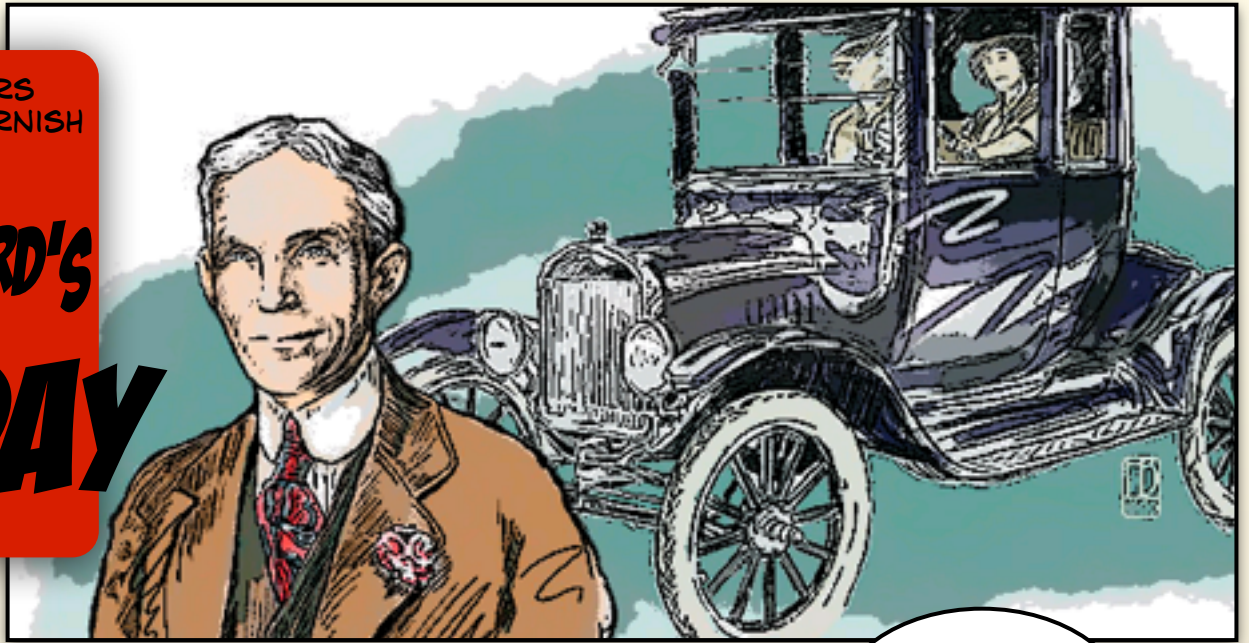


MR. AND MRS
JONATHAN CORNISH
IN

HENRY FORD'S \$5 DAY



HENRY FORD DID NOT INVENT THE AUTOMOBILE, BUT MORE THAN ANY OTHER SINGLE INDIVIDUAL, HE WAS RESPONSIBLE FOR TRANSFORMING THE AUTOMOBILE FROM AN INVENTION OF UNKNOWN UTILITY INTO AN INNOVATION THAT PROFOUNDLY SHAPED THE 20TH CENTURY AND CONTINUES TO AFFECT THE 21ST.



FORD LIKED TO DO THINGS HIS WAY. WHEN CONSUMERS WANTED THE MODEL T IN DIFFERENT COLORS, HENRY FORD SAID THEY COULD HAVE IT IN ANY COLOR THEY WANTED, AS LONG AS IT WAS BLACK.

