

1. Trends of the 1920s

- A. Political Trends: _____, "Normalcy," _____
- B. Economic trends: Prosperity, except for _____, Business boom, _____

2. International Politics

- A. Isolationism – U.S. _____ into isolationism after WWI; didn't join _____
- B. Washington Conference 1921 – First international _____ held in Washington, D.C. and first _____ conference in history (main European nations; some Asian)
 - Attempt to _____ war
 - Limited _____ and size of _____
- C. Dawes Plan (1924)
 - US _____ money to _____ so it could pay _____
 - Allies used money to _____ US loans *Draw Cycle chart:*
 - Created _____ of debt.
 - Stifled international _____
- D. Kellogg-Briand Pact
 - 1928 international treaty signed in Paris (major nations of Europe) – _____ war
 - Goal: retain American _____

3. Political Conservatism in the 1920s

- End to _____ reforms; less _____
- Politics favored _____
- All Republican presidents: _____, Coolidge, _____

4. 1920s Presidents and Policies

A. Warren G. Harding (1921-1923) "Return to Normalcy" Harding favored:

- Lower taxes for _____ and the _____
- Increased _____ (to protect American industries)
- Immigration _____ (Immigration Quota Act 1921)
- Promoted naval _____
- Spoils system: _____ led to corruption; _____ ("Ohio Gang" – friends appointed to office)
- Teapot Dome Scandal
 - Harding's friend, Sec. of Interior Albert Fall, took _____ in the _____ of oil fields (in Teapot Dome, Wyoming) and got _____; (got 1 year in jail)
 - Scandal tainted Harding's _____

Cartoon message: _____

B. Calvin Coolidge (1923-1929) "The business of America is _____"

"Keep _____ with Coolidge"

- Serious, clean _____
- Cartoon message: _____
- Signed _____ Act 1924 (restrictions)
- Cut _____ and reduced federal _____
- Pro-Business: _____ capitalism (no government _____ in business)
 - Against _____ of business (appointed men to FTC and ICC who _____ act)

Cartoon message: _____

C. Herbert Hoover (1929-1933)

(Head of _____ Administration during WWI – seen as hero)

- Secretary of Commerce under Coolidge; promoted _____ efficiency
- Continued _____ policies as president, but believed in _____ and:
“Rugged _____:”

(that America was _____ because Americans were tough, independent, and _____.)

- Believed _____ interference or coercion destroyed _____ and self-reliance

5. Role of New Technology

A. Impact of the Automobile

- Ford _____ line – _____ production of cars; affordable to the _____
- Freedom – work _____ from home, _____ trips, teenage independence

Car ads with women message: _____

- Expands _____ – car-related businesses _____
– _____, upholstery, etc.
- Gas stations, _____, and roadside attractions

New kind of advertising: _____

- Used for _____, weekend trips...and _____ entertainment

B. Impact of Electricity

- Longer _____ work day
- New _____ – refrigerator, vacuum cleaner, washing machine, toaster, _____

6. Economic Trends

A. Consumerism

- Middle class Americans have more _____ to spend
- Can buy on _____, “the _____ plan” (How much was a car? _____)
- Cars, radios, furniture, _____, consumables (What could you do at home? _____)
- _____ plays a big part

Ad: What fear did the Listerine ads give people? _____

- Leads to _____ for many over the decade

Ads: How did products claim to help the family? _____

- Leads to _____ – weakens the economy and helps lead to the _____

B. Farm Crisis

- Farmers did well during _____ – high demand
- After war, _____ dropped; farmers kept producing; _____ dropped
- Economic _____ for farmers

C. Stock Market Boom and Bust

- Investors could buy _____ “on margin” (on _____) for as low as _____ down – prices _____
- Professional investors _____ off shares – prices _____; started selling _____
- investors sold shares to pay back _____ on their loans
- prices _____
- “_____” Oct. 29, 1929
- _____ selling
- prices _____ out
- known as “_____”
- Banks _____ because they had:
 - invested in the _____
 - loaned money to _____ investors
- People lost life _____
- Led to the _____