

**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:

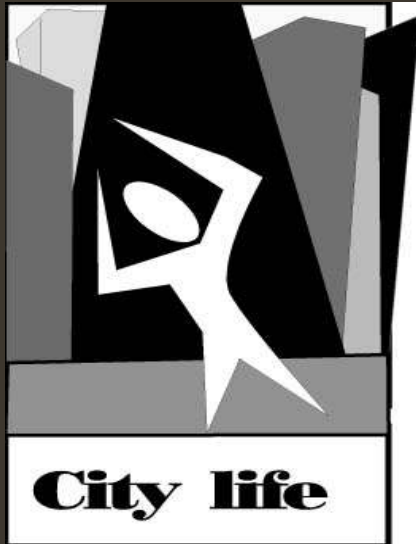
- The war is over –what will the factories produce? The war is over –what will the factories produce?

# Changing Ways of Life

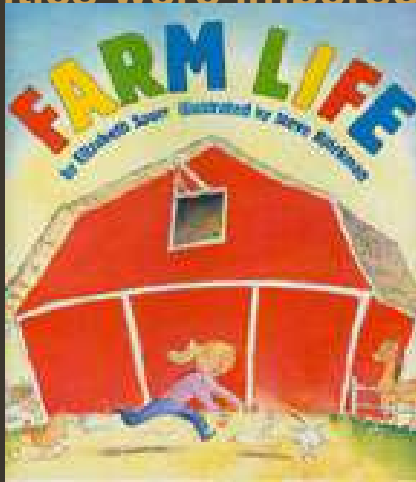
- During the 1920s, **urbanization** continued to accelerate.
- For the first time, **more Americans lived in cities than in rural areas**. New York City was home to over 5 million people in 1920. Chicago had nearly 3 million.



# Urban vs. Rural



Cities were impersonal

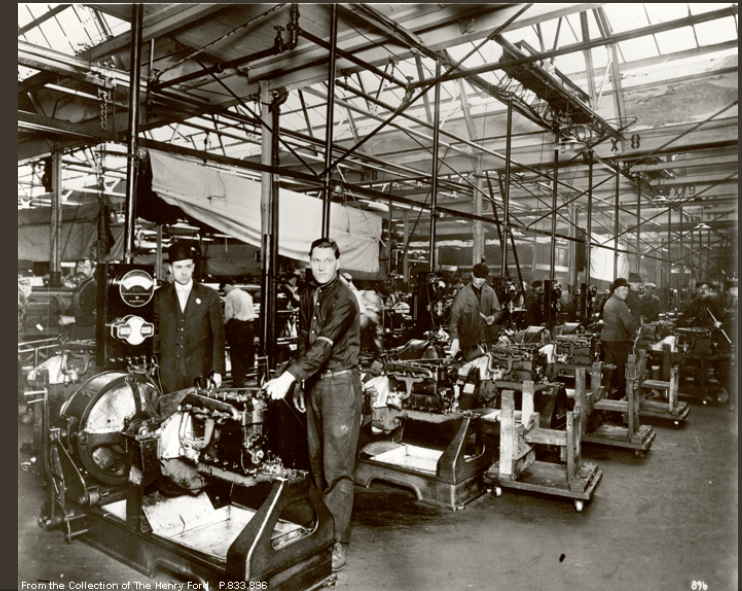
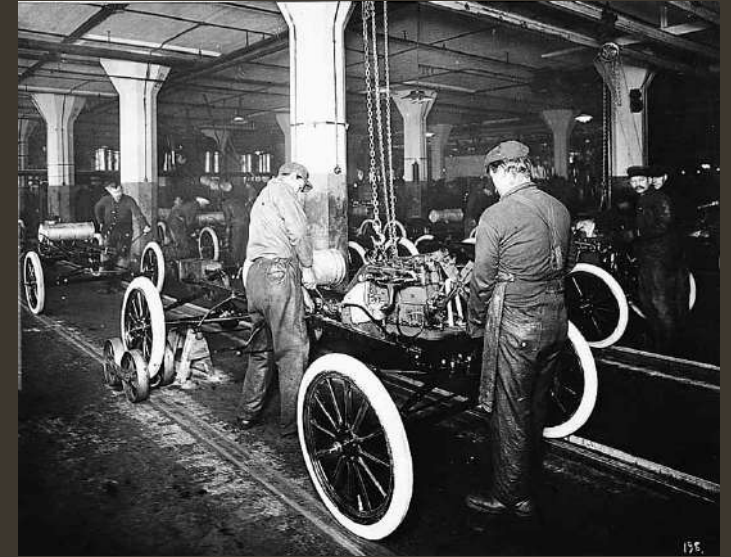


Farms were friendly

- 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.