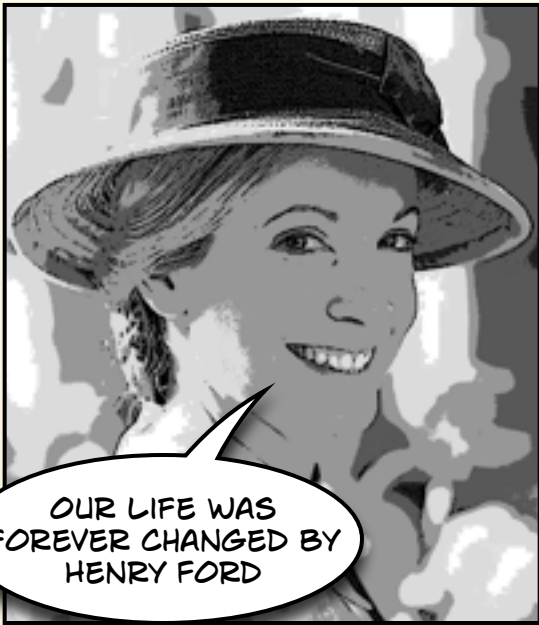


COME ALONG
AS WE SHARE
OUR STORY



AND LIKE
EVERY GOOD
STORY, WE'LL
START AT THE
BEGINNING

MR. AND MRS JONATHAN CORNISH



OUR LIFE WAS FOREVER CHANGED BY HENRY FORD

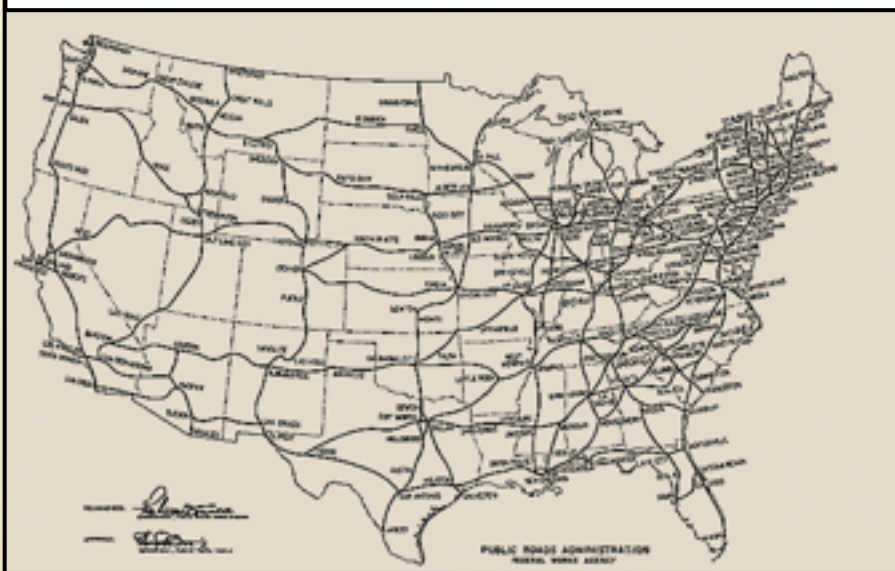


THE MORE WORKERS WE GET, THE MORE WE CAN BUILD...AND MAKE THE MODEL T AVAILABLE TO EVERY CLASS

DETROIT, MI. 1914

THE WORK WAS HARD, BUT MR. FORD REWARDED HARD WORKERS

BECAUSE OF THE MODEL T, AMERICA WAS AVAILABLE TO ALL



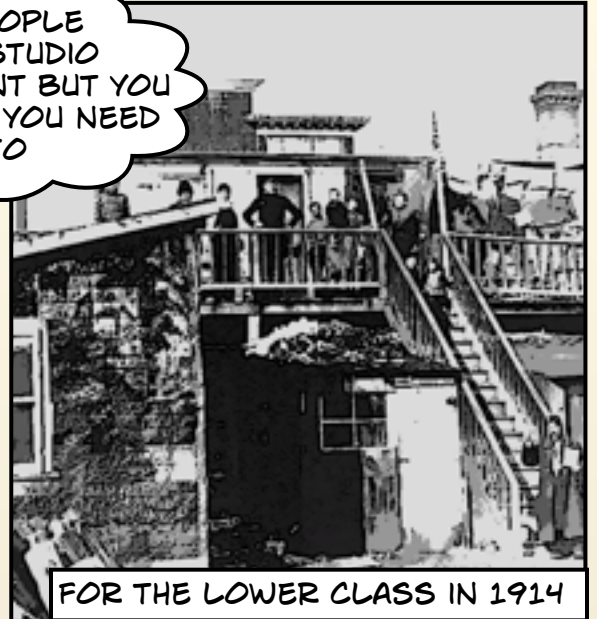
THE **MODEL T** IS KNOWN AS HENRY FORD'S GREATEST VEHICLE. IT BROUGHT MOBILITY AND PROSPERITY TO EVERYONE BECAUSE HE FOUND EFFICIENCIES IN HIS ASSEMBLY LINE PROCESS. HENRY FORD'S PRODUCTION TECHNIQUES AND OTHER EFFICIENCY IMPROVEMENTS HELPED THE FACTORY TURN OUT ONE CAR EVERY 3 MINUTES AND LOWERED THE PRICE SO ALL AMERICANS COULD AFFORD TO BUY ONE.



HOME SWEET HOME...

7 PEOPLE
IN A STUDIO
APARTMENT BUT YOU
DO WHAT YOU NEED
TO

WHAT IS
PERSONAL
SPACE?



FOR THE LOWER CLASS IN 1914

LIFE WAS HARD IN AMERICA'S
EARLY HISTORY.

AVERAGE LIFE EXPECTANCY
WAS 52 FOR MEN, 56.8 FOR
WOMEN

MOST HOMES HAD NO
INDOOR PLUMBING

60% OF CHILDREN WERE IN
SCHOOL AND ONLY ABOUT
13% EARNED A HIGH SCHOOL
DEGREE

THE OTHER 87% HAD JOBS,
SOME WORKING FOR THE
FORD MOTOR COMPANY

OUR SIMPLE
WEDDING WAS
PERFECT!



NOW THAT
WE ARE MARRIED,
WHERE SHOULD WE
LIVE?

WE CAN LIVE IN
DETROIT, MI.

I CAN
FIND WORK
THERE IN A STEEL
MILL, OR
FOUNDRY.



