

The background of the slide is a golden-yellow color with a dense, repeating pattern of various currency symbols (dollar, euro, pound, yen) in a 3D, embossed style. The symbols are arranged in a way that creates a sense of depth and texture.

Prosperity of the 20s

ESSENTIAL QUESTION: What factors sparked the prosperity of the 1920s?

Causes of the Prosperity of the 1920s

- Automobile
- New Industries
- Assembly Line
- Buying on Credit
- Speculation



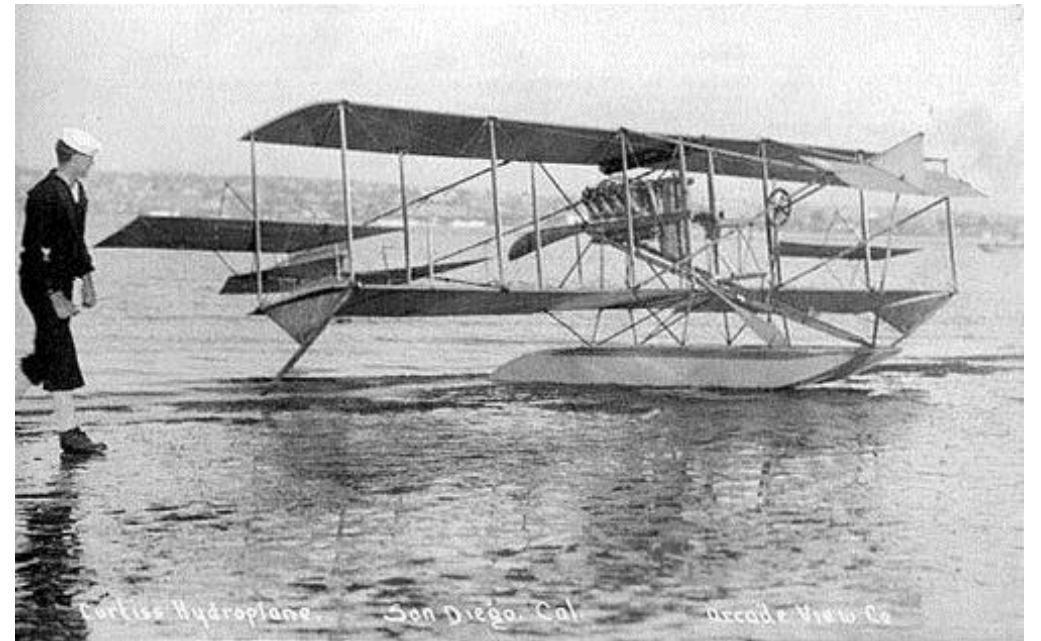
The Rise of the Automobile



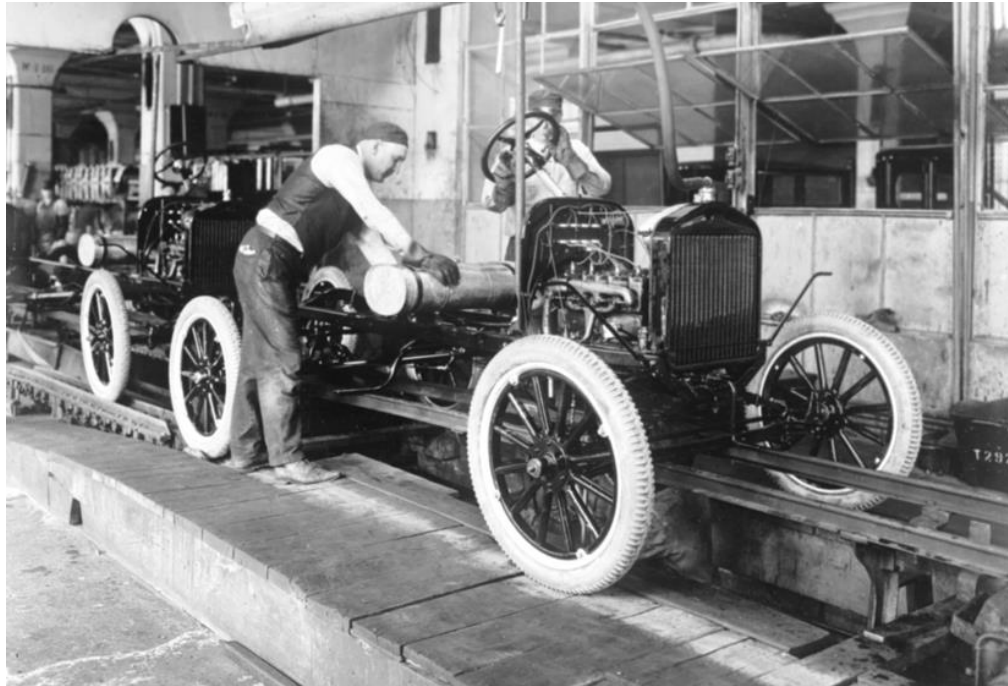
- Henry Ford
 - Engineer and auto manufacturer
 - Goal = build affordable cars
- Model T
 - 1st car many middle class Americans could buy
 - Assembly line = mass production of cars
- Effects
 - Many employed by car industry
 - Stimulated steel, glass, and rubber industries
 - Growth of suburbs
 - School buses transport students from rural areas

