

Activity 1

Mrs. Brown's Amazing Technicolor Clothes

Mrs. Brown is an entrepreneur who became a hero in Americana by developing a mysterious technology for quickly transforming grain into a wide variety of colorful, stylish, and inexpensive apparel. This included all types of clothing and shoes. Mrs. Brown's clothing sales soon encompassed more than one-third of the entire demand for clothes in Americana.

Mrs. Brown's firm bought grain from Americana farmers who delivered truckloads to one end of her enormous manufacturing plant at a major seaport, Oceanattle. Clothing soon emerged from the other end of the enclosed plant. Although some workers in the apparel and shoe-manufacturing industry elsewhere lost their jobs to this new mystery technology, there were few complaints because Mrs. Brown's clothes were high quality and low-priced. Also, farmers experienced increased demand as a result of Mrs. Brown's grain purchases. Less successful clothing manufacturers eventually shifted into other lines of manufacturing, and their workers found jobs in other industries.

Discussion Questions

1. Who gained and who was hurt by Mrs. Brown's enterprise?
2. Why did consumers buy Mrs. Brown's clothes rather than those made by the now-failing manufacturers?