'GOLD RUSH' IS STARTED BY FORD'S \$5 OFFER

JONATHAN SHOWS
UP FOR THE
INTERVIEW THE VERY
NEXT DAY.

THE JOB
CAN'T BE THAT
BAD, RIGHT?

AVERAGE DAILY WAGE 1914

\$5

\$1.75

STEEL
WORKER

\$2.50

COAL
MINING

\$2.34

OTHER
AUTO

FORD
MOTOR

TODAY THIS
WOULD
ACCOUNT FOR
\$110 A DAY!!

HOW CAN
THIS BE?

HENRY FORD
IS PAYING \$5 A
DAY!

WHAT'S
THE
CATCH?

HE MUST BE
CRAZY TO PAY
WORKERS THAT
MUCH!



8:00 AM.....



PUT THE BOLT
ON THE TIRE

11:00 AM.....



PUT THE
BOLT ON THE
TIRE

THE CATCH...

WHAT IS IT CALLED WHEN YOU MAKE SOMETHING MORE EFFICIENT AND EFFECTIVE BY EMPLOYING FASTER OR SIMPLER WORKING METHODS?

DESPITE ONLY HAVING ABOUT **15,000** ON PAYROLL AT ANY GIVEN TIME, THE FORD MOTOR COMPANY HIRED **52,000** A YEAR!!

THOSE HIRED HOWEVER DID NOT JUST GET PAID \$5 A DAY. FACTORY WORK WAS BORING, MONOTONOUS, DANGEROUS, AND LONG.

INSTEAD YOU HAD TO WORK AT THE COMPANY FOR AT LEAST 6 MONTHS, AND YOU HAD TO BUY IN TO A NEW SET OF RULES...**HENRY FORD'S WAY OF LIFE**

THE ANSWER IS
STREAMLINE!

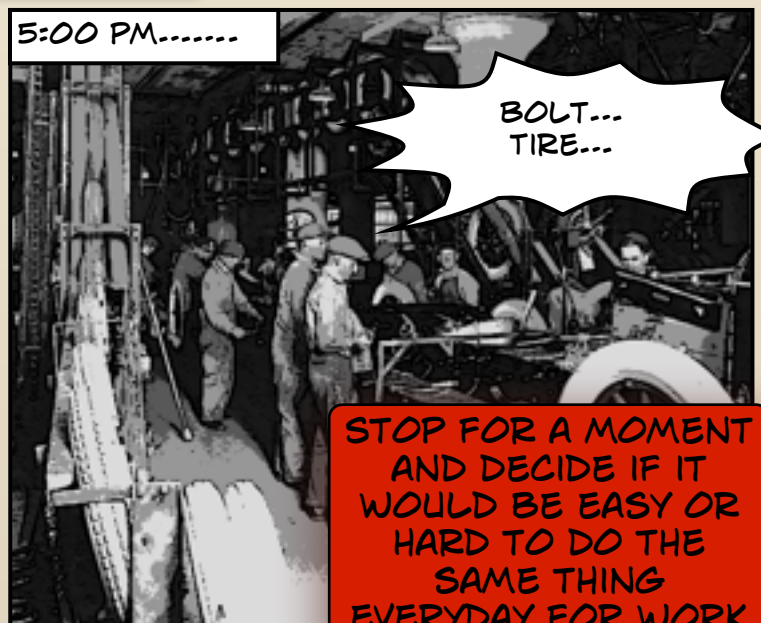


2:00 PM.....



PUT THE
BOLT ON THE
TIRE

5:00 PM.....



BOLT...
TIRE...

STOP FOR A MOMENT
AND DECIDE IF IT
WOULD BE EASY OR
HARD TO DO THE
SAME THING
EVERYDAY FOR WORK

THE JOB IS VERY TOUGH, WE DO THE SAME THING EVERY DAY.

I HATE TO SEE YOU IN SO MUCH PAIN AND UNHAPPY...IS THERE ANYWHERE ELSE YOU CAN WORK?

MR. FORD LIKES HARD WORKERS, MAYBE I CAN MOVE UP IN THE FORD MOTOR COMPANY

BUT MR FORD DEMANDS HIS WORKERS GIVE UP SO MUCH!

