

Getting on With Business

Understanding Vocabulary

In the blank at the left of each term, write the letter of the choice that best defines or describes the item.

- ___ 1. industrialist
- ___ 2. scientific management
- ___ 3. white-collar worker
- a. the use of time-study to minimize job operations
- b. an office worker who wore a white shirt and tie
- c. business leader

UNDERSTANDING CONCEPTS

① As you read Section 4, fill in the blanks in the following outline section.

I. Henry Ford

- A. Henry Ford believed that if workers had more _____ they would buy more of his cars, so he paid them _____ a day.
- B. Ford could afford to pay more because _____ production earned him tremendous profits.
- C. Ford employed nearly anyone—ex-convicts, minorities, and the mentally challenged—as long as the person had the _____.
- D. The word _____ described both machines and laborers at the Ford plant, where mechanized jobs were repetitious and boring.
- E. To do these jobs efficiently demanded _____ and the presence of foremen at the Ford plant who enforced strict rules.

II. Scientific Management

- A. Frederick _____ developed ideas of scientific management.
- B. He suggested that _____ experts analyze work operations to minimize the time necessary to get a job done.

III. The New White-Collar Workers

- A. More office jobs opened to people who became known as _____ because they wore shirts and ties to the office.
- B. With an increase in new goods to buy, the _____ force grew.
- C. Salespeople could make a great amount of money, but the _____ to succeed could be devastating.
- D. _____ workers persuaded Americans that they needed and wanted new merchandise.

IV. Women in the Workforce

- A. Women with a knowledge of spelling, grammar, capitalization, and punctuation often landed jobs as _____.
- B. Because female office clerks had interchangeable skills, they were considered a large _____ of workers.
- C. Women without high school diplomas often found work in retail _____.
- D. In all areas, men earned _____ salaries than women.

② In the blank, write the word or words that best complete the sentence.

1. Most advertising workers were _____ or former newspaper writers.
2. Henry Ford changed the work week from _____ hours to 40.