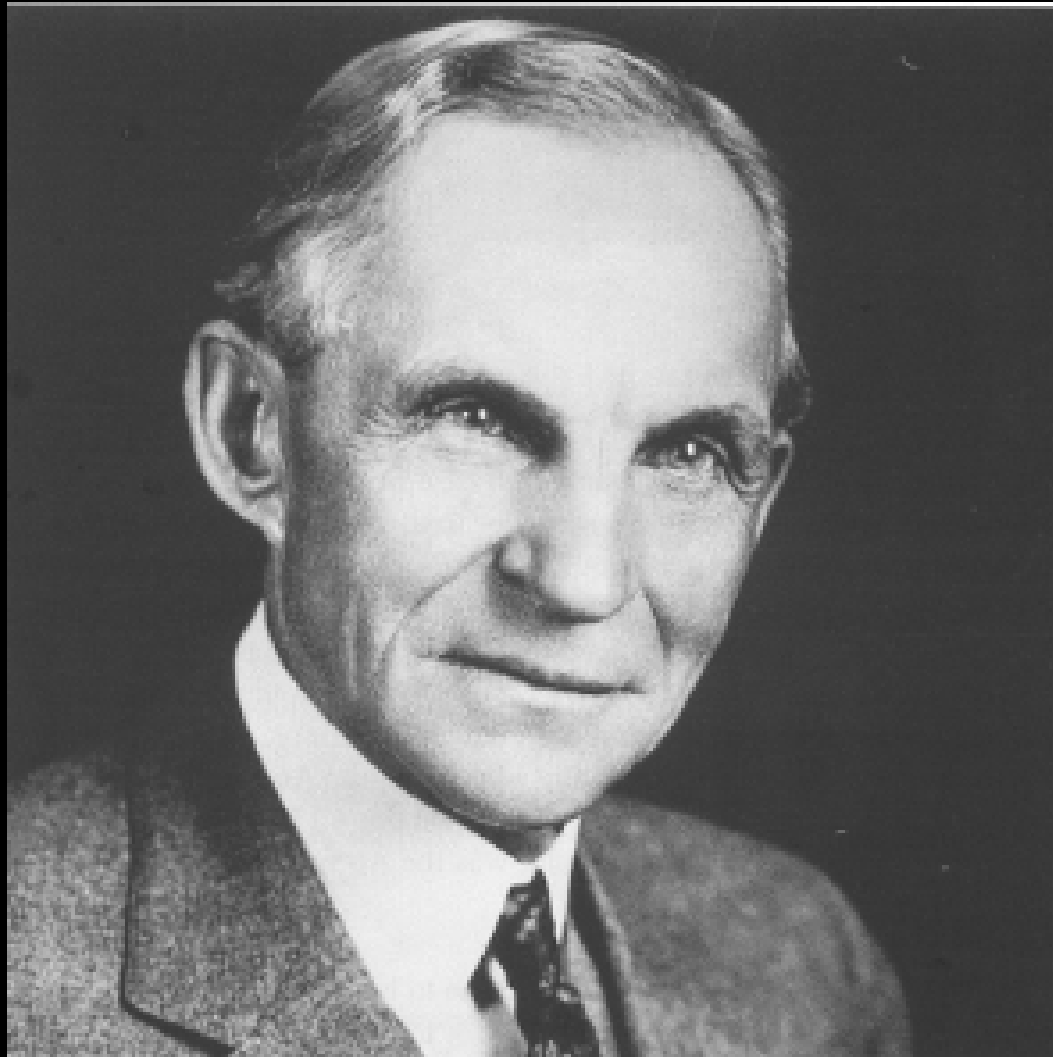


Modern Times

21H.102

Henry Ford (1863-1947)



