

A GROWING ECONOMY

CHAPTER 8 LESSON 2
USH HONORS



ESSENTIAL QUESTION:

***HOW DID NEWFOUND PROSPERITY CHANGE AMERICAN
LIFE IN THE 1920S?***

LESSON OBJECTIVES:

01

Students will be able to explain how social and economic life changed from previous eras.

02

Students will be able to describe the cultural identity of the United States during this era.

03

Students will be able to evaluate how American culture changed from earlier periods.

THE RISE OF NEW INDUSTRIES

- **WHERE DO WE SEE AN INCREASE IN AMERICA'S STANDARD OF LIVING?**
 - AUTOMOBILE OWNERSHIP – 1 OF SEVERAL MARKS OF A STANDARD OF LIVING INCREASE
 - BY 1925: MOST FAMILIES OWNED A CAR – NOT A BATHTUB WITH RUNNING WATER!
- **WHAT OTHER FACTORS REVEAL SOCIAL INCREASES?**
 - EARNINGS ROSE 22% PER CAPITA (FOR EACH FAMILY)
 - 1923-1929: WORK HOURS DECREASED = MORE LEISURE TIME
 - 1923: US STEEL CUT WORK HOURS FROM 12 TO 8 PER DAY
 - 1926: FORD STARTED 5-DAY WORK WEEK
 - SOME COMPANIES OFFERED 2 WEEKS PAID VACATION
- **WHAT TRULY MADE THESE CHANGES POSSIBLE?**
 - **MASS PRODUCTION:** LARGE-SCALE MANUFACTURING DONE WITH MACHINERY

FORD, THE ASSEMBLY LINE, & MODEL T

- **HOW DID FORD IMPACT MANUFACTURING:**

- THE **ASSEMBLY LINE!** DIVIDING OPERATIONS INTO SIMPLE TASKS.
- MINIMUM MOTIONS FOR MAXIMUM OUTPUT
- FORD WAS PRODUCING A CAR EVERY 93 MINUTES!
- 1925: A CAR WAS COMING OFF THE ASSEMBLY LINE EVERY 10 SECONDS

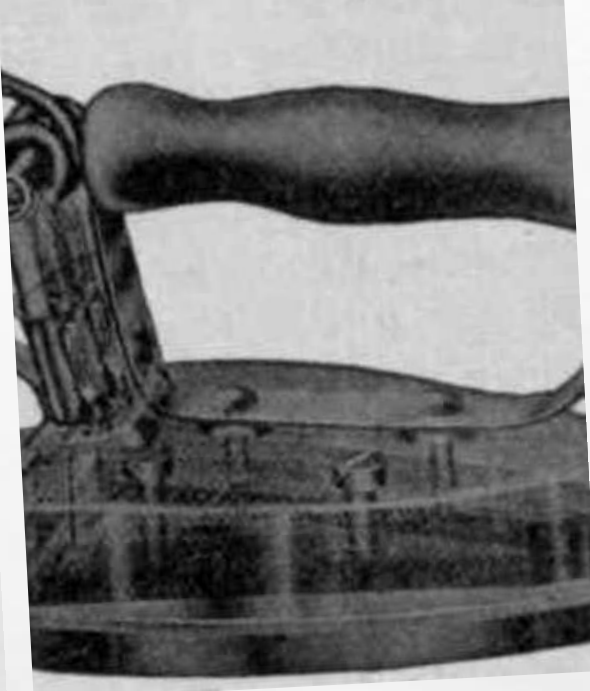
- **MOST FAMOUS PRODUCT FOR HENRY FORD?**

- MODEL T! 1908 SOLD FOR \$850 → 1914 SOLD FOR \$490 → 1924 SOLD FOR \$295

- **BY THE 1920S: OTHER MANUFACTURERS WERE USING THE ASSEMBLY LINE FOR PRODUCTION!**

- GENERAL MOTORS & CHRYSLER





CONSUMER PRODUCTS



BIRTH OF THE AIRLINE INDUSTRY

- **HOW DID THE WRIGHT BROS IMPACT THE 1920S?**
 - AMERICA WAS FASCINATED WITH FLIGHT!
 - GLEN CURTISS: INVENTED AILERONS (ATTACHED TO THE WINGS – MOVE IN FLIGHT)
 - 1918: AIR MAIL SERVICE OPENED UP
 - 1925: KELLY ACT – POSTAL OFFICIALS HIRE PRIVATE PILOTS FOR AIRMAIL DELIVERY
- **LINDBERGH'S FLIGHT**
 - CHARLES A. LINDBERGH ("LUCKY LINDY") MADE THE FIRST NON-STOP SOLO FLIGHT ACROSS THE ATLANTIC
 - SMALL TOWN MINNESOTAN
 - SYMBOLIZES HONESTY AND BRAVERY IN AN AGE OF EXCESS
 - THIS FLIGHT PAVES THE WAY FOR OTHER PILOTS



