

The American Boom in the 1920s	
The period of the 1920s was one of huge prosperity and confidence for some sections of American society, while for others life remained tough. In this decade of contrasts, there were major developments in transport and entertainment, but also the social consequences of Prohibition and prejudice. You will see the economic boom, social and cultural developments and divisions in society.	
Key Dates and Events	
1. 1913	Henry Ford set up the first moving production line in the world.
2. 1917	USA finally entered the war on the side of the Allies on 6 <sup>th</sup> April 1917.
3. Post 1918	The USA decided not to join the League of Nations and to keep out of European political alliances.
4. 1920s	The Republican Party was in control throughout the whole period.
5. 1920s	Roaring Twenties saw entertainment industry blossom with radio, jazz, sport, cinema, the car.

Key people	
Woodrow Wilson	Democrat 1913-1921 – Took USA into the war in 1917. Created L.O.N via the 14 Points.
Warren Harding	Republican 1921-1923 – Popular President. Wanted to return USA 'Back to Normalcy' after WW1. Wanted people to work success.
Calvin Coolidge	Republican 1923-1929 – Felt USA should focus on working hard. "Chief business of the American people is business".
Henry Ford	Businessman 1863 – 1947.. Founded Ford in 1903. Created assembly line / mass production. By developing the car, changed the nation

Knowledge Organiser: Paper 1 – Section A: America in the 1920s		Key Facts
What was the Boom and why did it happen?	During the 1920s, more money was spent on <b>things that people hoped would improve their lives</b> , like cars, telephones, radios and refrigerators. People bought so many of these that businesses created more jobs and paid workers more, so they could spend more on other products (the <b>cycle of prosperity</b> ). This was called a 'boom' – a period of <b>very quick growth in the economy</b> of the USA. Some reasons for the boom (economic growth): New technologies like electricity; new methods of advertising e.g. billboards, catalogues, radios; hire purchase; mass production; Republican government policies.	<ul style="list-style-type: none"> <li>In 1916, only 15% of American homes had electricity. By 1927, nearly 70% of homes had electricity.</li> <li>There was more building work done in the 1920s than at any other point in American history.</li> <li>In the 1920s, radio purchases rose by 2,500%</li> </ul>
How did mass production contribute to the boom?	In 1913, Henry Ford created the first moving production line in the world. This meant cars were made more quickly, and cheaply, so the price of the 'Model T' went down and more people bought them! Cars bought freedom to many Americans' lives – they could live further from work and travel for leisure and holidays. Other industries were supported by the car industry e.g. Glass, Leather, Steel and Rubber were all required to build new cars. Petrol was needed to run them.	<ul style="list-style-type: none"> <li>15 million people bought Model Ts between 1911 and 1929.</li> <li>In 1927, one completed Model T came out of the factory in just 10 seconds.</li> <li>Road construction was the biggest single employer in the 1920s.</li> </ul>
Inequalities of wealth	The <b>biggest winners were business owners and investors</b> . However, not everyone benefitted. <b>Farmers</b> : Some farmers did make money, but most struggled. Their main problem was overproduction. Prices were so low that many farmers could not afford to pay for their farm. <b>Workers in old industries</b> : Old industries like <b>Coal Mining, Leather and Textiles</b> struggled because of new technologies like oil and electricity. <b>African-Americans</b> : The majority of African-Americans lived in the Southern States, and worked in low-paid farming jobs as sharecroppers. <b>New Immigrants</b> : The newest immigrant groups often struggled for good jobs and housing.	<ul style="list-style-type: none"> <li>The richest 5% owned 33% of the wealth.</li> <li>Total farm income in the USA dropped from \$22B in 1919 to \$13B in 1929.</li> <li>6m Americans moved from countryside to cities.</li> <li>750,000 black American farm workers became unemployed in the 1920s.</li> <li>Unemployment remained steady at 5%</li> </ul>
Republican Gov't	Presidents in the 1920s were from the Republican Party. Their policies included <b>'Rugged Individualism'</b> – the idea that people should look after themselves, as well as <b>Laissez Faire, Low Taxes and Tariffs</b> .	<ul style="list-style-type: none"> <li>The Republican government introduced several new policies, including Fordney-McCumber Tariff Act in 1922.</li> </ul>
The Stock Market Boom	Millions of people began to <i>'play the stock market'</i> in the 1920s. This meant buying and selling shares in companies. This was done through the stock market. This helped businesses to generate the money they needed to make more products. People made money by selling at higher prices.	<ul style="list-style-type: none"> <li>In 1920, only 4 million people owned shares. By 1929, 5 times as many people owned shares.</li> <li>People bought shares <b>'on the margin'</b>.</li> </ul>
Social and Cultural changes	The 1920s was often called the <b>Roaring Twenties</b> and entertainment grew. Everyone listened to the radio. Jazz and Blues music captured the imagination of young Americans. Sport and the cinema also grew at this time. Celebrities included Bath Ruth, Duke Ellington and Louis Armstrong. The position of women in society changed they had more freedom . Younger women wore short clothes, smoked and drank in public, went out with men without a chaperone – <b>Flappers</b>	<ul style="list-style-type: none"> <li>Average working well fell from 47.4 to 44.2 hours.</li> <li>By 1922, there were 508 radio stations in the USA.</li> <li>After 1927, films included sound – talkies.</li> <li>By 1929, there were 10 million women in work.</li> </ul>