Early car manufacturing in Saginaw, MI



Ford Motor Company, Highland Park



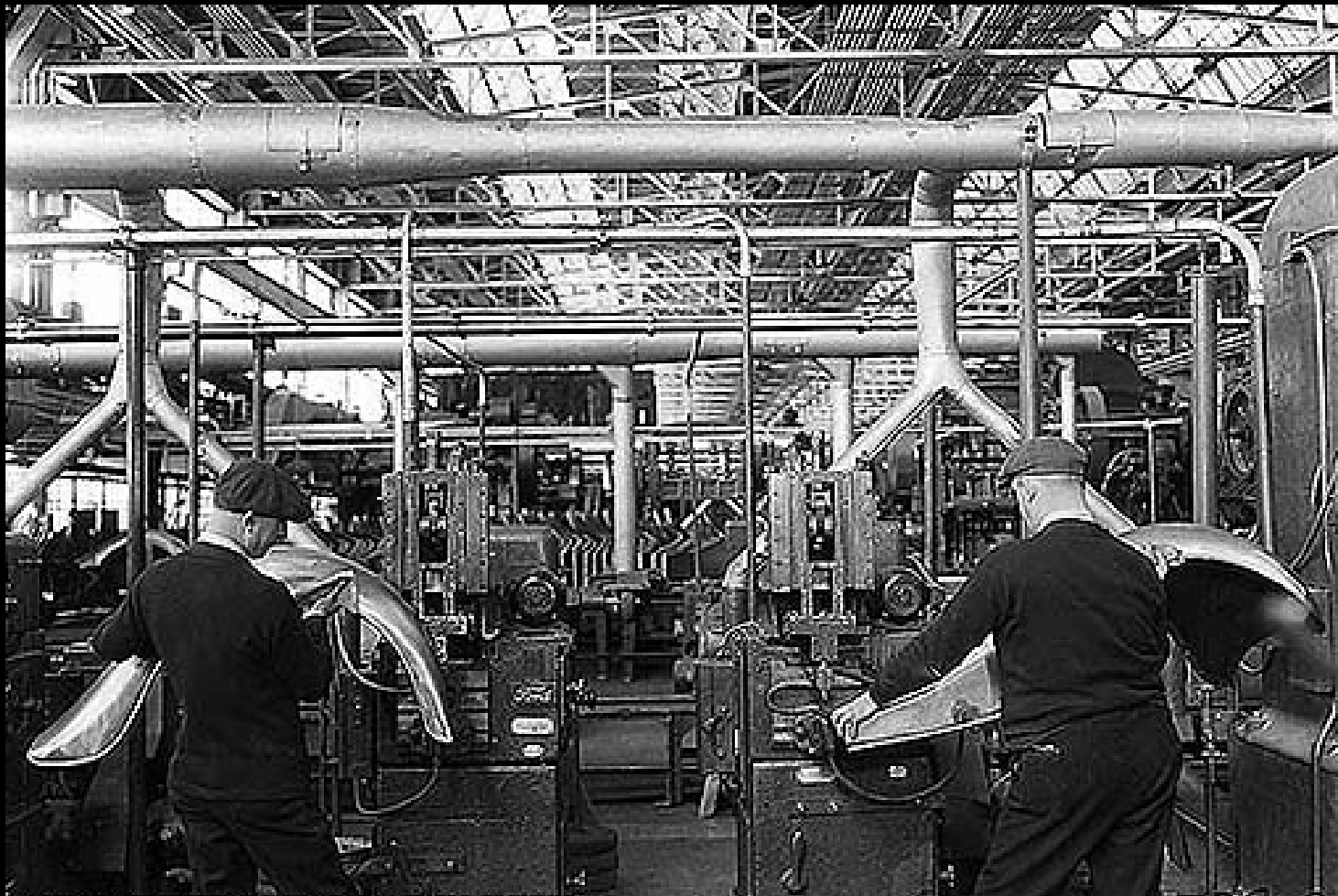
Aerial view of River Rouge



River Rouge complex



River Rouge assembly line



“Typical Case of Poverty Relieved by the Hiring of an Unemployed Man by the Company,” 1917



Typical Case of Poverty Relieved by the Hiring of an Unemployed Man by the Company
 ... it was usual for manufacturers to pay their men as little as possible
 ... Now it is becoming usual to consider what is
 best for men. The Ford Plan is one of the best methods on the way of
 doing this. The outstanding features of this plan may be stated as follows:
 1. An eight-hour working day.
 2. A share in the profits added regularly to the wages in the past
 working year.
 3. Working conditions that promote the health, safety and comfort
 of workers.



Education Will Be the Best Safety-Ford Plan that Point to the Future
 4. Steady employment through the season of the period of ordinary
 discharge from business.
 5. Department of Education, together with legal and medical de-
 partments, devoted to the care and protection of the men in all their
 interests, and the maintenance of the general relationship.
 The work of the Ford Plan is being carried on by the Department of
 Education. This used to be called the Technical department. It was
 not known for such a name. The men who visit the houses are selected
 and investigated as at first.



A Good Illustration of the Importance of Philanthropic Changes in These Conditions



Improvement in Living Conditions - Same Family - Shows the General Result

From the Collections of Henry Ford
 Museum & Greenfield Village

Ford English School graduation ceremony, 1916

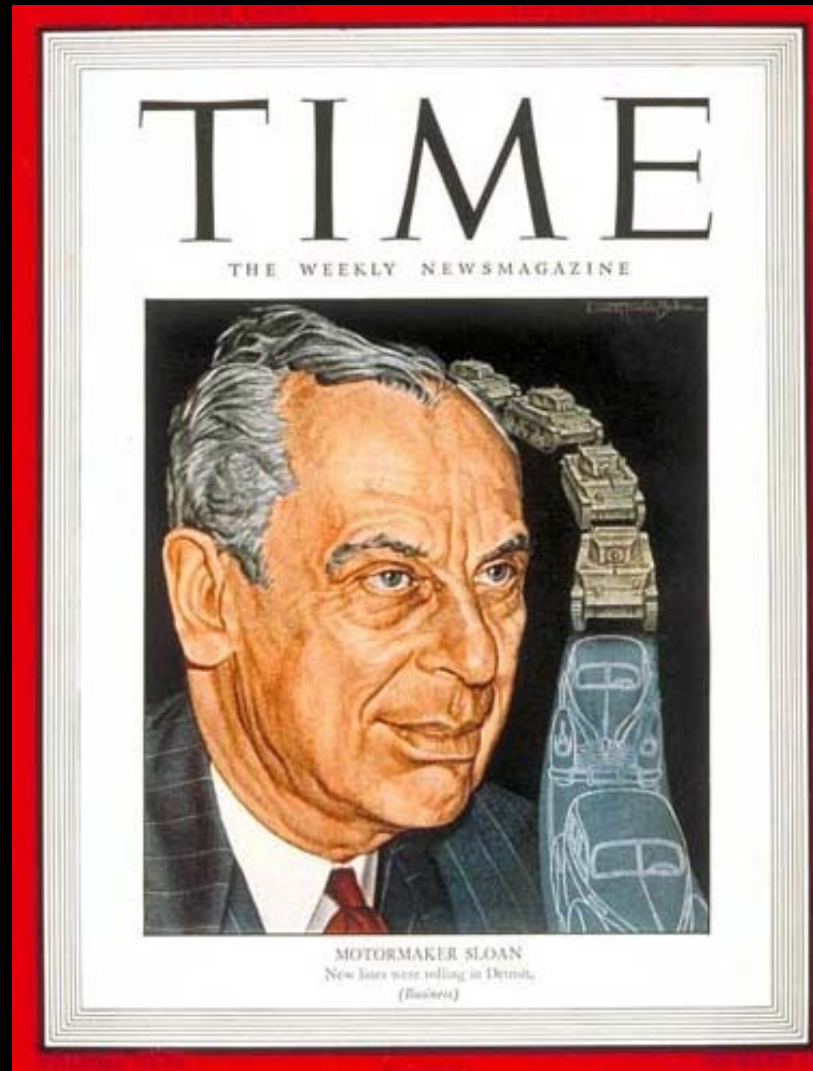


Model T





Alfred P. Sloan (1875-1966)



for Economical Transportation



The World's Most

Luxurious

Low-Priced Automobile



Never before has a low-priced automobile exhibited such marvelous beauty, such interior smartness and completeness of appointment, as the Bigger and Better Chevrolet.