THE RADIO INDUSTRY

- **EXPANDING NEWS COVERAGE:**
 - MASS MEDIA SHAPES MASS CULTURE; TAKES ADVANTAGE OF GREATER LITERACY
 - BY 1914: HUNDREDS OF LOCAL NEWSPAPERS REPLACED BY NATIONAL CHAINS
 - 1920S: MASS-MARKET MAGAZINES THRIVE; *READER'S DIGEST* AND *TIME* ARE FOUNDED
- **RADIO COMES OF AGE**
 - RADIO IS THE MOST POWERFUL COMMUNICATIONS MEDIUM OF THE 1920S
 - NETWORKS PROVIDE SHARED NATIONAL EXPERIENCES: WE CAN HEAR NEWS AS IT HAPPENS!



THE CONSUMER SOCIETY

- **THE BOOM OF CONSUMER INDUSTRIES WAS DUE TO AMERICANS' HIGHER WAGES, SHORTER WORKDAYS, AND CONSUMER CREDIT.**
 - AMERICA BOUGHT GOODS FOR 10 YEARS
 - AMERICA MOVES FROM THRIFTY TO BUY, BUY, BUY
- **HOW CAN AMERICA AFFORD THESE PRODUCTS?**
 - CREDIT! "A DOLLAR DOWN, A DOLLAR FOREVER"
 - BEFORE THE 1920S – CREDIT WAS SHAMEFUL
 - AFTER THE 1920S – AMERICA BELIEVES IN PAYING OVER TIME
 - CREDIT WAS EASY TO OBTAIN
 - PEOPLE BEGAN TO ACCUMULATE DEBT TO SUPPORT THEIR NEW LIFESTYLES





- **DO WE NEED SLICED BREAD?**
 - OTTO ROHWEDDER INVENTED A BREAD SLICER IN 1928
 - ADVERTISING CONVINCED US WE NEEDED SLICED BREAD
- **ADVERTISING BOOMED AS AN INDUSTRY IN THE 1920S, ATTRACTING PEOPLE TO CONSUMER PRODUCTS.**
- **BUSINESSES BEGAN TO DEVELOP NEW ORGANIZATIONAL STRUCTURES, DEVELOPING SPECIALIZED DIVISIONS SUCH AS SALES AND MARKETING.**
- **ECONOMIC PROSPERITY WAS UNEVEN AMONG AMERICANS. MANY AFRICAN AMERICANS, NATIVE AMERICANS, IMMIGRANTS, AND FARMERS SUFFERED ECONOMICALLY.**

THE FARM CRISIS

- **AMERICAN FARMERS DID NOT SHARE THE PROSPERITY OF THE 1920S!**
 - EARNED LESS THAN 1/3 THE INCOME OF AMERICAN WORKERS
- **WHAT HELPED THE FARMERS?**
 - TECHNOLOGICAL ADVANCES IN FERTILIZERS
 - NEW SEED VARIETIES
 - BETTER FARM MACHINERY
- **WHAT HURT THE FARMERS?**
 - 1920-1921: CORN AND WHEAT PRICES DROPPED SIGNIFICANTLY
 - COSTS TO IMPROVE FARMING TECHNOLOGY AND PRACTICES INCREASED DRAMATICALLY
 - THIS IS CONSIDERED A “QUIET DEPRESSION”
 - FARMERS WERE PRODUCING MORE TO HELP EUROPEAN PEOPLE AFTER WWI
 - FARMERS BORROWED MONEY TO BUY NEW LAND AND EQUIPMENT TO PRODUCE MORE FOOD
 - WHEN EUROPEAN FARMING IMPROVED – FARMERS WERE LEFT WITH A SURPLUS OF GOODS
 - CONGRESS PASSED THE FORDNEY-MCCUMBER ACT (1922) – RAISING TARIFFS ON ALL GOODS