IMMIGRANT WORKERS ATTENDING THE HENRY FORD ENGLISH SCHOOL 1915

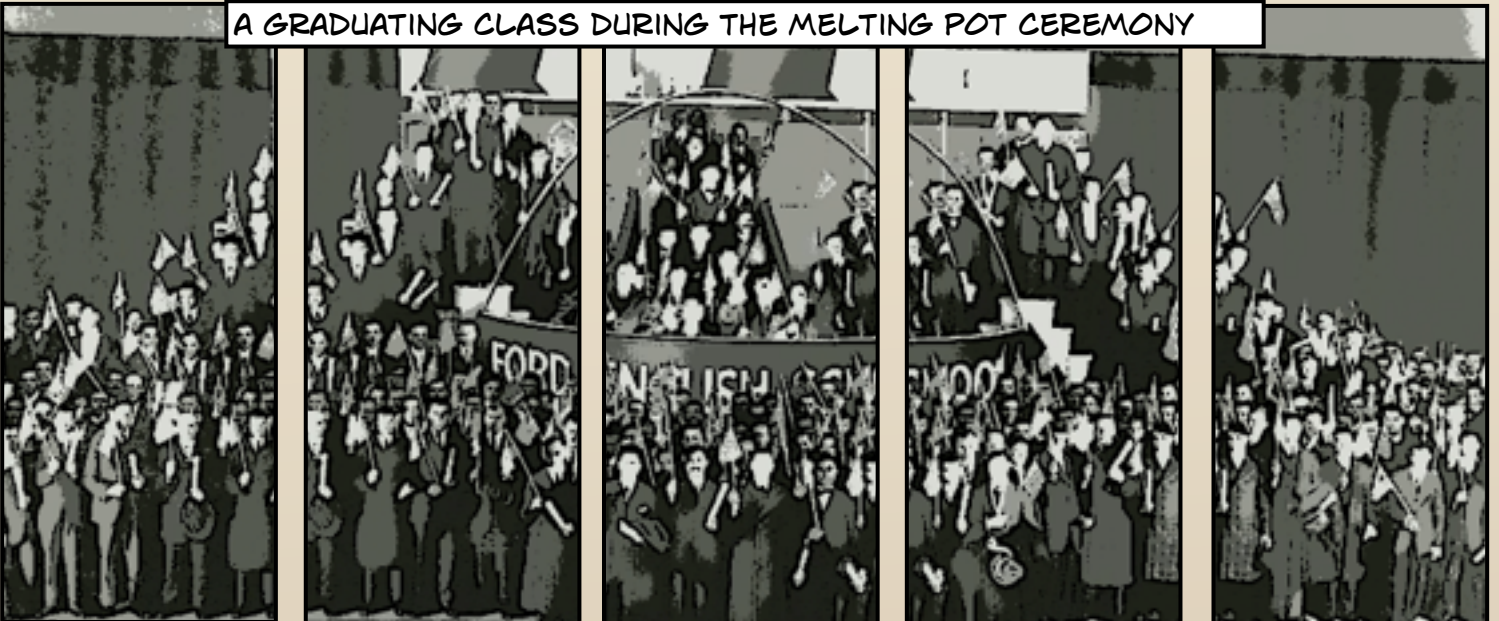


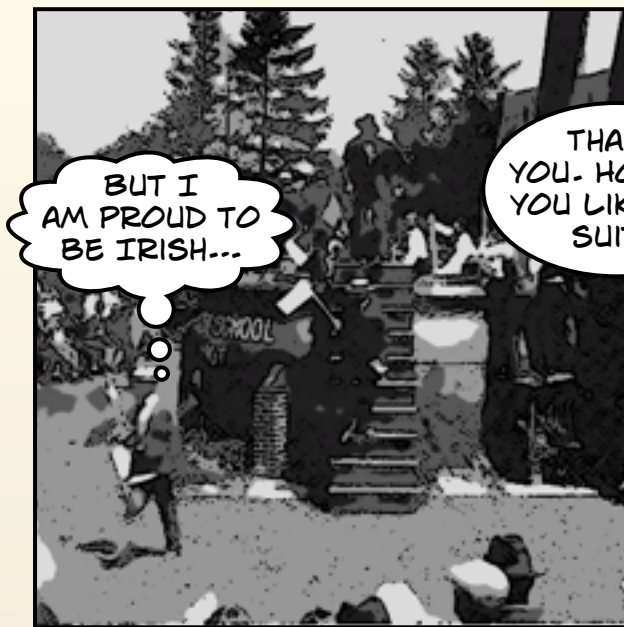
ESTABLISHED IN 1914, THE **FORD ENGLISH SCHOOL** TAUGHT THE COMPANY'S IMMIGRANT WORKERS MORE THAN JUST HOW TO SPEAK ENGLISH...

IT TAUGHT THEM ABOUT AMERICAN CULTURE AND HISTORY AND INSTILLED THE IMPORTANCE OF SUCH VIRTUES AS THRIFTINESS, CLEANLINESS, GOOD MANNERS, AND TIMELINESS.

THIS WAS ALSO HENRY FORD'S WAY OF "**PRESERVING**" WHAT HE FELT WAS THE WAY AMERICA SHOULD BE. JUST LIKE HIS ASSEMBLY LINE, HIS WORKERS NEEDED TO BE COMPLETE REPLICAS OF THE AMERICAN LIFE.

A GRADUATING CLASS DURING THE MELTING POT CEREMONY





BUT I AM PROUD TO BE IRISH...

THANK YOU. HOW DO YOU LIKE THE SUIT?



CONGRATULATIONS JONATHAN!

IS IT WEIRD THAT THE MEN HAD TO JUMP INTO A MELTING POT...

VERY HANDSOME!

AND COME OUT AMERICAN?

