

**For Teachers:** Please have the students read the sentences one at a time and correct their pronunciation of each sentence then have them repeat after you. Wait until after they read the sentence (use the number in place of the missing word) to have the students choose the correct answer to fill in the blank. When the students finish the article, move on to the further questions.

日本語訳なしタイプ B もございます。スクロールダウンするとございますので好きな方をご利用下さい。

3[C] – Fordlândia



AP1E 12-2

- In 1928, Henry Ford, the founder of Ford Motor Company, attempted to establish a huge rubber plantation deep within the Brazilian Amazon rainforest. The global trade in rubber was monopolized by British producers, who controlled the rubber plantations of Southeast Asia. Ford hoped to be free of his dependence on Asian rubber by creating a cheaper supply of raw materials for his automobiles.
- Ford was also an idealist, and the rapid modernization of America in the 1920s made him nostalgic for the towns of his childhood. He had already created a “traditional” American village in Michigan, and he believed the plantation would be an ideal opportunity to create a similar community. Although this community, called “Fordlândia,” would be largely inhabited by Brazilians, Ford saw it as a return to his own traditional American values.

**Further Questions&A**

\*Ask student to answer the question on their own at first. If the student can't answer correctly, have him look at the last page and read the “example answer” for the question. Have the student try to memorize the answer, if it's too long or difficult, you should divide the sentence into 2 or 3 parts to make it easier to remember. Once they have memorized the answer, the teacher should ask the question one last time so that the student can practice answering. Also if you find any mistakes, please mark the page and let me know ASAP.

- 1) What did Henry Ford attempt to establish?
- Henry Fordは何を作ろうとしましたか。
- 2) What did Henry Ford hope to accomplish by establishing a huge rubber plantation?
- Henry Fordは、巨大なゴム農園を作る事で何を達成しようとしていたのですか。
- 3) What did Henry Ford believe the plantation would be an opportunity for?
- Henry Fordは、その農園は何をする機会になると考えていましたか。
- 1) *He attempted to establish a huge rubber plantation deep within the Brazilian Amazon rainforest.*
- 2) *He hoped to be free of his dependence on Asian rubber by creating a cheaper supply of raw materials for his automobiles.*
- 3) *He believed the plantation would be an ideal opportunity to create a “traditional” American village.*
- Ford poured the modern equivalent of \$1 billion into Fordlândia, but the project was problematic from the outset. Clearing the trees and the dense vegetation beneath them to construct the plantation and accompanying town

was painfully slow, as local laborers were given only basic tools. Nonetheless, workers rushed to the site drawn by wages twice the average rate.

13. The finished town housed 5,000 residents, including American managers and their families, and contained facilities such as schools, a golf course, and a hospital. Traditional American leisure activities, such as square dancing, were encouraged; alcohol and Brazilian samba dancing, however, were forbidden, as Ford considered them <sup>有害 (ゆうがい) な</sup> unwholesome.

### Further Questions&A



14. 4) Why was construction of the plantation painfully slow?

15. 農園の建設が非常に遅かったのはなぜですか。

16. 5) Why were alcohol and Brazilian samba dancing forbidden?

17. アルコールとブラジリアンサンバが禁止されたのはなぜですか。

18. 4) *It was painfully slow because local laborers were given only basic tools.*

19. 5) *They were forbidden as Ford considered them unwholesome.*

20. Instead of providing Brazilian <sup>主食 (しゅしょく)</sup> staple foods the workers were accustomed to, such as cassava roots and black beans, Ford served only hamburgers and other unfamiliar foods such as whole-wheat bread and brown rice in the dining halls. Furthermore, the American-style houses provided for the workers were ill-suited to the Amazon climate, as they <sup>閉 (と) じ込 (こ) める</sup> trapped the intense heat. Ford also insisted workers keep to American-style <sup>9時5時 (くじごじ) の</sup> nine-to-five shifts—which meant working through the afternoon heat—rather than the traditional Brazilian early-morning and late-evening working hours. These circumstances took a heavy toll on the workers, and they eventually staged a <sup>暴動 (ぼうどう)</sup> riot so large it required the <sup>介入 (かいにゆう)</sup> intervention of the Brazilian army.

### Further Questions&A



21. 6) What food did Ford serve in the dining halls?

22. Fordは、食堂ではどんな食事を提供しましたか。

23. 7) What did the workers do when the circumstances took a heavy toll on them?

24. この状況が大きな打撃となった労働者は、何をしましたか。

25. 6) *Ford served only hamburgers and other unfamiliar foods such as whole-wheat bread and brown rice in the dining halls.*

26. 7) *They staged a riot so large it required the intervention of the Brazilian army.*

27. The rubber plantation itself <sup>やっっていく</sup> fared no better, as it never produced enough rubber to be a reliable source for Ford's cars. Rather than consulting <sup>植物学者 (しよくぶつがくしゃ)</sup> botanists, Ford relied on his own engineers to oversee operations. They

chose to plant native rubber trees, rather than the hybrids developed in the Asian rubber plantations. The native trees were vulnerable to native diseases, in particular South American leaf blight.

28. Wild rubber trees naturally grow far apart from one another, lessening the spread of the disease. Because of Ford's insistence on maximizing production, however, the youth trees were planted close together. As they grew, and their leaves and branches began to touch, the blight spread rapidly, making the overwhelming majority of trees worthless. Despite Fordlândia's problems, Ford continued to fund it. However, in 1940 a cost-effective man-made rubber was developed, and in 1945 Fordlândia's operations were shut down and the land was sold back to the Brazilian government for a fraction of Ford's investment.

### Further Questions & Answers eTOC

29. 8) Why were the trees that Ford planted vulnerable to native diseases?

30. Ford が植えた木は、なぜ自然疾患に弱かったのですか。

31. 9) What happened because of the trees being planted close together?

