

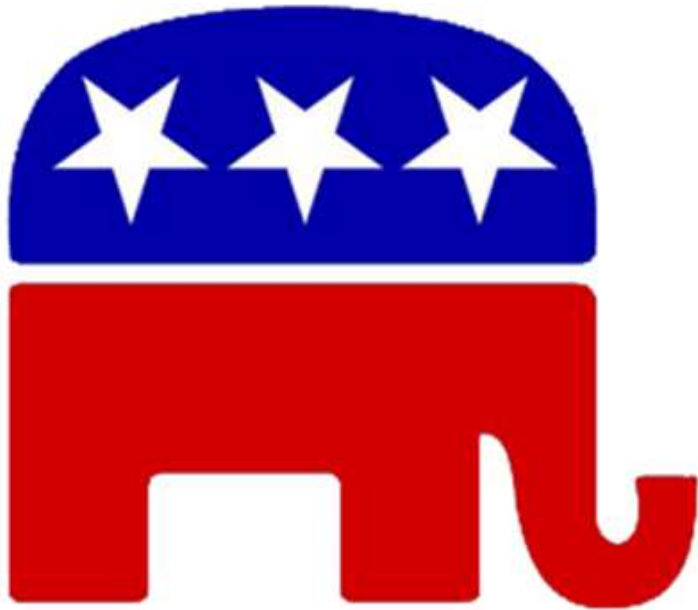
Presidents of the 1920's

The Roaring 20's

The Main Idea

- The 1920's would be an era marked by Republican control of government, rapid business growth, changing societal values, and consumerism.

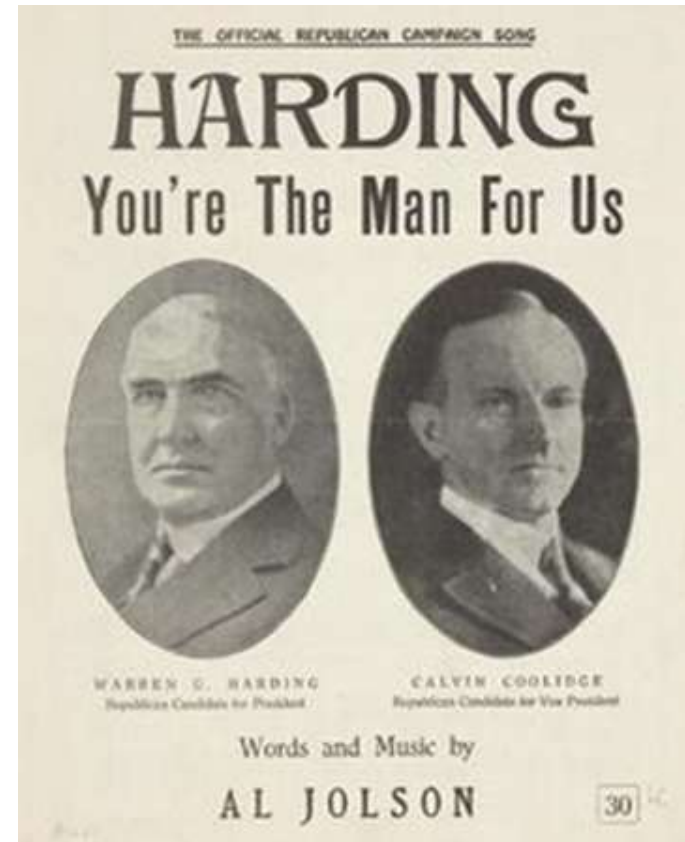
Republican Control



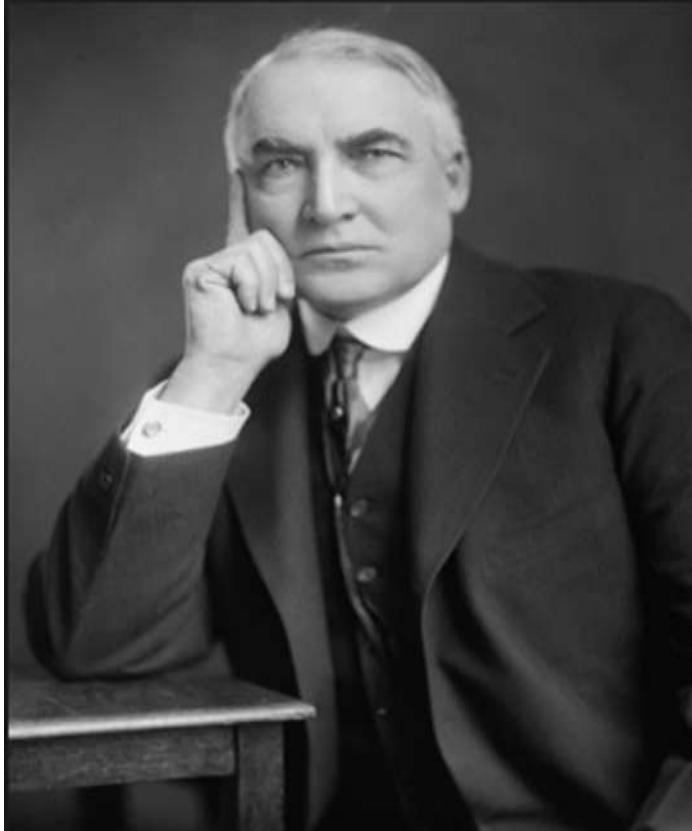
- The Republican Party controlled federal politics in the 1920s.
- Business boomed.
- Farmers & Labor Unions struggled.