DURING THE CEREMONY SPEAKERS HEARD **PATRIOTIC** SPEECHES AND SONGS. THE HIGHLIGHT OF THE EVENT WOULD BE THE TRANSFORMATION OF IMMIGRANTS INTO AMERICANS.

STUDENTS DRESSED IN COSTUMES REMINISCENT OF THEIR **NATIVE HOMES**, STEPPED INTO A MASSIVE STAGE PROP CAULDRON WITH A BANNER ACROSS READING AMERICAN MELTING POT

MELTING POT



SECONDS LATER, AFTER A QUICK CHANGE OUT OF SIGHT FROM THE AUDIENCE, STUDENTS EMERGED WEARING **AMERICAN** SUITS AND HATS, WAVING THE AMERICAN FLAGS.

HAVING UNDERGONE A SPIRITUAL SMELTING PROCESS WHERE **IMPURITIES OF FOREIGNNESS** WHERE BURNT OFF AS SLAG TO BE TOSSED AWAY LEAVING **100% AMERICAN**



IRISH IMMIGRANT



100% AMERICAN

FORD'S SOCIAL
DEPARTMENTAL CHECK LIST

SPENDING HABITS
ALCOHOL CONSUMPTION
MARITAL RELATIONSHIP
NUMBER OF CHILDREN
ARE CHILDREN IN SCHOOL
DOES FAMILY SPEAK
ENGLISH
HOME IS CLEAN
MEN UNDER 22 SHOULD
FIND SPOUSE ASAP

THEY CAME AND
INSPECTED THE
APARTMENTS
TODAY.

WE HAVE
KEPT OUR HOME
CLEAN AND
PROPER.

THE DEANTOS'
HAD FAMILY LIVING WITH
THEM AND THOMAS GOT
FIRED.

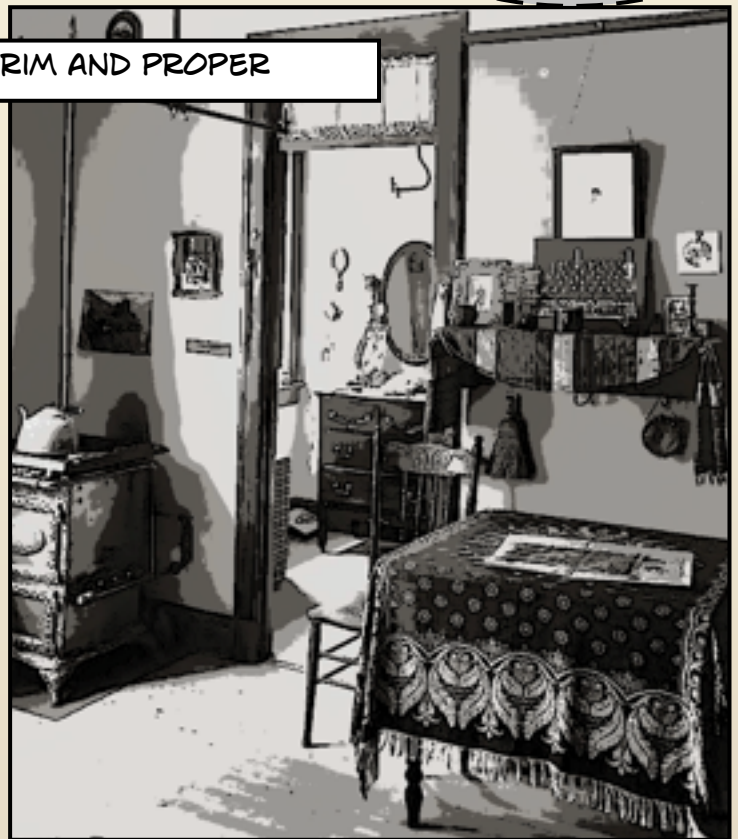
IT WAS HIS 3RD
VIOLATION



TOO MANY TENANTS



PRIM AND PROPER



FILTHY LIVING CONDITIONS



INVESTIGATORS WOULD SHOW UP
UNANNOUNCED JUST TO MAKE SURE
WORKER'S HOMES WERE BEING KEPT
CLEAN. THEY WERE HENRY FORD'S
MORALITY ENFORCERS, MAKING SURE
THAT EVERYONE WHO TOOK HOME ONE
OF HIS PAYCHECKS, LIVED UP TO HIS
STANDARDS. THOSE STANDARDS
INCLUDED PATRIOTISM AND
ASSIMILATION TO THE AMERICAN
LANGUAGE AND CULTURE.

HOLD THE PHONE.....

WOULD YOU HAVE WORKED UNDER
SUCH CONDITIONS? WHAT
ADVANTAGES DO WE HAVE NOW
THAT PREVENT SUCH EMPLOYEE
MISTREATMENT....OR WERE ALL
JOBS LIKE THAT IN THE EARLY
1900'S?

JONATHAN CORNISH



MR. LEE, I WOULD
LIKE TO BUY A CAR.

GOT ANY MONEY?

