



## ELECTRICITY AND THE CONSUMER AGE

At the end of World War I most Americans enjoyed bigger paychecks. They wanted to spend their money on things that made their lives easier. Manufacturers responded with new electric appliances. The toaster is the best example of the new products available for the first time.

The electric toaster saved time and effort. For the first time in history, toast could be made quickly. What had taken hours before, now took minutes. Today we can toast eight slices of bread at one time while we drink orange juice that has been chilled in an electric refrigerator. We eat eggs cooked on an electric stove. All of this is often taken for granted; much like the electricity that makes it all happen.