# Age of Prosperity

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

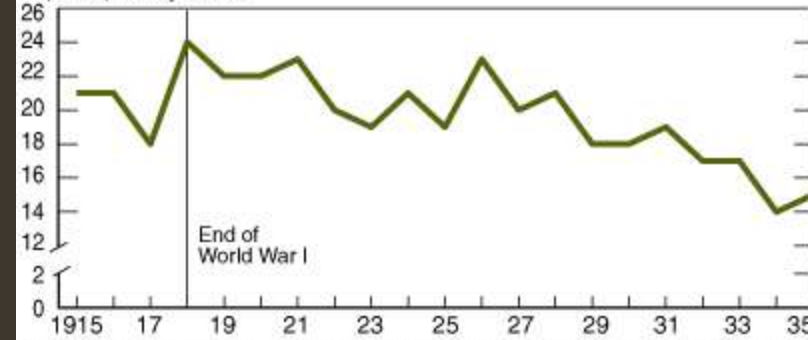


# Age of Prosperity

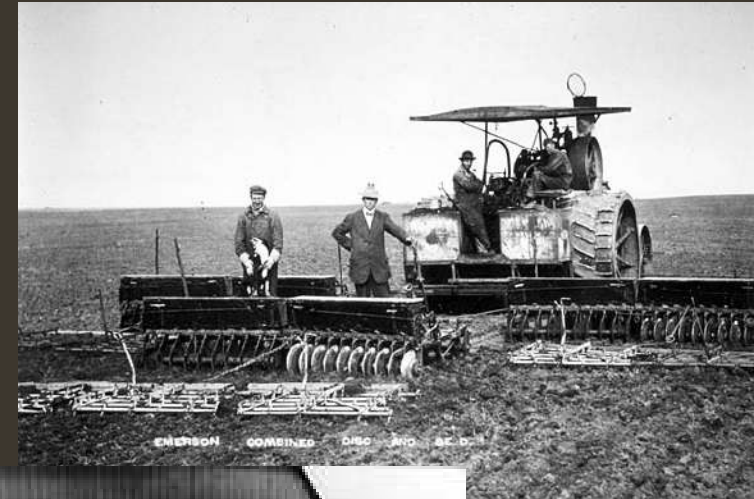
- an **agricultural depression** in early 1920's contributed to this urban migration
- U.S. farmers lost agriculture markets postwar
- **During this time agricultural efficiency increased so more food produced (more food = lower prices) and fewer laborers needed**
- **farming was no longer as prosperous**,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

Farm exports begin to fall as wartime demand disappears with World War I's end

Export quantity index



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.



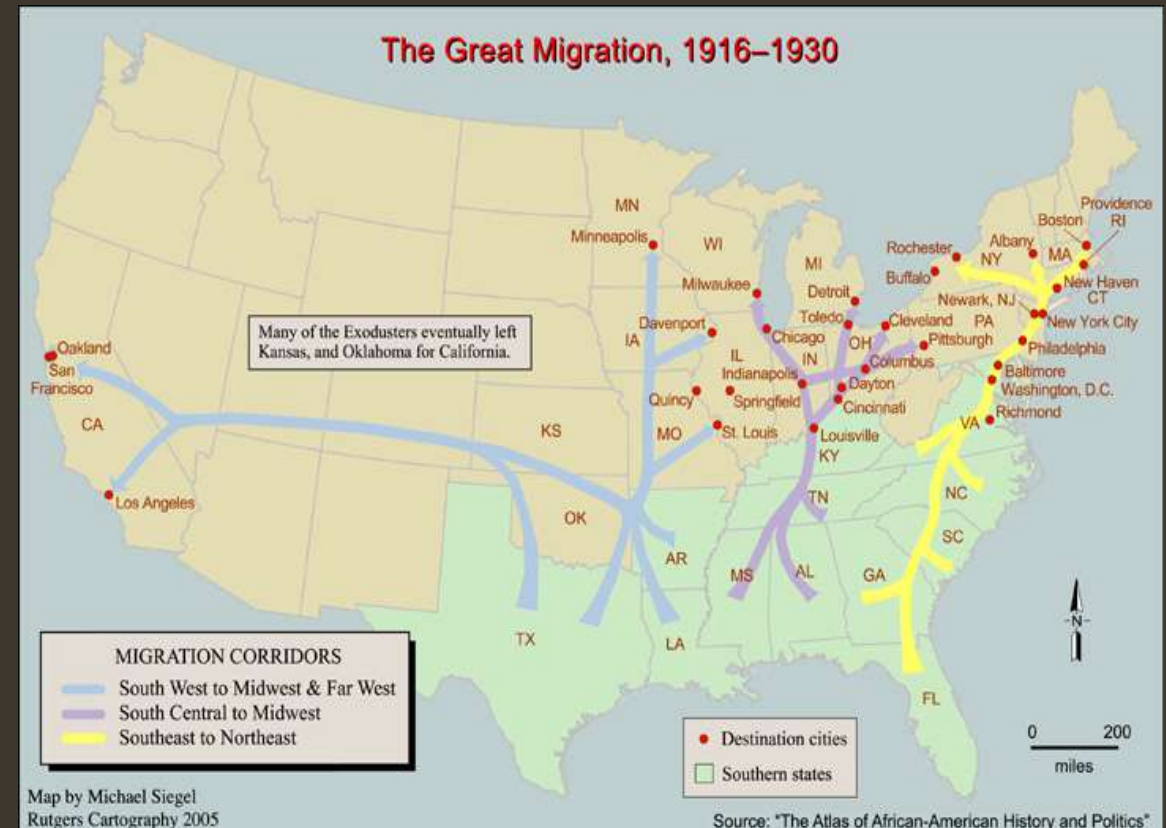
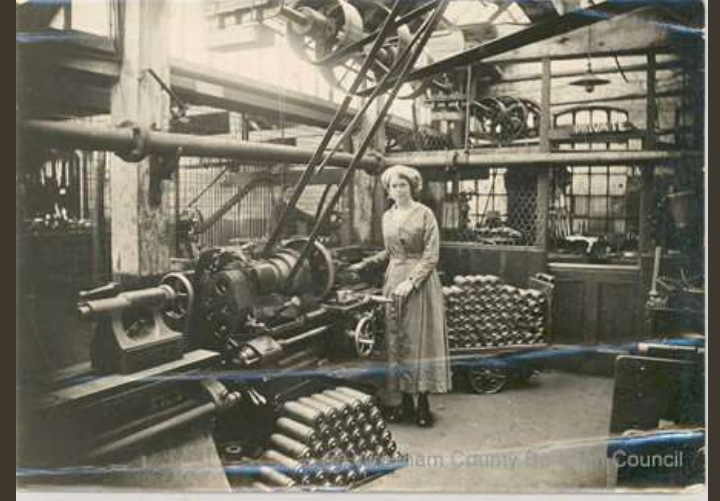
# Age of Prosperity