Republican Control

- The Republicans of the 1920's believed in limited government involvement to help business.
- Opposite of the Progressive Era.



Warren G. Harding Presidency



- “A return to normalcy”
- Domestic Agenda
 1. Reduced income taxes
 2. Increased tariffs
- Teapot Dome Scandal
- Did not accomplish much.

WHITE
HOUSE
HIGHWAY

OIL
SCANDAL



Harding Dies

- Warren G. Harding died before the end of his term and Calvin Coolidge became President.



Coolidge Presidency



- “Silent Cal”
- Believed in limited government.
- Little was accomplished with the exception of cutting spending.
- Vetoed bills
 - Including one to help farmers as crop prices fell.

Mixed Economic Growth

- The focus of the 1920's was the economy.
- Standard of living increased.
 - Indoor plumbing & electricity were now common in most urban areas.

Reasons for Growth

1. Increased Productivity

1. Improved manufacturing procedures (Assembly Line)

2. Energy Technologies

1. Oil, Gasoline, & Electricity

3. Government Policy

1. Relaxed business policies and tax cuts.

Consumerism

- Increased purchasing of goods by Americans.
- Due to the improvements in manufacturing, more goods were available for purchase.
- More people could afford these goods.

**WORLD'S FINEST, MOST MODERN
AUTOMATIC DISHWASHER**
... The new **GENERAL ELECTRIC**

*DISHES ACTUALLY
DRY IN THEIR
OWN HEAT!*

**WHAT OTHER DISHWASHER
CAN MATCH THESE FEATURES:**

- Top opening for easy "back-load" loading!
- No scraping, no scrubbing!
- **KENTON** capacity—holds a TRUSSARDI suit's worth of dishes at once!
- Super-Duty motor—lasts longer than your hands could stand!
- **COMPLETELY** automatic—just turn on water control!
- Dishes clear... more work... more water!
- **K-E** performance engineering ensures long-lasting dependability!

**ONLY G-E ENGINEERING
COULD BRING YOU ALL THIS!**

1. "Super-Duty" motor—lasts longer than your hands could stand!

2. "KENTON" capacity—holds a TRUSSARDI suit's worth of dishes at once!

3. "Back-load" opening—easy to load and unload!

LOW-DOWN PAYMENT! EASY TERMS!

YOU CAN PUT YOUR CONFIDENCE IN—
GENERAL ELECTRIC

"Quality—No National Dependence—It's American!"

The Automobile

- Transformed American Society
- By the end of the 1920s, almost every household had a car.
- Helped steel, glass, rubber, gas, and road industries grow.





Farm & Labor Problems

Farm Problems

- Did not share in the wealth.
- Heavy debt because of low crop prices and could not afford new machines to keep up.

Labor Problems

- Wages rose which slowed down the labor union movement.
- Companies began treating employees better (benefits & working conditions).

The Jazz Age

- The 1920's is referred to as the Jazz Age after the growth of dancing and listening to Jazz.
- African American created music that symbolized the new modern culture.

Societal Roles Change

- Women → Begin working in the workforce, seek divorces.
- Education → Support for education grew and having a high school education became the new goal.
- Moral Revolution → Dancing, Music, & Clothing all changed in the 20's.

1928 Election

- Coolidge did not run for President.
- Herbert Hoover was elected President.



The Hoover Presidency

- Implemented a series of reforms to help America.
- Targeted organized crime related to prohibition.
- He created a Farm Board to assist the nations farmers.
- He had doubts about the stability of the nation's economy.

Order of Operations

1. Harding Presidency Assignment

