Reading guide Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ch 12 sec 3

The Business of America

1. Describe the new president, Calvin Coolidge – where was he from?

What was he like?

What sort of economic policies did he favor for the U.S.?

2. Why is the automobile such an important part of the social and economic picture of the 1920’s?

What are some of the changes to the landscape caused by the growing use and popularity of the automobile in the 1920s?

What does Will Roger’s remark to Henry Ford mean – “It will take a hundred years to tell whether you helped us or hurt us, but you certainly didn’t leave us where you found us.”

3. Why is the growth of the airplane industry important for the U.S.?

How are airplanes used by the public at first? How does that change over time?

4. What percent of the worlds wealth does America own in the 1920’s? \_\_\_\_\_\_\_\_\_\_

How does this prosperity impact the lives of average people?

How does the spread of electric service change people’s lives?

Compare the price of electrical appliances to traditional appliances – what can you observe about the price of the modern world?

5. Advertising became the way people learned about what they wanted in the new world. Describe the methods employed by advertisers to lure the public to buy their products.

6. Why does the book call all of this “a superficial prosperity”?

What is the problem with increased productivity in this era?

What is the “installment plan”?

Why is it a help and a burden for the consumers of the 1920s?

Is this credit-based economy a solid foundation for a society’s well-being?