Consumer Products:

The decade of the 1920s saw new consumer products or goods arrive in Canada. Consumer goods are goods that are bought by people for their personal use. They are different than tractors or machines that are used by businesses and factories.

Two of the most popular new consumer goods of the 1920s were the automobile and the radio. Both of these products were widely sold for the first time in the 1920s. People could afford to buy these products because wages were increasing and the price of the products was decreasing.

A new Model T Ford car could be bought for $450.00. This may sound like a great price today, but remember that many workers were earning around $40.00 a week. People were encouraged to buy the car "on time." After a small down payment, people would pay for the car with weekly payments over a period of two or three years until the full price - plus interest - was paid off.

Cars and radios came down in prices during the 1920s because they were mass-produced on assembly lines. An assembly line involves the use of a moving belt on which a product such as a car is assembled in a factory. As the product moves down the line, parts are added to the product at various points by workers. In the United States, Henry Ford perfected the assembly line for cars, and eventually was able to produce a Model T Ford every 24 seconds!

Did You Know? The London Six:

London Motors was a Canadian automobile company located in London, Ontario. The company was formed by William Stansell.  In 1921 Stansell raised $75,000 to form London Motors Limited, with a factory located at King and Ridout Streets. Prototypes were ready by the autumn of 1921. The London Six was an impressive vehicle featuring wooden disc wheels, pointed windscreen and a Herschell-Spillman 6 cylinder engine. The engine was tilted down at the rear, providing a lower drive shaft and reducing universal joint strain. The aluminium body made the car very light, allowing a top speed of 85 mph to be reached.

Production began in late 1921, with the following models:

* Touring car
* Hardtop tourer/roadster
* Sedan
* Sedan Special

Prices ranged from $2,600 for the tourer to $3,700 for the sedan. The car's slogan was "Canada's Quality Car".[[1]](https://en.wikipedia.org/wiki/London_Motors#cite_note-Durnford-1)

Bodies were originally built at a factory in Ingersoll, Ontario, but when the supplier was unable to keep up with demand, Stansell rented factory space next door to the London Motors factory.

When Governor General [Julian Byng](https://en.wikipedia.org/wiki/Julian_Byng%2C_1st_Viscount_Byng_of_Vimy) visited London, several London Six owners loaned their cars for official ceremonies. Lady Byng claimed that the London Six was the most comfortable car that she had ever travelled in.

In 1924, Stansell made visits to various firms and bankers looking for extra capital in order to expand production. In his absence, the board of directors of the company allowed control to be taken over by new investors, who wound up the company in early 1925.[[1]](https://en.wikipedia.org/wiki/London_Motors#cite_note-Durnford-1) Total production of the London Six was 98 cars.

Consideration Question:

1. *Consumer goods are goods that are bought by people for their personal use. The car and the radio were new consumer products in the 1920s. What are some new consumer goods made available in your lifetime? What is one of your favourite consumer products today? Explain why.*