The Rise of Other New Industries

- New Discoveries/Inventions
 - Household Appliances
 - Vacuum, refrigerator, toaster
 - Radio and Motion Pictures
 - Trans-Atlantic telephone service
- Glenn Curtiss
 - Developed the hydroplane
 - Could take off/land on water
 - Marked the birth of U.S. naval aviation



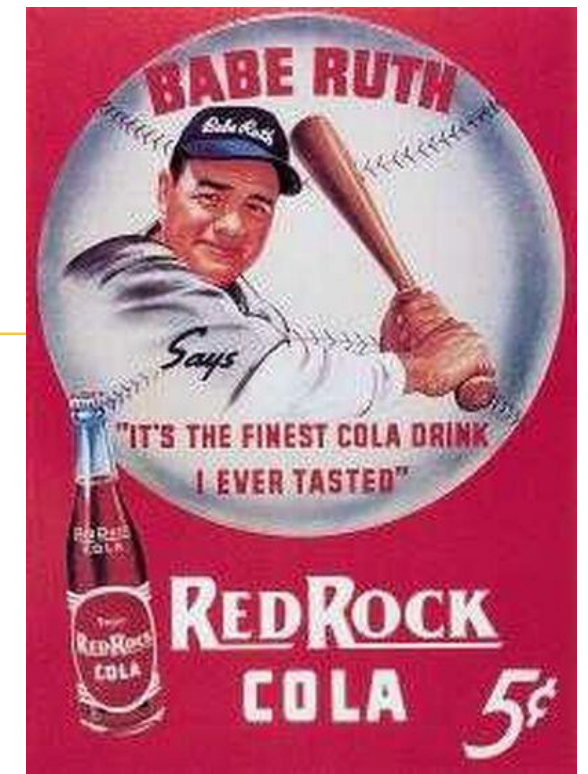
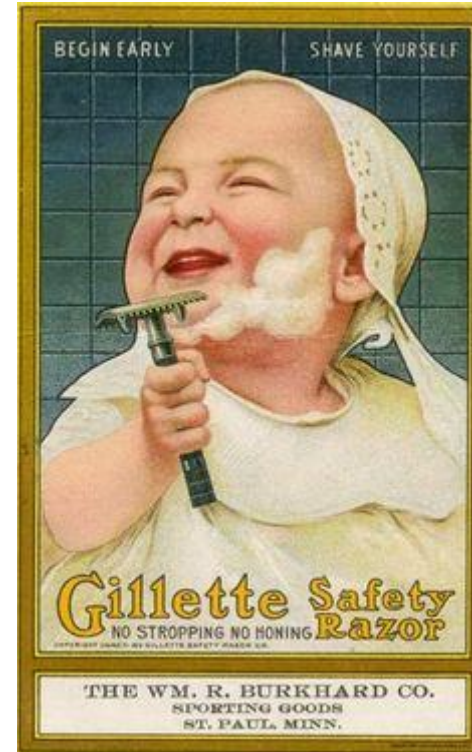
More Efficient Production Techniques



- Ford
 - Introduced electric conveyor belts to assembly lines
 - Increased wages while still making huge profits
- Assembly line
 - Led to dramatic gains in productivity
 - Lowered prices for consumers
 - Skilled workers no longer needed

The Age of Mass Consumption

- Mass Production = Mass Consumption
 - Increase in advertisements
 - Higher wages increased spending
- Buying on Credit
 - Pay small down payment
 - Rest paid in small monthly payments with interest
 - Consumers could buy more expensive goods



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Speculation Boom



- Speculation
 - Purchase of an item with hope of selling it later at a higher price
 - Stocks and real estate
- Stock Market
 - Corporations sold shares to investors
 - New industries, techniques, and mass markets = major profits for stockholders
 - More people buying stocks = higher stock prices

Snapshot: The Roaring Twenties



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