I HAVE \$700

DO YOU HAVE A
FAMILY?

YES, A WIFE AND
THREE KIDS

IS YOUR
FURNITURE PAID FOR?

YES

DO YOU HAVE
INSURANCE?

YES

ALL RIGHT, YOU CAN
BUY A CAR!

SUPERVISOR LEE



YOUR EMPLOYER WILL
PAY YOU FOR WORK, BUT
CAN THEY ALSO SAY HOW
YOU CAN SPEND YOUR
MONEY? IMAGINE HOW
YOU WOULD FEEL IF YOU
HAD LITTLE CONTROL
OVER THAT.

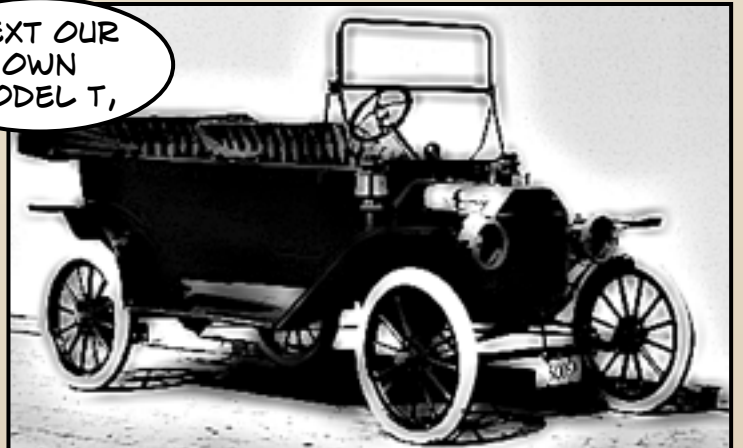
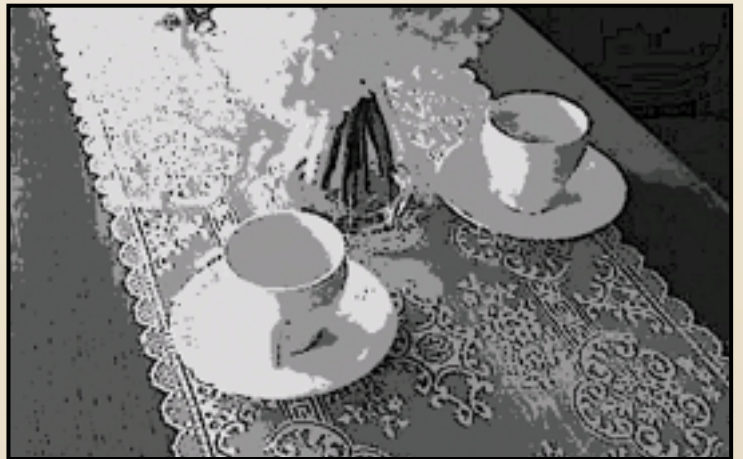
A LOT OF WORKERS, HOWEVER, TOOK THE OVERBEARING REACH OF THE SOCIOLOGICAL DEPARTMENT IN STRIDE. NOT ONLY DID IT OFFER A BETTER FACTORY WAGE THAN MOST NEWCOMERS TO THE UNITED STATES COULD HOPE FOR ANYWHERE, IT ALSO OFFERED A HOST OF NEW SERVICES TO HELP THE NEWLY EMPLOYED SETTLE DOWN LIKE LOW COST LOANS FOR SUCH AMERICAN DREAM ITEMS LIKE HOMES AND FURNITURE.

LIFE IS
GETTING BETTER DAY
BY DAY. WE HAVE TO
COMPLY WITH THE SOCIAL
DEPARTMENT'S STANDARDS,
BUT WE WERE ABLE TO
BUY A BRAND NEW
TABLE...

ITS LOVELY!