Built on a 107-inch wheelbase — 4 inches longer than before — equipped with non-locking 4-wheel brakes and incorporating scores of vital contributions to every phase of motoring enjoyment, this great new car completely revolutionizes every existing standard of luxury in the low-price field.

You will be delighted with a ride in this beautiful car. Your Chevrolet dealer will be glad to arrange a demonstration.

The Roadster, \$475; The Touring, \$495; The Coach, \$585; The Coupe, \$595; The 5-Door Sedan, \$615; The Great Custom Car, \$635; The Imperial, \$655; Light Truck (Chevrolet model), \$495; Light Delivery (Chevrolet model), \$495. All prices f. o. b. Flint, Mich.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

Chevrolet
Enclosed Cars
with
Bodies by
FISHER



The
COACH \$585
f. o. b. Flint, Mich.

QUALITY AT LOW COST

(1927)



*New
Cadillac
surpassing all
previous
conception*

IN so far as the new, 90-degree, eight-cylinder Cadillac is concerned, discussion of mechanical supremacy is unnecessary and almost useless.

That supremacy proclaims itself unmistakably in performance as it has in every Cadillac which preceded the present splendidly successful car.

American lovers of fine motoring have always listened respectfully to assurances which promised an improvement upon Cadillac.



But they have never been lured away because it has always been so simple and so easy a thing to prove to themselves by

Cadillac performance that Cadillac has never been equaled.

Once again in the unprecedented sales of the new, 90-degree, eight-cylinder Cadillac we are witnessing that silent turning away—that return to something solid and assured and unmistakably superior which Cadillac has always provided.

In this case, however, Cadillac finds itself almost the only occupant of its own fine car field—and the old Cadillac clientele is being so enormously augmented by new accessions that the careful, painstaking capacities of this great plant are being taxed to the utmost.

The Cadillac market is growing—it will surpass all previous conception in the immediate future.

Priced from \$2995 upward, F. O. B. Detroit

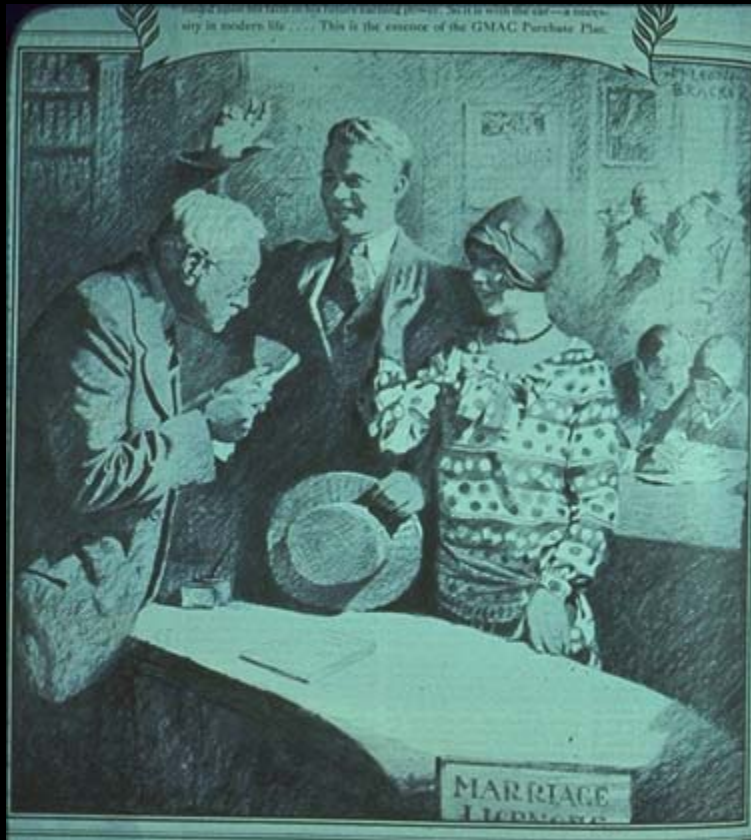
NEW 90 DEGREE

CADILLAC

DIVISION OF GENERAL MOTORS CORPORATION



Saturday Evening Post, Oct. 6, 1928



TIME PAYMENTS *and* THE OPEN MIND

TEN years ago there were many opinions about time payments, but few facts. General Motors began a careful study of the whole problem.

Everyone recognized the soundness of granting credit to a business—a group of individuals—for the purchase of necessary equipment. Was there, then, any logical reason why the *individual* should not be entitled to use his personal credit and earning power for the purchase of a necessity, such as an automobile—just as he purchased his home or life insurance estate?

Out of this study came a General Motors policy: Every man or woman whose circumstances and income warrant the ownership of a car shall be provided with credit accommodation on a sound basis and at the lowest possible cost.

The General Motors Acceptance Corporation was organized to give effect to this policy.

Millions of families have had the use of their cars while they were paying for them, through the GMAC Plan. Sales and production of automobiles have enormously increased, resulting in much higher quality per dollar of cost. The American people are making more effective use of their time and energies, and this has been definitely reflected in national prosperity.

The whole machinery of consumer credit has been placed upon a sound economic basis, because the problem was approached with scientific thoroughness and an Open Mind.

