

Objective: Provided notes & a video SWBAT evaluate the factors that led to the economic boom of the 1920s & explain how consumerism increased during this period.

Agenda: Do Now, Notes, Video

#### Do Now:

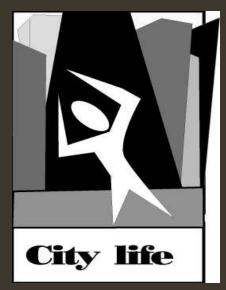
• The war is over —what will the factories produce? The war is over —what will the factories produce?

## Changing Ways of Life

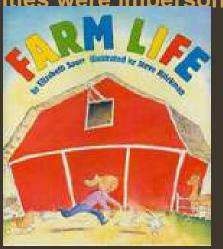
- During the 1920s, urbanization continued to accelerate.
- For the first time, more Americans lived in cities than in rural areas. New York City was home to over 5 million people in 1920. Chicago had nearly 3 million.



### Urban vs. Rural

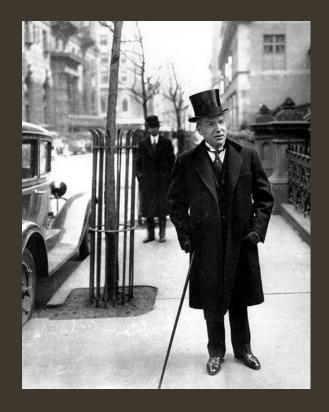


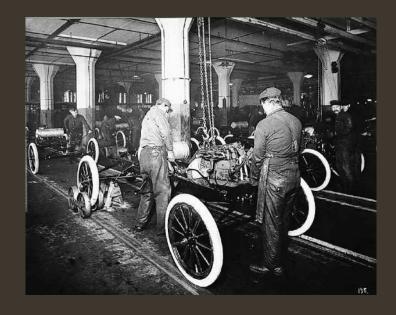




- Throughout the 1920s, Americans found themselves caught between urban and rural cultures.
- Urban life was considered a world of anonymous crowds, strangers, money-makers, and pleasure seekers.
- Rural life was considered to be safe, with close personal ties, hard work, and morals.

- Economic expansion
- Mass Production
- Assembly Line
- Age of the Automobile



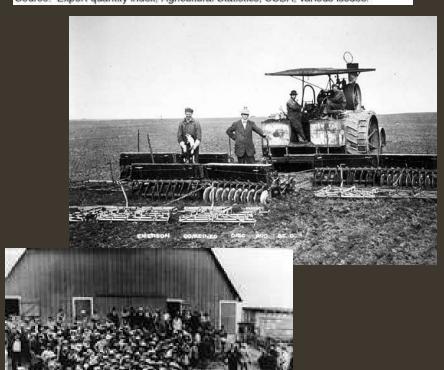




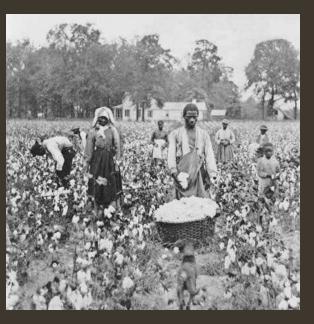
- an <u>agricultural depression</u> in early 1920's contributed to this urban migration
- U.S. farmers lost agriculture markets postwar
- During this time agricultural efficiency increased so more food produced (more food = lower prices) and fewer laborers needed
- farming was no longer as prosperous, and bankers called in their loans (farms repossessed)
- American farmers entered the Depression prior to the rest of society

# Export quantity index 26 24 22 20 18 16 14 12 End of World War I 20 1915 17 19 21 23 25 27 29 31 33 35 Note: Standard techniques were used to splice together four series using different

Note: Standard techniques were used to splice together four series using different base years; final base year is 1967. Data not available before 1915. Source: Export quantity index. Agricultural Statistics, USDA, various issues.



- Many African Americans in this time period continued to live in poverty
- 1915 boll weevil wiped out the cotton crop
- white landowners went bankrupt & forced African Americans off their land

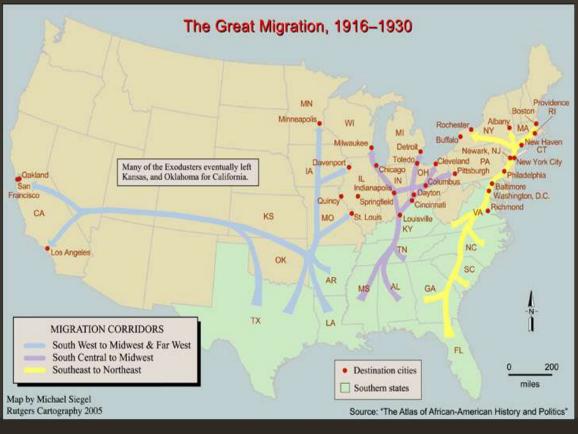






 African Americans moved north to take advantage of booming wartime industry = <u>Great</u> <u>Migration</u>





## Consumer Economy



















#### Characteristics of the Economy and Boom Times

- Prosperity and Productivity
  - Factors
    - Republican Pro-business stance
    - Abundant supplies of energy
    - Wealth concentrated in a few
    - Demand for new electrical appliances
    - New "wonder" materials plastic, rayon, acetate, etc...