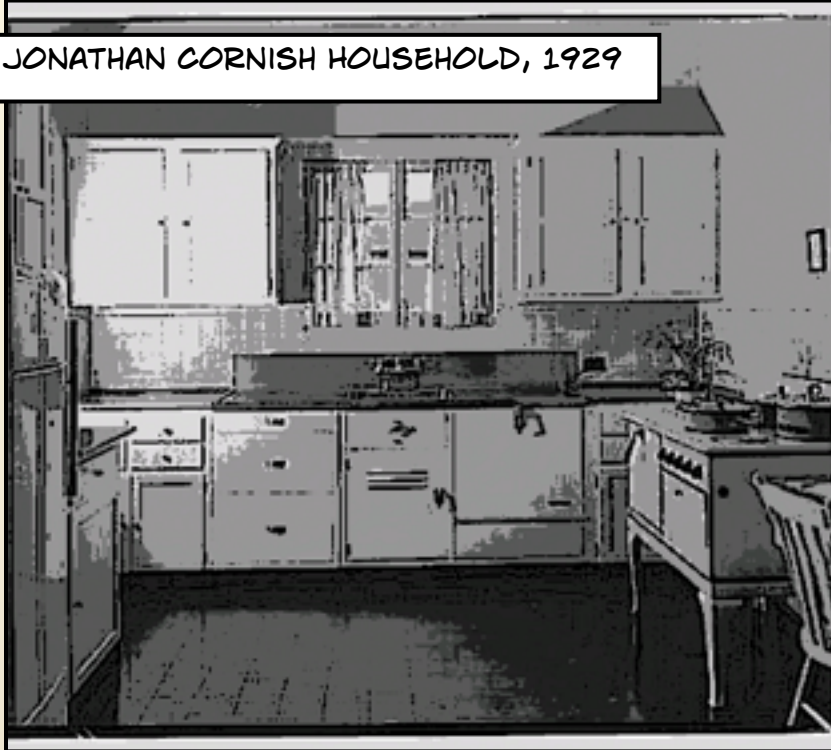
NEXT OUR
OWN
MODEL T,

SOMEDAY
OUR OWN
HOUSE!





JONATHAN CORNISH HOUSEHOLD, 1929



FINAL THOUGHTS...

BY 1921, THE MODEL T ACCOUNTED FOR ALMOST 57% OF THE WORLD'S AUTOMOBILE PRODUCTION!

FORD CREATED THE "AMERICAN WAY OF DRIVING" BECAUSE EARLY CARS HAD NO STANDARD STEERING WHEEL PLACEMENT. IT COULD BE CENTER, LEFT, OR RIGHT.

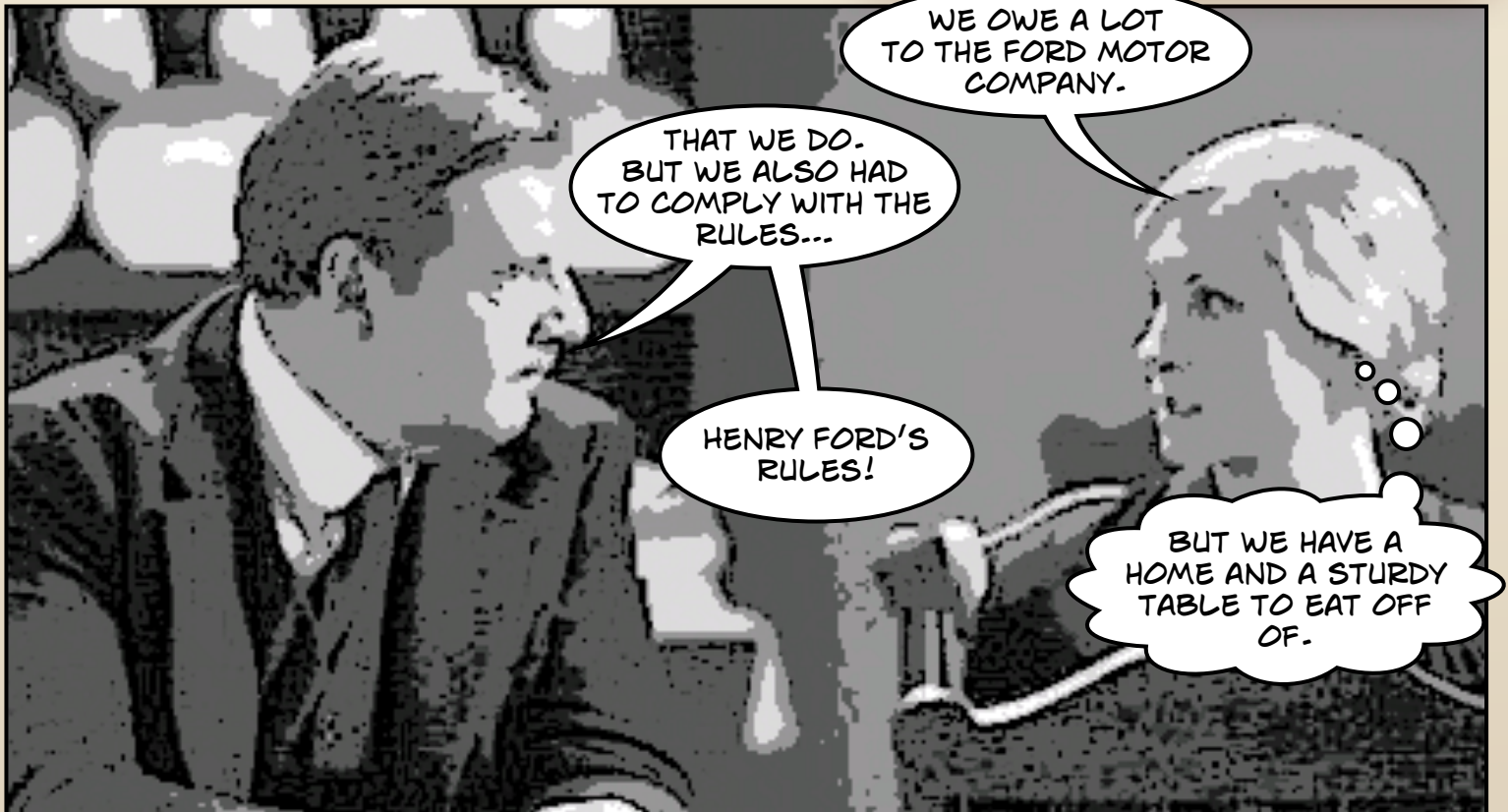
FOR AS EXTREME AS HENRY FORD WAS, HE HAS BEEN KNOWN TO HAVE HELPED ESTABLISH THE MIDDLE-CLASS.