FACTS OF GENERAL

of the entire price, and

- CADILLAC
- PONTIAC
- OLDSMOBILE
- CHEVROLET
- Buick
- LAKELAND
- CADILLAC

All with built-in features
GENERAL MOTORS TRUCKS
YELLOW COACH AND COACHES

FRIGIDWARE
The distinctive appliances

DESIGN-LAUREL
Decorative Plans

Over 100,000,000 cars
more than 100,000,000
more than 100,000,000
more than 100,000,000
more than 100,000,000
more than 100,000,000
more than 100,000,000
more than 100,000,000
more than 100,000,000
more than 100,000,000

General Motors Acceptance Corporation
12000 Market Street, Detroit, Michigan
Branches in all principal cities
and in all foreign countries
except where prohibited by law
Copyright 1928 by General Motors
Printed in U.S.A.

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12000 Market Street, Detroit, Michigan
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and in all foreign countries
except where prohibited by law
Copyright 1928 by General Motors
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GENERAL

MOTORS

FRIGIDAIRE

PRODUCT OF GENERAL MOTORS



Beauty comes to the kitchen



FRIGIDAIRE

*Offers new, Tu-Tone Porcelain
Cabinets created by eminent
style authorities*

You can also make your present ice-box
a Frigidaire

*Equipment priced as low as
\$165 f. o. b. Dayton, Ohio*

the beauty of the Cabinet houses an inner, hidden merit—the merit of correct mechanical construction that gives dependable operation under all conditions.

New economies assured

The operating cost of Frigidaire is far less than the cost of ice. And Frigidaire saves the costly foods heretofore lost through spoilage. These two items

alone run into startling figures. Hundreds of reports from Frigidaire owners in all parts of the United States confirm this statement.

Then there's the cleanliness, convenience, and health protection that Frigidaire brings to the home—elements that have such a vital bearing on the welfare of the family that mere dollars cannot compute their value.

Small deposit—easy terms

See these new Frigidaires which embody the latest trends in Art and Science. Select the one that suits you best. It's yours for a small deposit and a few easy monthly payments, arranged to *save your budget*.

Visit the nearest Frigidaire Display Room. Learn how Frigidaire saves work and worry—adds to the beauty and convenience of your kitchen—brings new delights to your table. Don't wait any longer for modern, carefree, Frigidaire refrigeration.

Write for a free illustrated booklet that shows the full line of Tu-Tone Frigidaires in several colors.

FRIGIDAIRE CORPORATION, Dept. T-34, Dayton, Ohio
Subsidiary of General Motors Corporation

HERE is an electric refrigerator unlike all others. Different not only in performance, but different in the classic beauty of its cabinet, too. Eminent style authorities collaborated with Frigidaire and General Motors to produce this cabinet. The exterior is of lustrous Tu-Tone Porcelain. Among some 30 color combinations white is selected for rich simplicity with gray to give a necessary note of contrast. Observe the dull, unfinished locks and metal work. These were fashioned by world-famous craftsmen to harmonize with color, size and shape of cabinet. Sharp angles disappear to be replaced by softly rounded lines. Thus, throughout, more graceful symmetry has been achieved.

Where art aids science

When these Tu-Tone Cabinets were announced a year ago, Frigidaire had long since won an enviable position in the field of electric refrigeration. *More cabinets were in use than all the rest combined!* The Tu-Tone Cabinets merely gave fresh impetus to an already overwhelming popularity. For, in Frigidaire,

AND NOW! SERVEL FOR EVERY AMERICAN HOME



THERE are SERVEL refrigerators, complete with built-in SERVEL refrigerating units, designed to suit the requirements of every home—from the small apartment—ready to provide Ideal Electric Refrigeration—with its advantages, conveniences, dependability, hygiene, and great economy—by merely attaching to any electric light socket or service outlet.

THEN there are SERVEL refrigerating machines and chilling units ready for installation in any refrigerator, any site—any type—any make.

THREE great, modern factories are building SERVELS for Every American Home.

YOUR Electric Light and Power Company will demonstrate SERVEL or direct you to the nearest dealer.

SERVEL is as indispensable in the modern home as running water and electric illumination.

SERVEL assures wholesome food—sweet, pure milk—sparkling ice cubes—numberless chilled salads and frozen desserts made possible by the new Electric Cold Cuisine.

SERVEL provides all these things without attention—without bother—silently—surely—day and night—summer and winter—at an operating expense lower than the less satisfactory, inconvenient, burdensome, and not always adequate or dependable methods of the past.

Send for illustrated booklet descriptive of complete line of Domestic Models—sold on exceptionally liberal terms by SERVEL representatives everywhere.

THE SERVEL CORPORATION

CHICAGO NEW YORK HOUSTON
 PHOENIX LOS ANGELES SAN FRANCISCO
 BOSTON WASHINGTON ATLANTA DALLAS
 MEMPHIS KANSAS CITY JACKSONVILLE N. Y.

SERVEL



ROPER

Complete Oven Control



**THE BABY
ROPER**

A perfect miniature! Make your little girl happy by getting her one for Christmas. Send the coupon now.



© 1938, by G. D. R. Co.

The pride in saying— “I own one”

How genuine is the satisfaction which comes to the woman who owns a Roper! In its beauty, in its craftsmanship, in its convenience—this gas range represents the highest achievement in Roper's 41 years of fine service to the needs of American women. And Roper Complete Oven Control brings a freedom which they have never known before. It not only regulates but also distributes the heat in the oven—saving food and fuel and hours of precious time. It bakes in fresh air, moist and rich in oxygen. You will be proud of the finer foods you can prepare in this finer range—proud to say, “I own one.”

The Baby Roper gives your little girl, too, the pride of saying “I own one.” It's a miniature range—just like mother's. Doors open and close; grates lift out. Send the coupon and only \$1 for the Baby Roper.