#### Factors cont.

The Assembly Line

Ex: Henry Ford and the Model T – production costs decreased/supply increased

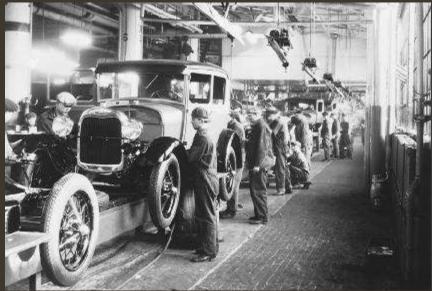


## Impact of the assembly line on the Auto industry

- Large Corporations formed
- Small Corporations went out of business
- The Big Three remained –Ford, General Motors and Chrysler
- Auto Company's in 1920s = America's largest business

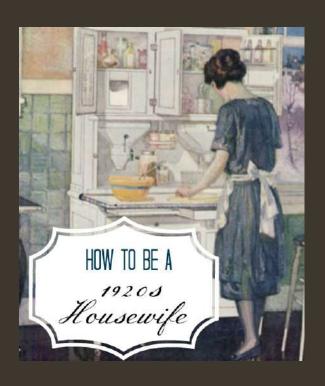
#### Changes in Work

- Assembly line decreased skilled labor jobs
- Shorter workdays & higher wages
- Frederick W. Taylor and scientific management –created "white collar" management jobs
- Power of Labor Unions decreased



#### Domestic change

• Housewives – reduced # of housekeepers and delivery people – took over the jobs with electrical appliances and autos







#### Creating Consumers

• "To keep America growing we must keep America working, and to keep America working we must keep them wanting; wanting more than the bare necessities; wanting the luxury and frills that make life so much more worthwhile, and installment selling makes it easier to keep Americans wanting."



#### Advertising

- Played on peoples' hopes and fears
- Celebrity pitches
- Jingles and slogans
- Chain Stores (A & P)
- Merchandising
- Easy credit/installment plan

#### Here's a Pacemaker for Every Lad to Follow



#### Chrysler "70" Prices Reduced \$50 to \$200

Model	New Price	Savine
Coach	\$1395	\$ 5
Roadster	1525	10
Royal Coupe	1695	10
Brougham	1745	12
Sedan	1545	15
Royal Sedan	1795	20
Crown Sedan	1895	20

CHRYSLER "for" - Touring, Stores, Rose ure, Stray: Club Chape, Stroy: Com-Stroy; Sedan, Stroy:

CHRYSLER INFERIAL "50"—Phagun 50'9; Roadster (were wheels standard oppiment), 50'8; Roadster (were wheels standard oppiment), 54'85; Coupe, 100-100; Payor (Sapor); Sodon, 100-100; Payor (Sapor); Sodon, 100-100; Payor (Sapor); Sodon, 100-100; Payor (Sapor); Sapor (Sapor); Sodon (Incompare), 51'05; Sodon (Incompare), 51'05; Sodon (Incompare), 51'05;

All prices f. o. b. Dermit, subject to curr Federal excise tax

All models equipped with full balloon rives. Ask about Chrysler's attractive time-payment, plan. More than 4300 Chrysler dealers assure superior Chrysler service everywhere.

All Chrysler models are protected against theft by the Fedco patented car number ing system, pioneered by Chrysler, whice cannot be counterfeited and cannot be altered or removed without conclusive Now you can get the Chrysler "70" your heart is set on at sensationally lower prices.

Dad will be interested to know that he can buy it at savings of \$50 to \$200.

Yet this reduction is effected with absolutely no change in design, materials, equipment or workmanship—giving you that marvelously brilliant performance which captivated the heart of American boydom since the first Chrysler flashed its way down the highways.

Long-lived; characteristically Chrysler in beauty; compact for today's traffic needs; roomy for easy comfort; easiest to handle on any road; sparkling pick-up; smooth performance at any and all speeds; safe—little wonder that none of its hundred thousand owners who have driven their cars thousands upon thousands of miles will ever willingly go back to the less modern type of cars.

And now with its savings of \$50 to \$200 it becomes beyond all doubt the best investment you can recommend to dad and mother in a motor car.

CHRYSLER SALES CORPORATION, DETROIT, MICH.





#### Life in the 1920s

- Popular Entertainment
  - Radio
    - Programs
    - Music
    - Advertisements