- 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



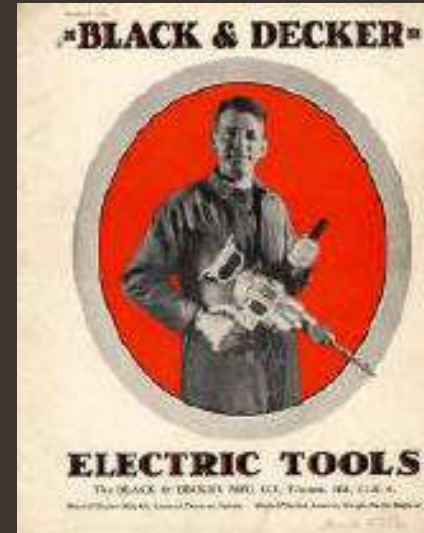
# Age of Prosperity

- African Americans moved north to take advantage of booming wartime industry = Great Migration





# 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

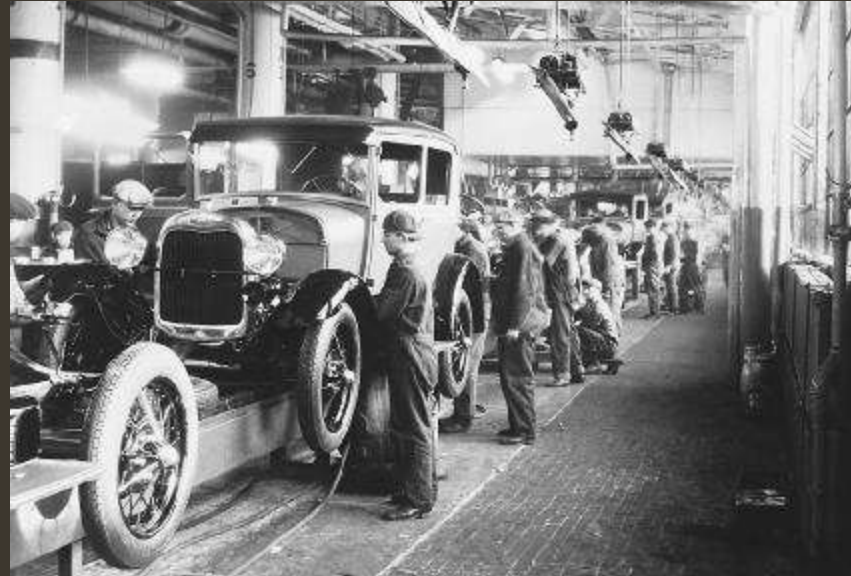


# Impact of the assembly line on the Auto industry

- 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.”







# Life in the 1920s

- Popular Entertainment
  - Radio
    - Programs
    - Music
    - Advertisements