New bathrooms for old * * the magic of color

Bathrooms have aged more in the past year than in all the twenty gone before. The coming of color, freeing bathroom decoration from the dominance of white, has "dated" the bathrooms of many fine homes.

Is the bathroom the least attractive room of your home? Are the plumbing fixtures ten or twelve or fifteen years old? Then it is none too soon to imagine a bathroom with colored fixtures and an individual color scheme — a bathroom that is as beautiful as the other rooms of your home.

To help you visualize such a bathroom, you will want a copy of the book "Color and Style in Bathroom Furnishing and Decoration". It illustrates the latest plumbing fixture designs in the newest and most beautiful colors: Ming Green, Orchid of Vincennes, Tang Red,

St. Porchaire Brown, Rose du Barry, Clair de Lune Blue, Royal Copenhagen Blue, Ivoire de Medici, Meissen White and Ionian Black.

Plumbing Fixtures in these new colors, in which all "Standard" Plumbing Fixtures are available, even the most inexpensive designs, are pictured in bathrooms that are contemporary in design, in furnishing and in color harmony. In every case the actual colors for the plumbing fixtures, the walls, ceiling, floor, floor covering, furniture and draperies are shown, so that the color scheme is complete. Consequently the book is an authoritative exposition of the use of color in bathroom decoration. Would you like to have a copy of "Color and Style in Bathroom Furnishing and Decoration" at once? It will be mailed to you on request.



AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

40 WEST 40TH STREET
NEW YORK

Showrooms in Principal Cities

"Standard"
PLUMBING FIXTURES



"Originating a color composition for the bathroom should be a well-ordered procedure. The starting point is the selection of the color for the plumbing fixtures. That is the key or tonic color."

from "Color and Style in Bathroom Furnishing and Decoration"

The key color in the illustration is Rose du Barry, an exquisite color originated by the potters of Sevres in honor of Madame du Barry, favorite in turn of Louis XV and Louis XVI. Of all the old Sevres ware, this color, which glows like the first blush of dawn, is the most highly prized. With Rose du Barry established as the key color, the color for the walls, ceiling, floor, floor covering, and draperies, were determined. Simplicity and contrast, these principles have been followed to achieve an interesting study in Rose du Barry, green, black and silver.

This well-ordered procedure avoids the not uncommon mistake of attempting to match the color of the plumbing fixtures in the wall material, whatever it may be. Even if it were practicable, which it is not, such a match is no more desirable in the bathroom than in the living room or bedroom. It is the function of the background to provide that subtle contrast which will bring out the beauty of the furnishings. The all green, pink, or blue bathroom will be no more

distinguished than the all white bathroom which is fast becoming obsolete.

The bathroom design illustrated in this advertisement is reprinted from the book "Color and Style in Bathroom Furnishing and Decoration". Artists, designers, and interior decorators have collaborated in the writing and illustrating of this book, which is an authoritative guide to the use of color in bathroom furnishing and decoration.

It contains lithographed reproductions of original color schemes in which the new "Standard" colors for plumbing fixtures are correctly used. These new colors are Rose du Barry, Ivoire de Medici, Ming Green, Orchid of Vincennes, Ionian Black, Meissen White, Royal Copenhagen Blue, St. Porchaire Brown, Tang Red, and Clair de Lune Blue. All "Standard" Plumbing Fixtures, including the most inexpensive designs are available in these new colors. A copy of the book "Color and Style in Bathroom Furnishing and Decoration" will be mailed to you on request.

Standard Sanitary Mfg. Co. PITTSBURGH

"Standard"
PLUMBING FIXTURES
IN COLOR

WORKRITE RADIO SETS WORK RIGHT



"Daddy, let's get Los Angeles!"

"All right, son, that's easy. We'll turn the
dials to 55 and get it sure, if it's on the air."

That's one of the delightful things about WorkRite Super Neutrodyne Receivers. The first time you pick up a station just jot down the dial settings. After that, simply refer to your "log" and set the dials at the positions it indicates. Immediately, the station you want comes drifting in sweet and clear—and entirely free from disturbing howls or whistles.

Under favorable conditions WorkRite will go clear across the continent for you. It will bring in far-off stations regularly and distinctly on the loud speaker. Broadcasting from points 500 or 600 miles distant comes in almost as strong as that of your own home town stations.

And think of this! You can tune out powerful local stations with the utmost ease, and bring in others, using practically the same wave length, without the slightest interference. For WorkRite selectivity is simply amazing.

Experts endorse WorkRite, of course, but even tho you have never operated a radio receiver, you'll get the real thrill and joy of radio the first time you try one of these

remarkable sets. Years of experience in radio manufacture, the finest of materials, and the most skillful workmanship, all combine to make WorkRite wonderfully easy to use.

WorkRite Receivers are as distinguished in appearance as they are in performance. Read the individual descriptions of the beautiful, artistic models shown on this page.

Remember, too, that WorkRite Receivers are absolutely new. Your dealer may not be fully informed as to their advantages. But don't make your radio investment until you know all about the WorkRite models. Any of them will put in your home a source of ever-changing amusement and pleasure. If your dealer is unable to demonstrate WorkRite for you, write us for the name of the nearest WorkRite dealer. Beautifully illustrated folder with full information on all models will be sent you on request.

THE WORKRITE MANUFACTURING COMPANY
1811 EAST 30TH STREET CLEVELAND, OHIO
Branches: Chicago, 536 Lake Shore Drive; Los Angeles, 239 South Los Angeles Street

DEALERS—If you don't know about WorkRite Super Neutrodyne Receivers, by all means write us immediately for full particulars.

WORKRITE

SUPER NEUTRODYNE RADIO SETS



WORKRITE AIR MASTER

Like all WorkRite models, this is a 5 tube set, encased in genuine brown mahogany cabinet with graceful sloping panel. Almost identical with WorkRite Radio King, shown in main illustration, except the latter has a loud speaker built into cabinet behind a handsome grille. Both furnished with plug and special cable carrying all battery wires.

