"Demand Exceeds Output as Ford Breaks All Previous Records"

Primary Source: This short article in the *Hartford Herald* published on July 13, 1921 described how Ford Motor Company had broken all previous records for production quantity and demand. It was written by a local car dealership explaining the reasons that there was a shortage of Ford vehicles. In June 1921, Ford Motor Company produced 108,962 Ford cars and trucks; however, they still could not meet the consumer demand. During this time, Ford vehicles had become so popular that there were not enough workers to fill all of the orders for the automobiles. The economy was began to slow down, and people were being more frugal and choosing cheaper cars. This article proves that there was a high demand for cars and the fact that the automobile had become a common possession for middle class families. By this time, about a decade after the assembly line was formed, there had been plenty of time for the cars to reach all different communities. Because this newspaper belonged to a smaller town, it demonstrates that Ford automobiles had become somewhat of a necessity to many families and communities. The assembly line made them affordable and available to middle class citizens, even in hard economic times, instead of only the wealthy even though the economy was on a slow downturn.

"Demand Exceeds Output as Ford Breaks All Previous Records." *The Hartford Herald*, July 13, 1921, p. 3.