

## Chapter 16 - Day 2

- Other consumer goods developed in 20s, electric razor, disposable tissues, frozen food. Laboring saving devices like electric irons, vacuum cleaners, washing machines, gas stoves. Consumer goods like deodorant and cosmetics.
- **Airline Industry**—Wright Bros. 1<sup>st</sup> successful flight 1903 Kitty Hawk, NC. Airline industry grew rapidly
- 1926 Air Commerce Act—federal aid to build airports
- Bessie Coleman—1<sup>st</sup> African American female pilot
- Amelia Earhart—1932 1<sup>st</sup> woman to fly solo across the Atlantic—1937 attempting to fly around world was 2/3 finished when her plane disappeared
- **Radio Industry**—1920 KDKA 1<sup>st</sup> radio station owned by Westinghouse and broadcast Harding's election
- 1926 NBC established network with daily programs
- 1928 CBS started
- 1929 over 10 million radio sets used in US
- **Consumer Society**—1920 saw growth of personal debt “Buy now and pay in easy installments”
- Boom in new inventions spurred the advertising industry
- Middle class grew with industries
- Union membership dropped in 20s as companies used welfare capitalism like profit sharing, medical insurance and pensions
- Farm Crisis—American farmers did not share in prosperity of the 1920s. Many went into debt in WWI to buy land and machinery
- Technological advances meant they produced more, when European farmers produced after the war prices dropped
- New tariff hurt farmers—farmers went into a recession a decade before the rest of the country

### Section 3—The Policies of Prosperity

- Andrew Mellon, Sec of treasury during 20s encouraged growth that led to a stock market boom
- Mellon's plan balance the budget, reduce gov't debt and cut taxes
- Supply side economics—Mellon believed if you cut taxes—businesses had more money to expand meaning more jobs, people had more money to spend and gov't would actually collect more taxes in the long run