Price, Air Master, without accessories, \$165

Price, Radio King, without accessories, \$200



WORKRITE ARISTOCRAT

In this beautiful mahogany console, the loud speaker with special horns and reproducing cone is placed on one side and compartment for A and B batteries on other side. All connections made inside with cable and plug. Front drops, forming arm-rest for tuning or writing. Drawer beneath drop is provided for log sheets, etc. A set unsurpassed in any respect. Price, Aristocrat, without accessories, \$250

Clara Bow (1905-1965)

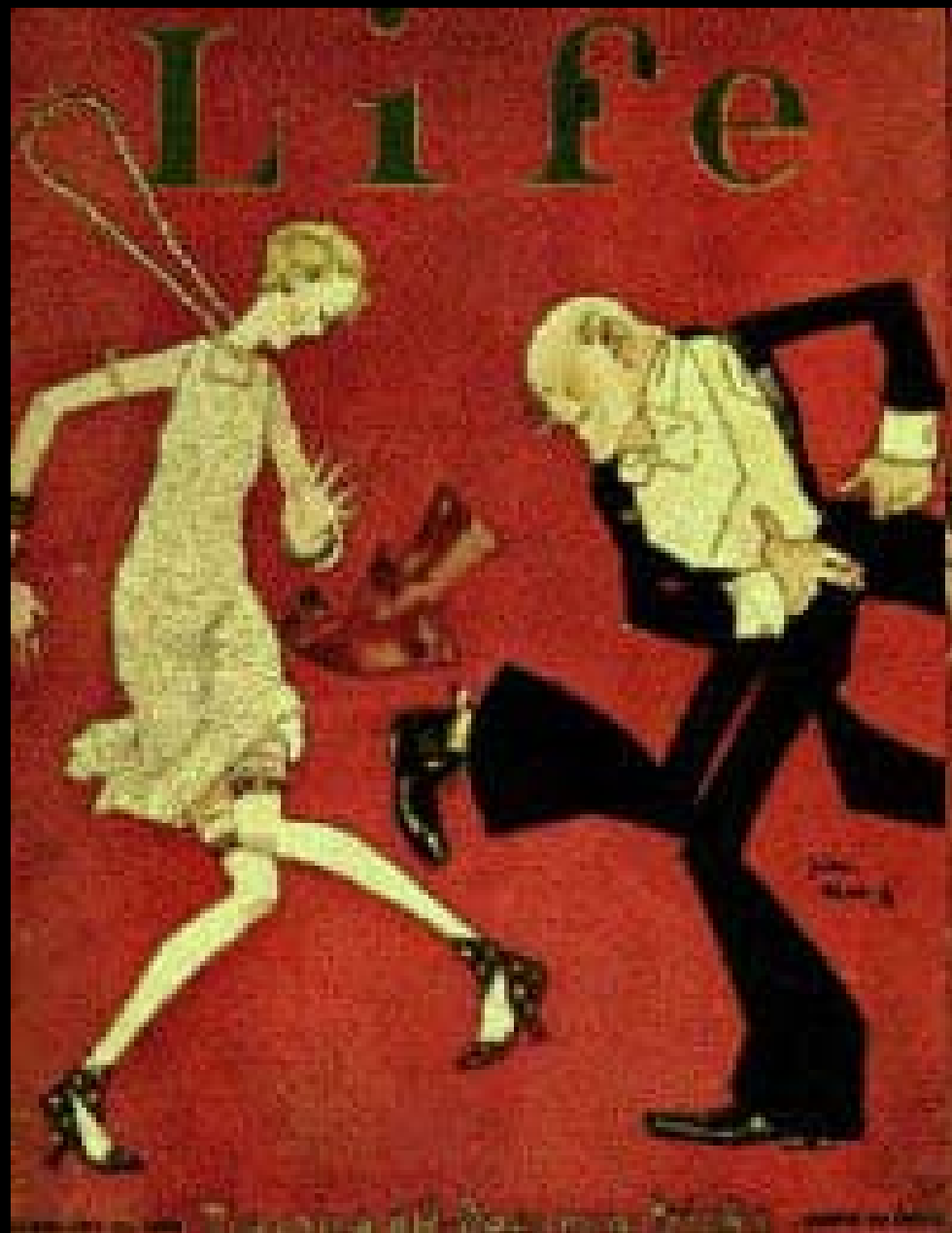


Flappers, 1920



Musicians and dancers, Harlem club

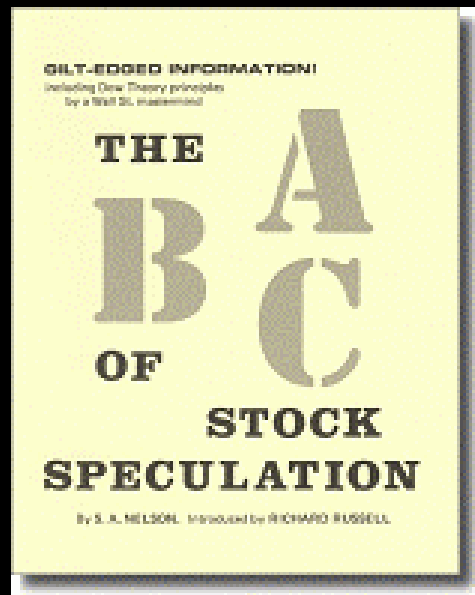




Davis Islands being dredged from Tampa Bay



The ABC of Stock Speculation
by S. A. Nelson,
first published in 1903



Warren G. Harding (1865-1923)



Calvin Coolidge (1872-1933)



Seattle General Strike (1919)



Boston police strike (1919)



**Attorney General
A. Mitchell Palmer (1872-1936)**



Palmer raids



Chicago race riots (1919)