32. 木を近づけて植えたために何が起こりましたか。

33. 10) Why were operations shut down and the land sold back to the Brazilian government?

34. 事業が中止され、土地がブラジル政府に売り戻されたのはなぜですか。

35. 8) They chose to plant native rubber trees rather than the hybrids developed in Asian rubber plantations.

36. 9) As they grew, and their leaves and branches began to touch, the blight spread rapidly, making the overwhelming majority of the trees worthless.

37. 10) In 1940 a cost-effective man-made rubber was developed.

38. \*Choose the correct answer from these choices.

39. (38) What was one reason Henry Ford established Fordlândia?

40. Henry Ford が Fordlândia を作った理由の一つは何ですか。

41. 1. He hoped to develop a tire that was of a better quality than those produced by British manufacturers.
42. 2. He wanted to take control of the global rubber market in order to gain a competitive advantage for his company.
43. 3. He required more factory space than the rapidly modernizing cities in the United States could provide.
44. 4. He wanted to build a community that recreated the America he remembered from his youth.

45. (39) An early problem in the construction of Fordlândia was that

46. Fordlândia建設時の最初の問題は

管理（かんり）の

47. 1. American managerial staff found it difficult to attract skilled workers to build the houses the community required.

48. 2. there was not enough work for all of the laborers who arrived at the site.

49. 3. Ford's managers failed to realize their budget was too small to cover the initial construction costs.

50. 4. Brazilian workers were not supplied with the equipment necessary for the task of preparing the site for development.

51. (40) What led the Brazilian workers at Fordlândia to riot?

52. Fordlândia のブラジル人労働者たちを暴動に駆り立てたものは何ですか。

53. 1. The American work pattern and cultural habits demanded by Ford were inappropriate for local conditions.

54. 2. Only Americans were allowed to use the community's extensive sports and medical facilities.

55. 3. Frequent food shortages caused health problems and created tension between the workers and their American bosses.

56. 4. They were angry over the fact that they were paid only half as much as the Americans who worked there.

57. (41) The Fordlândia rubber plantation failed, in part because

58. Fordlândia ゴム農園が失敗した原因は、一つには

59. 1. Ford insisted on growing rubber trees native to Asia, which were unsuitable to the conditions in the Amazon.

60. 2. Ford's staff lacked knowledge of rubber trees and planted them in a way that allowed them to easily become diseased.

61. 3. the workers accidentally introduced a new kind of South American leaf blight, which destroyed the plantation's rubber trees.

62. 4. the rubber trees were slow to mature and were particularly vulnerable to disease in their early stages of growth.

63. Review Questions



64. 1) What did Henry Ford attempt to establish?

65. *He attempted to establish a huge rubber plantation deep within the Brazilian Amazon rainforest.*

66. 2) What did Henry Ford hope to accomplish by establishing a huge rubber plantation?

67. *He hoped to be free of his dependence on Asian rubber by creating a cheaper supply of raw materials for his automobiles.*

68. 3) What did Henry Ford believe the plantation would be an opportunity for?

69. *He believed the plantation would be an ideal opportunity to create a “traditional” American village.*
70. 4) Why was construction of the plantation painfully slow?
71. *It was painfully slow because local laborers were given only basic tools.*
72. 5) Why were alcohol and Brazilian samba dancing forbidden?
73. *They were forbidden as Ford considered them unwholesome.*
74. 6) What food did Ford serve in the dining halls?
75. *Ford served only hamburgers and other unfamiliar foods such as whole-wheat bread and brown rice in the dining halls.*
76. 7) What did the workers do when the circumstances took a heavy toll on them?
77. *They staged a riot so large it required the intervention of the Brazilian army.*
78. 8) Why were the trees that Ford planted vulnerable to native diseases?
79. *They chose to plant native rubber trees rather than the hybrids developed in Asian rubber plantations.*
80. 9) What happened because of the trees being planted close together?
81. *As they grew, and their leaves and branches began to tough, the blight spread rapidly, making the overwhelming majority of the trees worthless.*
82. 10) Why were operations shut down and the land sold back to the Brazilian government?
83. *In 1940 a cost-effective man-made rubber was developed.*

84. 解答: (38) 4 (39) 4 (40) 1 (41) 2



**Type B 日本語訳なし**

**3[C] – Fordlândia**



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85. In 1928, Henry Ford, the founder of Ford Motor Company, attempted to establish a huge rubber plantation deep within the Brazilian Amazon rainforest. The global trade in rubber was monopolized by British producers, who controlled the rubber plantations of Southeast Asia. Ford hoped to be free of his dependence on Asian rubber by creating a cheaper supply of raw materials for his automobiles.
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91. Ford poured the modern equivalent of \$1 billion into Fordlândia, but the project was problematic from the outset. Clearing the trees and the dense vegetation beneath them to construct the plantation and accompanying town was painfully slow, as local laborers were given only basic tools. Nonetheless, workers rushed to the site drawn by wages twice the average rate.

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- 93. **4) Why was construction of the plantation painfully slow?**
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- 96. **6) What food did Ford serve in the dining halls?**
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plantations. The native trees were vulnerable to native diseases, in particular South American leaf blight.

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Despite Fordlândia's problems, Ford continued to fund it. However, in 1940 a cost-effective man-made rubber was developed, and in 1945 Fordlândia's operations were shut down and the land was sold back to the Brazilian government for a fraction of Ford's investment.

### Further Questions&A

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122. 3. the workers accidentally introduced a new kind of South American leaf blight, which destroyed the plantation's rubber trees.
123. 4. the rubber trees were slow to mature and were particularly vulnerable to disease in their early stages of growth.

124. 解答: (38) 4 (39) 4 (40) 1 (41) 2

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