WHAT WOULD YOU HAVE DONE?

GIVE UP YOUR CULTURE?

GONE ALONG WITH THE SOCIAL DEPARTMENT'S INVESTIGATIONS?

WORKED HARD TOWARD THE AMERICAN DREAM?

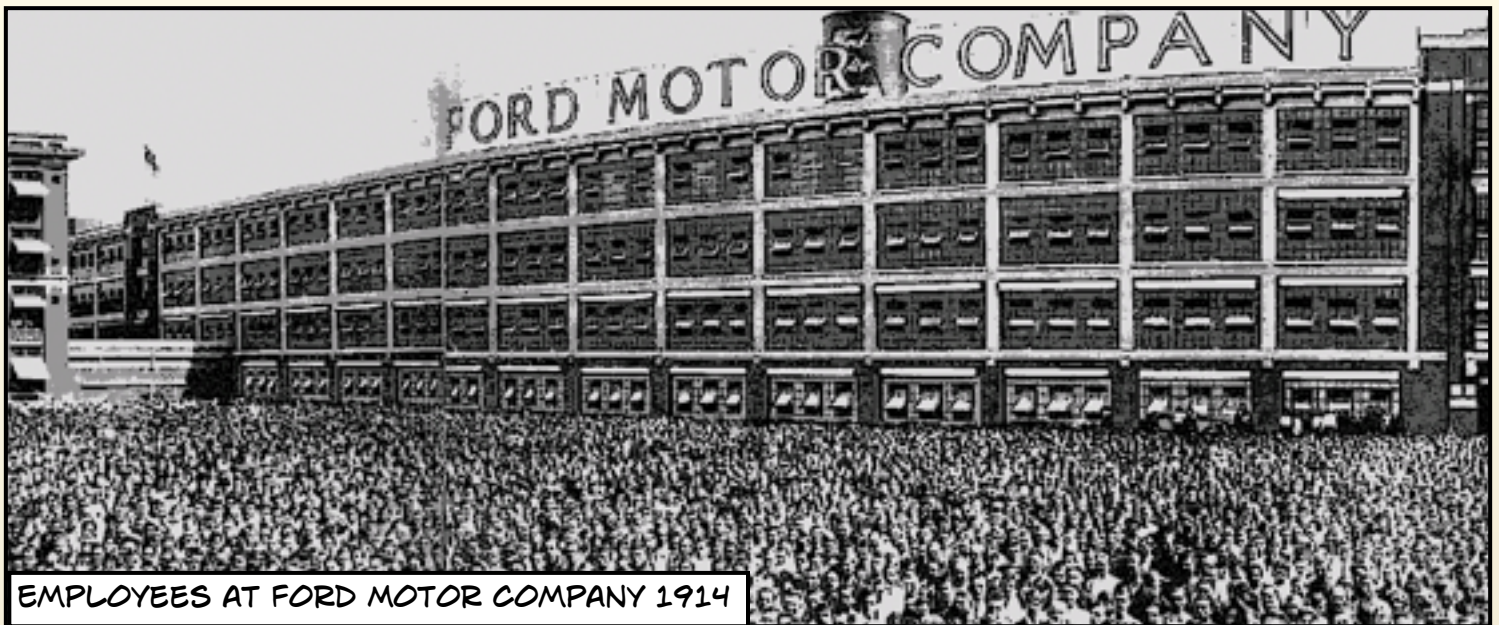


WE OWE A LOT TO THE FORD MOTOR COMPANY.

THAT WE DO. BUT WE ALSO HAD TO COMPLY WITH THE RULES...

HENRY FORD'S RULES!

BUT WE HAVE A HOME AND A STURDY TABLE TO EAT OFF OF.



COMMON CORE STANDARD

INDICATOR 2: EVALUATE THE INFLUENCE/IMPACT OF VARIOUS CULTURES, PHILOSOPHIES, AND RELIGIONS ON THE DEVELOPMENT OF THE U.S.

9-12.US.2.2. STUDENTS ARE ABLE TO DESCRIBE THE CAUSES AND EFFECTS OF CULTURAL, ECONOMIC, RELIGIOUS, POLITICAL, AND SOCIAL REFORM MOVEMENTS ON THE DEVELOPMENT OF THE U.S.

[HTTPS://DOE.SD.GOV/CONTENTSTANDARDS/DOCUMENTS/FULL_SOCIAL%20STUDIES.PDF](https://doe.sd.gov/contentstandards/documents/full_social%20studies.pdf)