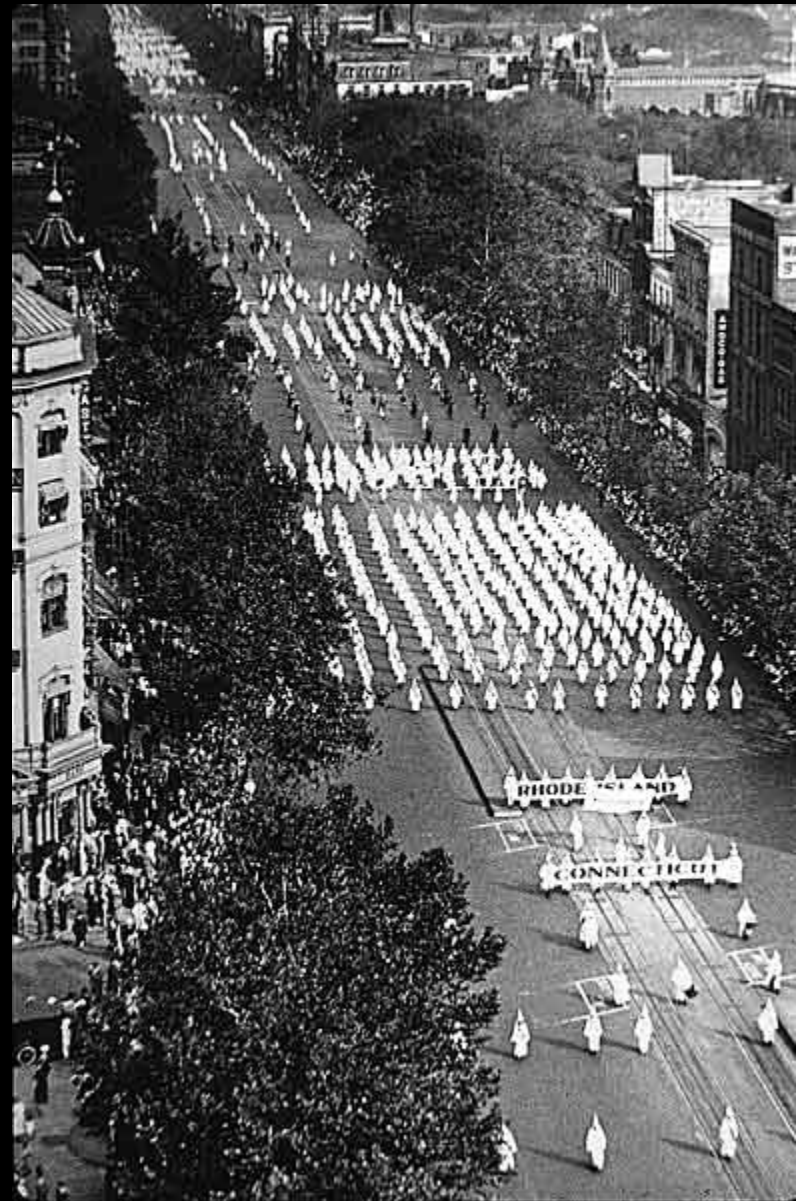


© Underwood & Underwood

RESCUING A NEGRO DURING THE RACE RIOTS IN CHICAGO

The Negro seen in the picture was, it is said, pursued by a mob and ran to the mounted policeman shown at the left, who kept the mob at bay until other officers arrived on the scene. This Negro was armed for defense; the policeman at his side is shown in the act of taking a weapon from his hip pocket.

