4/22/21 US History Objectives

1. SWBAT identify the ways in which industrial growth affected the economy of the 1920s.
2. SWBAT discuss the role businesses and consumers play in a consumer economy.
3. SWBAT identify the signs of weakness in the economy of the late 1920s that would set the stage for economic depression.

4/22/21 US History Warm Up

1. What did President Coolidge mean when he said, “the chief business of the American people is business”?
2. Why did the 1920s see an explosion of new methods of advertisement?
3. What is a consumer economy?
4. Look at American Biography on page 496. After reading about Henry Ford, why do you think he is considered to be a complex person to understand?
5. Where was his largest Ford Motor Plant located? How big was it by 1926? How many people did it employ? (use bullet points on page 494)