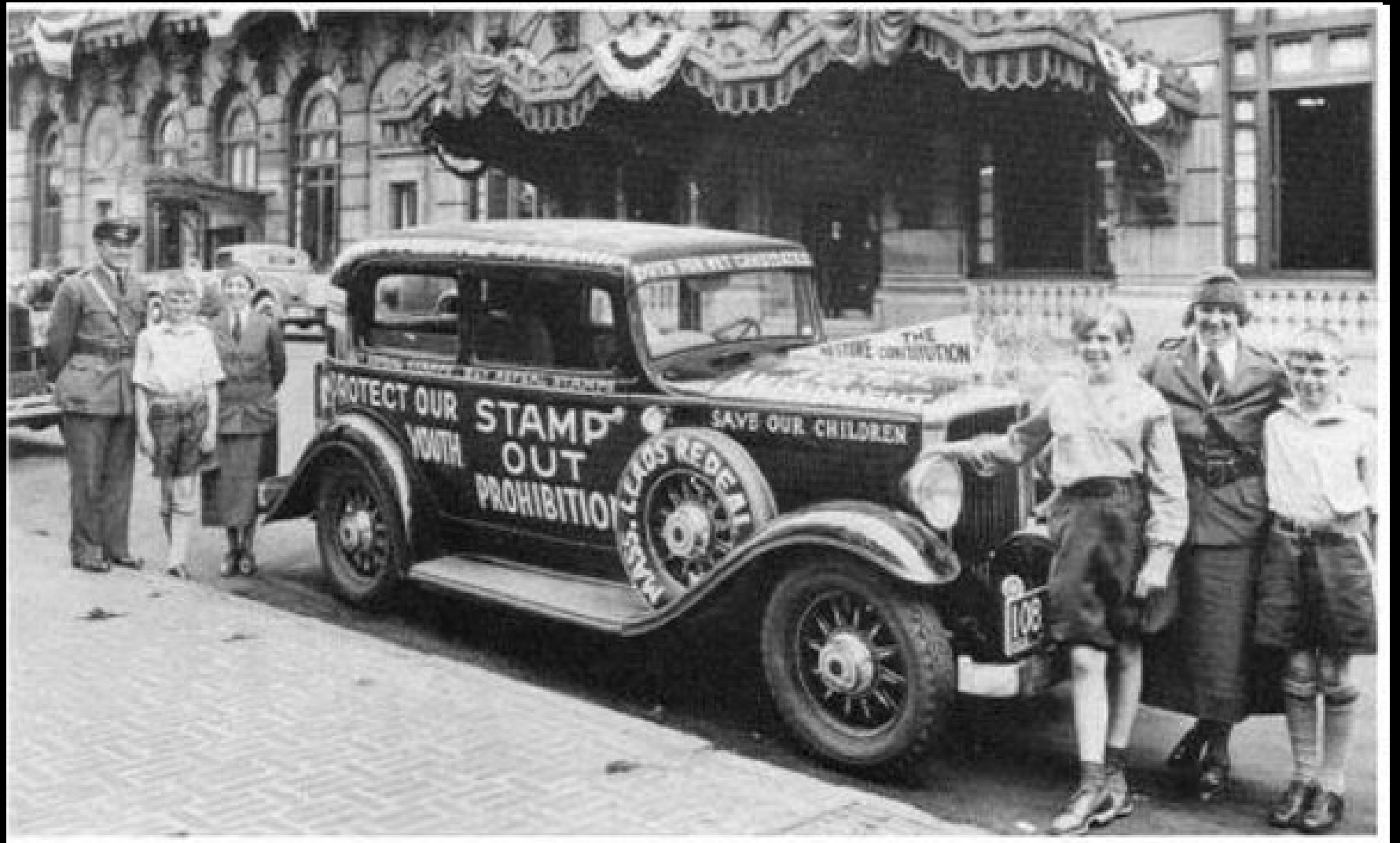
**KKK parade,
1926
Washington, D.C.**





"WHAT WOULD THEIR VERDICT BE?"

—*The Daily Star* (Montreal).



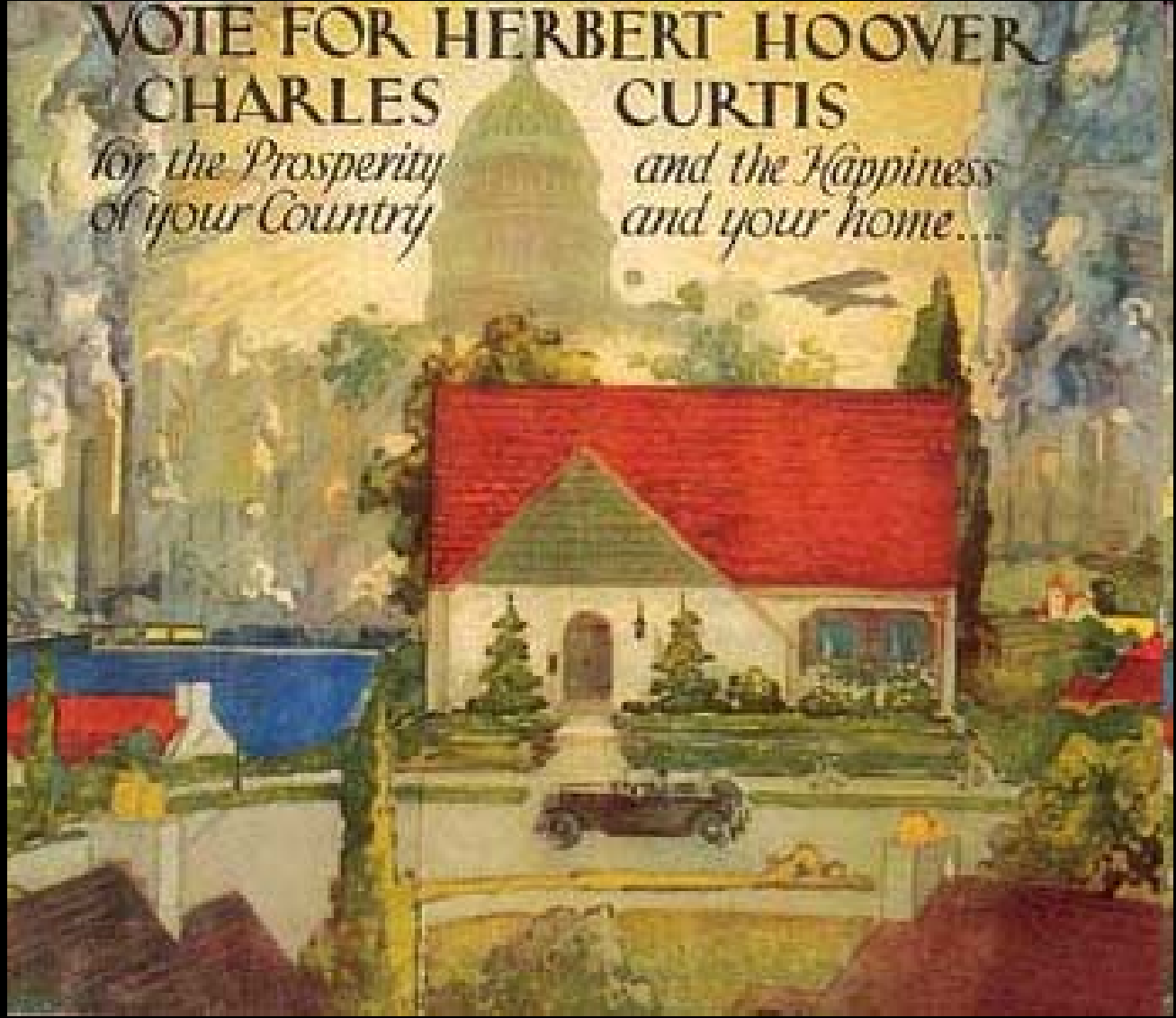
Speakeasy in Southside Chicago



VOTE FOR HERBERT HOOVER

CHARLES
*for the Prosperity
of your Country*

CURTIS
*and the Happiness
and your home....*



Al Smith, 1928

